# **Signature Talk That Sells-Structure Template**

Having clear, pre-defined structure to your talk will set up you to feel confident and establish you as the authority when you present. It will also allow you audience to absorb your content more easily and create a seamless flow for you to **MAKE SALES.** There are slight variations between live and online presentations, but the basic structure is the same.

**Outline of a Profitable Signature Talk**

**I. Grab their attention**

-Start with something compelling, a story, shocking statistic, humor etc.

**II. Establish yourself as the authority**

-Intro yourself as a high-value expert- use elevator pitch or short bio

-Let them know they are in the right place (used more online than live)

-Let them know what they will learn. Outline the content.

**III. SEED**

-Let them know they will get great content, but that is only a piece. Let them know you will be talking to them more at the end about how to take things further by working with you if they enjoy the content. Then ask them if that is ok.

-Tell them a juicy dessert is waiting for them at the very end if they stick around. (Used more online)

**IV. Your Compelling Personal Profit Story**

**V. Your High-Value Content**

-Points that support your process and/or business model

-Client examples (seeding)

-Save last, cliff-hanger tip for after the offer (used for both, but more often online)

**VI. SEED**

**-**Wrap-up & review content

-Remind of their permission to talk about your program

**VII. Close**

-Remind of value given

-Demonstrate value with client example results

-Offer for them to do alone

-Future pace results of no action

**VIII. Make your Offer**

**IX. Give last, most important tip that you have been saving**

**X. Ask for testimonials on talk**

**XI. Give out contact info again**

**XII. Thank you & Good-Bye**