



Your Keynote & Presentation Speech Planner



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When it comes to showing off your expertise and being seen as the authority you are, there aren't many better avenues than keynote speeches and other presentations.

Making regular appearances on stage can bring:

- More traffic to your website
- More profits from private clients
- Book contracts
- JV partnerships
- Greater confidence
- Even more cash from paid speaking offers

It's a shame then, that most people will tell you that fear of public speaking prevents them from landing the speaking gigs they want and need to grow their business. In fact, it might even be keeping you from stepping up onto the virtual stage to host webinars, periscopes, and other "live" events.

If that sounds familiar, don't despair. There is hope. And it may come in a form that surprises you.

The number one thing you can do to combat stage fright and take your rightful place on the speaker circuit is to be prepared.

- Know your audience
- Refine your message
- Plan your content
- Share your story
- Energize your presentation

And all of these things are doable—even by the most nervous speaker—if you just break them down into their most basic steps.

STEP 1: DEFINE YOUR IDEAL AUDIENCE

Just as you won't get far in business if you don't know who your perfect client is, your speeches and presentations won't have much impact if you're talking to the wrong audience.

Single mothers won't likely resonate with your message about supporting your husband through his deployment in Iraq, but they will if you're empowering them to build a business that allows them to spend more time with the kids.

By the same token, hard-working business owners don't want to hear about your troubles with the PTA. But share how you're managing your time so you can work less and still volunteer at the kids' school and they'll be all ears.

Chances are good you already have a great deal of insight into your target audience. You likely have analytics and customer surveys and other data you can draw from, and that will help you create better presentations.

If you need help, take a look at:

- Google analytics for your website, including age and other demographics
- Customer surveys
- Your current client list
- Your social media followers
- Your subscriber list

Who are these people, and what is it that makes them your ideal audience? Answer that, and you'll be able to write a keynote speech that hits the target every single time.

Exercise: Describe—in as much detail as possible—your ideal audience member.

While you'll never stand on a stage in front of a group made up entirely of your ideal audience, it helps to be able to pick them out of the crowd. When you can quickly identify your perfect audience member, you'll know instantly if that offer to speak is right for you, or if you should look elsewhere.

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STEP 2: BRAINSTORM YOUR TOPIC (LOOKING AT YOUR OWN STRENGTHS, EXPERIENCE, AND CREDIBILITY)

It might seem as though you should be able to talk on any topic related to your business or coaching practice, but the reality is there's more to choosing a topic than just knowing the material.

You need to have:

- Relevant experience and expertise
- The personal story to make you credible (more on that in Step 4)
- Absolute authority
- Unshakable confidence

Now that doesn't mean you should never consider giving a presentation about a topic you're less than an expert in, but it does mean that you'll be much more likely to land your dream speaking gig if you've got all four of those requirements well covered.

And if you've been in business a while, it's not hard to do that.

Start by asking yourself:

- **What do my clients most often come to me for?**

Chances are you're known as the "go to" person for at least one thing. Perhaps you're the best at rebranding a struggling business, or you can easily find the holes in service offerings. Whatever it is, that's where your relevant expertise and experience lies.

- **What subject do I know so well I could teach it in my sleep?**

Albert Einstein once said, "If you can't explain it to a six year old, you don't understand it yourself."

The subjects you know so well you could explain them to a child are where your absolute authority and unshakable confidence come into play.

There's more to your topic than just a broad, "I'll talk about branding" statement. While you might know branding inside and out, and you may be able to clearly explain it to a child, it's not a topic for a speech.

It's far too broad for that.

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Remember, a speech is generally an hour or less, so you'll have to narrow your subject matter considerably, or you won't make much of an impact.

So rather than speaking about branding, you might (depending on who your ideal audience is) speak about branding for women-owned tech businesses. Or how to rebrand and re-establish yourself after a long absence from the industry. Or how to stand out in a crowded niche.

In addition, and much like your website's tagline, your topic should directly speak to your ideal audience, like this:

From Brand Shame to Brand FAME: Create your gorgeous Coaching Brand and go from nobody to turning heads online!

Note the inclusion of "coaching brand" in the subject, so the audience knows exactly who this talk is for, what they'll be learning, and what their results will be.

Exercise: Brainstorm your topic.

Write several versions, and be sure to keep it concise, while still ensuring all relevant information is included.

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STEP 3: YOUR MESSAGE (MAKE IT MEMORABLE & MOVING)

When you walk off the stage, what will the audience members say about your presentation?

Will they remember your key points?

Will they be able to share the big takeaways?

Will they be texting their friends about that great point you just made?

If you can't answer yes to those three questions, then your message needs work. It's not yet memorable or moving, and while it might be important, it certainly won't make a big impact.

While you've already defined your topic, your message is different. In fact, it might help to think of your message as a Tweet: short, memorable, and to the point.

Here's a great example of a keynote with a distinctive and extremely memorable message:

<https://www.youtube.com/watch?v=HAMLOnSNwzA>

This young man has one point to make, and his message is clear.

Note how he repeats the message throughout his speech, engages the audience by asking them questions about his message, and drives the point home through repetition. It's a safe bet that everyone in the audience that day remembered his key point, knew what the takeaway was, and shared it with their friends.

Watch it, and you will, too.

Exercise: Define your message.

If it helps, force yourself to write your message in the form of a Tweet. One hundred and forty characters are all you get. That's about what's in this paragraph.

STEP 4: WHAT MAKES YOU THE PERFECT PRESENTER? YOUR STORY!

With enough training and practice, most people can speak on any topic. They might even be able to speak with authority and confidence.

But if you want to be a memorable speaker with a full calendar and plenty of raving fans, you need more than just knowledge. You need an engaging story.

Keynote speaker Paul Evans shares the story of how he lost his young wife tragically, shortly after the birth of their son. It's a moving tale that speaks volumes about who Paul is, his heart, and his faith.

It's also a story that makes him the ideal speaker for a variety of audiences, including insurance salesmen (18 years after her death, his wife's life insurance is now paying for his son's education), small business owners, and others.

Your story may not be as dramatic as Paul's, but you do have a story. Everyone does.

Perhaps you bootstrapped your six-figure business while holding down a full-time job and raising a family. That's the perfect backdrop for your presentation on entrepreneurial vision and drive.

So think about what makes you more relatable to your audience. What is it about you that makes your presentation unique?

Exercise: Tell your story!

STEP 5: YOUR PRIMARY IDEA OR CALL TO ACTION

If you've ever written an email or a sales page, then you know what a call to action is. It's the one thing you want your reader to do as a result of reading your content.

Your presentation is no different. Whether you're crafting a webinar with an upsell or a motivational keynote speech, you must give your listeners their next action. What should they do after listening to your presentation?

Your call to action can be:

- A mindset change you want your listeners to make (perfect for motivational keynotes)
- A product you want them to buy (for a webinar style presentation)
- A specific takeaway you want them to remember and share

Not only will your presentation be more memorable and moving with a cohesive call to action that pulls together the entire message, but it will be much easier for you to write, remember, and present.

When you're organizing your thoughts and ideas in the next step, you should ask yourself, "Does this flow naturally toward my call to action?" If the answer is no, then toss that idea and move on to the next.

Exercise: Find your focus by determining your single primary idea or call to action.

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STEP 6: OUTLINE AND ORGANIZE YOUR IDEAS

If you're new to presenting, you may have tried to jump ahead to this step. You may have even launched PowerPoint and began making slides, only to become overwhelmed and lost pretty quickly.

But without the groundwork we've done in steps one through five, trying to organize your ideas will only lead to frustration.

With your audience, topic, story, message and call to action in mind, though, it's suddenly much easier to organize and outline your presentation.

Start with this basic three-step speech outline:

1. Tell them what you're going to tell them (the introduction)
2. Tell them (the body)
3. Tell them what you told them (the conclusion)

Not only does this work to help you organize your thoughts, but it also helps your audience get more out of your presentation.

You can further break down your outline by organizing each section:

The Introduction

1. Open with your story—why you're the perfect person to be giving this presentation today
2. Share your topic and message
3. Summarize your main points

The Body

1. Point one
2. Point two
3. Point three

Note: more than three main points will be overwhelming for most audiences, so it pays to be concise here.

The Conclusion

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1. Restate your points
 - a. Point one
 - b. Point two
 - c. Point three
2. Restate your main message (you should be doing this throughout your speech anyway)
3. Present your call to action

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Exercise: Outline your speech.

My Story	
My Message	
Summary	
Point One	
Point Two	
Point Three	
Summary	
My Message	
Call to Action	

STEP 7: STORIES MATTER (HOW TO ILLUSTRATE YOUR PRESENTATION WITH RELEVANT STORIES)

We talked about being memorable in Step 3, and here's a great way to do that: use stories.

Think about it. What are you more likely to remember, that it's important to treat your customers with respect, or a story about how one example of poor customer service went viral and caused a company to radically change their business model?

The story is far more memorable, of course. And even if you don't remember all the details, you will remember the big takeaway. Not only that, but you'll remember it for weeks or months or even years. You'll share it with your friends and colleagues, research the details, and perhaps even use it in your own content. Compare that to what happens when you're asked to remember endless facts and figures, and you can see why story is important.

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Here's another reason to include stories in your speech: it will make your topic much more interesting. If you've ever sat through a droning college lecture, then you know what it's like to try to stay focused when you're bored by the content.

Don't do that to your audience.

Instead, fill your speech with stories and anecdotes that illustrate your points, and you'll instantly be:

- More memorable
- More entertaining
- More engaging

A word of caution here, though. Stories from your own life are always best. They're more engaging, and you'll tell them better. However, you can use other stories to illustrate your point if you must. But beware of using clichés.

Exercise: Brainstorm relevant stories to illustrate each point in your speech.

Remember, these stories don't have to be your own (although that's always best) but they do have to be relevant to your point.

Point One	
Point Two	
Point Three	
Other	

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STEP 8: ENERGY, HUMOR, AND PERSONALITY (AND HOW TO GET SOME)

Here's the number one rule of speech making: don't bore your audience. Unfortunately, that's really easy to do when you're feeling anxious or you're new to speaking. You're concentrating so hard on making sure you don't forget anything that you wind up sounding like a robot with a low battery.

If you want to keep your audience interested and engaged, you must inject some personality, a bit of humour, and lots of energy into your talk.

Now you might be thinking that storytelling and speech making aren't really your biggest strength, and you can't possibly get up on stage and both remember your presentation and be energetic about it.

But you'd be wrong. You can be funny and energetic, and you might find you even enjoy it.

Here's how:

1. **Practice—and record—your presentation.** When you know your speech inside and out, you'll be more comfortable improvising and making those off-the-cuff remarks and points that can take your audience by surprise. And those are the moments that will bring the laughs.

In addition, when you record all your presentations, you'll be able to watch yourself (and this is a must do for all great speakers) and identify problem areas and spots where you could use a bit more sparkle.

2. **Improve your mood.** Watch funny television shows instead of crime dramas. Visit the local comedy club. Smile more. Get more exercise.

Not only will your overall mood improve, but you'll bring that extra energy and happiness to all your presentations.

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3. **Start off on the right foot.** Before your presentation, don't hole yourself up behind the stage going over your speech yet again. Instead, increase your energy levels with a few jumping jacks or a brisk walk. You don't want to take the stage all sweaty and out of breath, but you don't want to look like you just woke up from a nap, either.

Still not feeling like you can give your presentation that burst of energy that will make it more memorable? Consider joining a local club focused on presentation.

And if you really want to hone those humour skills, take an improv class! There's no better way to learn to think on your feet and get comfortable on stage than to practice with an improv group.

And remember—the best way to put some personality into your presentation is simply to have one.

Don't walk onto a stage with your CEO hat on. Go out there as you. No one can tell your story like you can, and the audience is there because they want to hear from you, so give them what they want.

Exercise: Rev it up!

Plan at least three ways you will add humour and energy to your presentation.

1	I will...
2	I will...
3	I will...
4	I will...
5	I will...
6	I will...