

Creating a talk that Connects and Converts.

1. A Dynamic Opening

- a. Here you could ask questions to engage the audience- These questions should have a high likelihood of a yes response.
- b. The key here is to be unique.
- c. The worst is to say things like - How are you feeling? Good morning/afternoon/evening etc, I want to thank you for X, I'm so happy to be here etc.
- d. A powerful quote or aspirational challenge to the audience.
- e. Engaging activities are powerful, or going right into a story will set you apart from most.
- f. Remember this: There are 4 questions on your audience's mind from the start.
Is this relevant to me?
What is the subject?
Why now?
Why you?

So you want to get to those quick.

2. Next we want to have a Pre-Frame

- a. In one of the coaching sessions I had with Tony Robbins he told me that outside of the connection you have with your audience, the Preframe is the most important thing you will say.
- b. There are Story Pre-frames, Content PRe-frames, Big Why, Participation, Bandwagon effect Preframes, Time and Money Preframes, Curiosity Preframes, Offer preframes, Acknowledgement Preframes, Closing Preframes and more.
- c. Frames are what control the perception of what you are saying.
- d. At this point in your talk however you want to preframe the content in a way, that increases curiosity and compliance.
- e. Common things I say are:
 - i. What I believe about X, that is aspirational and controversial, or contrarian.
 - ii. Or My Big Why statement. You need to have those down as people aren't just buying your products or services, they are buying you, or better said, your values.. They will get that in your

story, but this connects your values to how you see your subject which is also important.

3. Your Story- This should be what is commonly called an expert Positioning story.

- a. You want to speak in the present tense.
- b. You want to speak to 1 person.
- c. You want to start in a moment.
- d. You want to have a loss or down moment that connects to their current reality. Stories about living in cars, running a race, climbing everest etc, can all be good, but if the audience can't relate to your story you have defeated its purpose.
- e. We teach the Story Selling system that makes it all clear but you need to have the elements of loss, decision, win, struggles and how this all led to your Signature System.
- f. You are ultimately going to be selling your system, not your time, so showing how your story lead to the development of your Signature System is key.
- g. Mine is called the Trust Trinity and It's exactly what we use to help the best in the biz dominate the stage.

4 This is optional - but it's what I often do....I do a quick "system overview".

- a. This does several things, you will go deep into some of your content during your talk, but the audience will see that there is so much more and increase the desire for your entire System.

5. The Body of your talk

- a. This is where you actually give them the content. There are endless models out there that we have seen like: The Perfect Webinar, 3-5 mistakes, 3-5 Shifts, Problem/Solution, Case Study, Process, Opportunity, Leverage, Combination etc.
- b. Regardless of what your content is, you will want to make it valuable, relatable, logical and emotional.
- c. In each "chunk" you can add:
 - i. A claim
 - ii. Evidence to support your claim.
 - iii. An illustration, story, example, or demonstration.
 - iv. Exercise- physical, verbal, group, or written.
 - v. Questions- Rhetorical, Agreement Amplifiers, Attention Generators, Etc
 - vi. Micro commitment/decision
 - vii. Bounces- ex. Have you have ever been told you weren't good enough?, Have you ever felt overwhelmed?, etc

6. Transition - or Pre-close.

- a. This is crucial, especially if you are on a time clock. Often your presentation will go over for a number of reasons, and because of that, most folks rush the close.
- b. Your close is next and it needs to be timed and well rehearsed.
- c. During my Robbins talk I knew exactly where I needed to start the trainition and had a few questions I asked the audience that built in confirmation, and challenge with a momentum of energy into the close.
- d. These can be as simple as: Freedom of choice, Future Regret, and Future pace.

7. The Close

- a. Here you need to have a compelling offer, with all the features and benefits of course. Then boldly make a call to action.
- b. You will immediately have 3-4 more additional recloses and possibly a strong emotional story at the end.
- c. You want to begin with the end in mind here and your content's primary objective is to not only teach, but to overcome all the possible objections (what I call limiting buying beliefs).

Once you have this down.

The fun part begins where you add in open loops, embedded commands, NLP, Hypnotic language, Seeding, pre-re- and deframing, fractionation, and various engagement techniques.

I hope you got some value out of this and are getting yourself out there to speak to groups on line or in person. Nothing feels better, and nothing builds your brand and revenue faster.

I'm hosting a 2 day event February 16-17.

I'd love to have you join.

If you are putting together your first talk, have already done a few, or are consistently closing 7 figure days from stage....

This training will be extremely valuable for you as i'm teaching some tools ive never shared before.

Hope you can make it!

Eli Wilde