

VIP Accelerator

with Ravi Rajani

Session Four Workbook: How to Deliver a Virtual Talk

If you want to stand out, become memorable and truly impact your audience, you need to learn how to become a professional virtual speaker.

Remember, if you want to charge premium fees, you need to show up in a way that's congruent with your pricing structure.

Big Idea: "Attention" is the currency you're trying to buy from your audience. In every moment of your presentation, you're competing against conflicting priorities, unreal emails and screaming kids. Your job is to learn how to grab your audience's attention, keep it and earn the opportunity to solve their million dollar problem.

There are a few things to think about when delivering a virtual talk and it all begins with what you do **BEFORE** you enter the stage.

1. Host a pre-event interview call with the event planner to set yourself up for success. Do this **4-6 weeks** before the talk and ensure you cover the below:
 - Logistics
 - Production assistant
 - Demographics of audience
 - What are their pain points?
 - What does success look like?
 - Tangible outcomes + promises
 - Deal with 'scars of the past'
 - Figure out how to make the event planner look great!
 - Pet peeves
 - Your expectations
 - Post-event interview set

2. Start thinking about your virtual studio space. You will cover this topic with **Craigery Dennis** on the next call.

3. Clarify whether you need the support of a production assistant.

Always ensure you set your expectations about who will support the back- end, the chat function, dealing with tech issues and more BEFORE you sign on the dotted line for your presentation.

More often than not, companies or event planners will provide that service for you.

However, speak to the TSL community to find referrals for great production assistants or head to Fiver or Upwork to find a reputable one at a low cost.

4. Ensure your slide deck and workbook is on point!

A companion workbook is a game changer for your audience and is an amazing way to differentiate yourself as a speaker. Remember, you are there to solve a problem for your audience!

5. Stage craft

Remember, it's not just about what you say, it's about how you say it..

Your zoom frame tells a story about you

- Don't forget to smile!
- Intentionally place objects in your background which showcase your values
- Be unpredictable
- Have open and positive body language
- Produce "up" your most magnetic characteristics to ensure they don't get lost on the camera.

6. Audience Engagement

As we said, “attention” is the currency you are purchasing from your audience.

Use strategies such as;

- Ravi’s “Stack The Energy Method”
- Sharing a story which sparks a specific emotion in the first few mins
- Making your audience feel like a ‘celebrity’
- Setting challenges which promote your impact via social media
- Promoting body movement
- Giving away freebies!

7. Clear Call-to-action

Having ONE clear call-to-action that meets your audience with where they are at in the buyers journey is critical.

Remember, you are selling change.

A change in behaviour and a departure from the status quo.

Your CTA should support that.

It could be a lead magnet, it could be following you on social media, it could be a webinar...it all depends on the context that the audience have on you and the problem they wish to solve.

8. Post Event Call

This will be spoken about next week in depth to help you duplicate your success and increase the LTV of your client.

Just remember, you’re not just in the speaking business...you’re in the business of speaking. That requires you to show up as a professional and do what the 99% of speakers won’t do.

- Reflect on the presentation with the decision maker
- Align on whether you met their expectations
- Show them where their audience is at when it comes to solving their problem
- Take them on a journey
- Ask for referrals in a professional manner

Priority of work when delivering a talk:

- Close deal
- Conduct pre-event call
- Send pre-keynote survey
- Clarify take home message
- Clarify call-to-action
- Create audience engagement plan
- Re-structure presentation
- Rehearse beginning and end of your presentation
- Conduct keynote / talk
- Promote your gig via social media
- Post-event call to increase LTV of your client

Homework:

- Have 3 meaningful conversations with your ideal target market / decision maker in the next 7 days.
- Prospect daily, without fail, for a specific time of your choice

Notes:

