



The Speaker Lab

VIP Accelerator

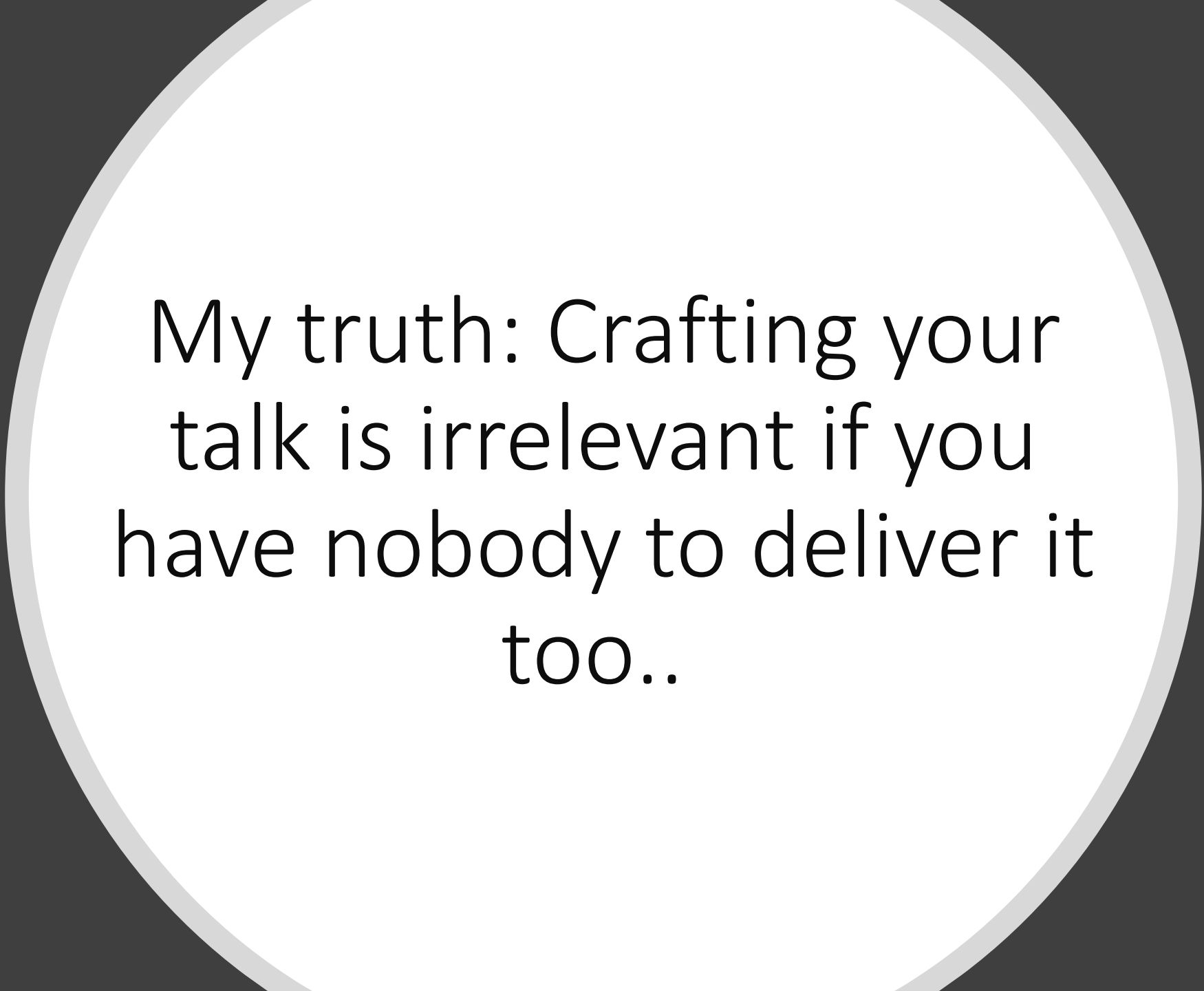
Session #3

How to Prepare Your Virtual Talk



"There's no such thing
as certainty in an
uncertain world!" ~
Unknown

But regardless of market conditions,
your ability to prospect is something
you can control with certainty!



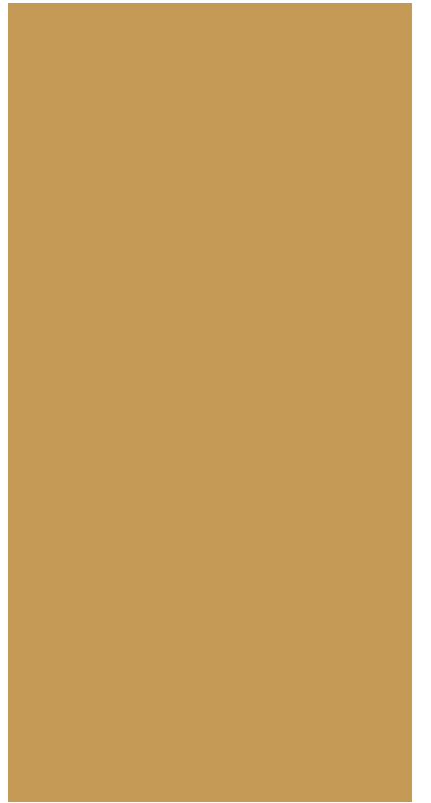
My truth: Crafting your
talk is irrelevant if you
have nobody to deliver it
too..

Last week's work: Make a list
of five prospects

A young child with light brown hair and large black-rimmed glasses is looking up and to the right. The child is wearing a grey and white striped collared shirt. In the background, a portion of a grey laptop is visible. The entire image has a semi-transparent dark grey overlay.

Reach out to those prospects

Question: What bottlenecks are you currently experiencing with your abstract + Having meaningful conversations + Optimizing your LinkedIn profile?



Your Journey

1. Clarify your idea & prepare your abstract/proposal
2. Sell your idea
- 3. Prepare your talk**
4. Setup your studio
5. Deliver your talk
6. Duplicate your success

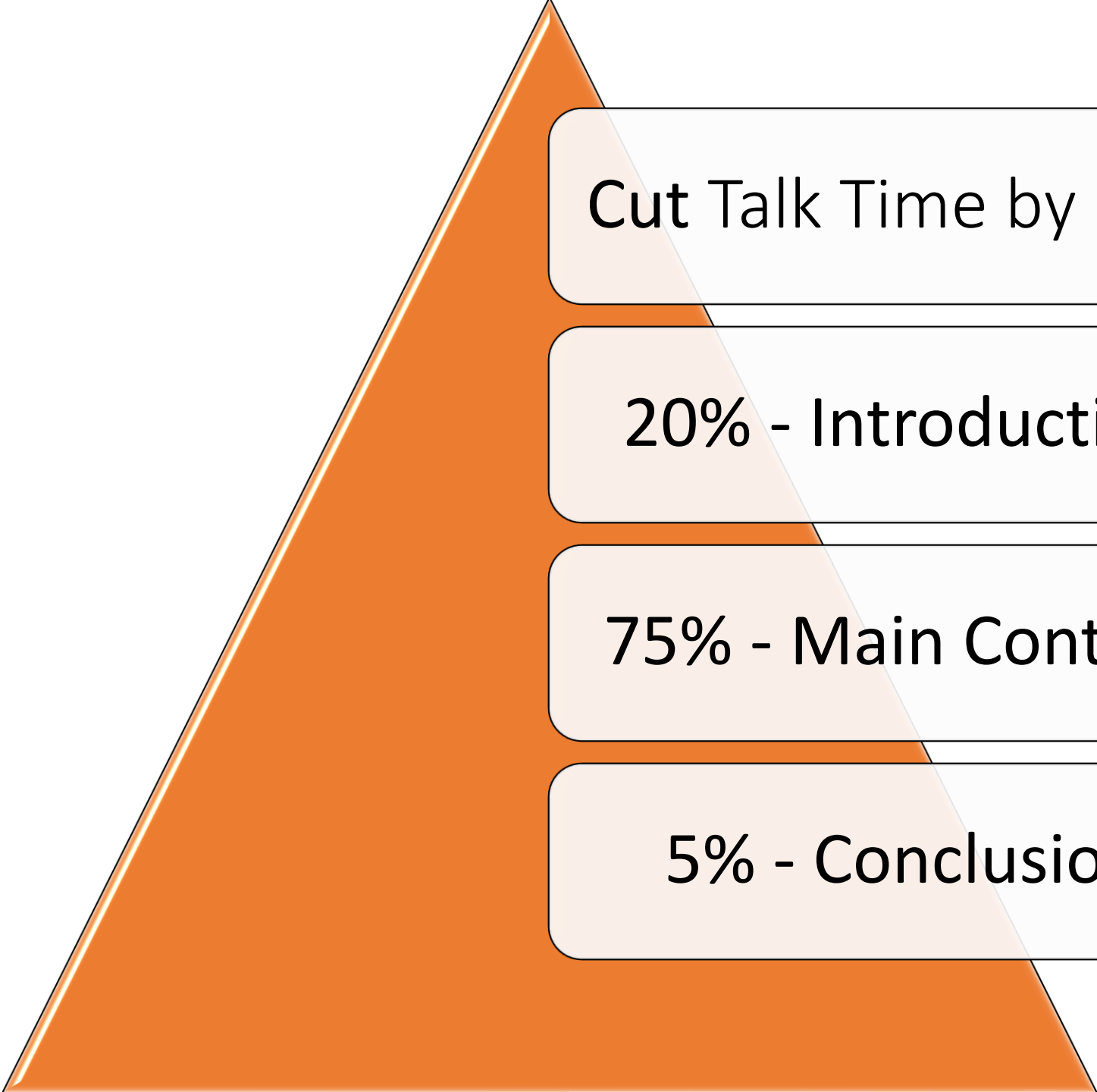




Prepare Your Talk



What is the GOAL of your talk & what is your core message?

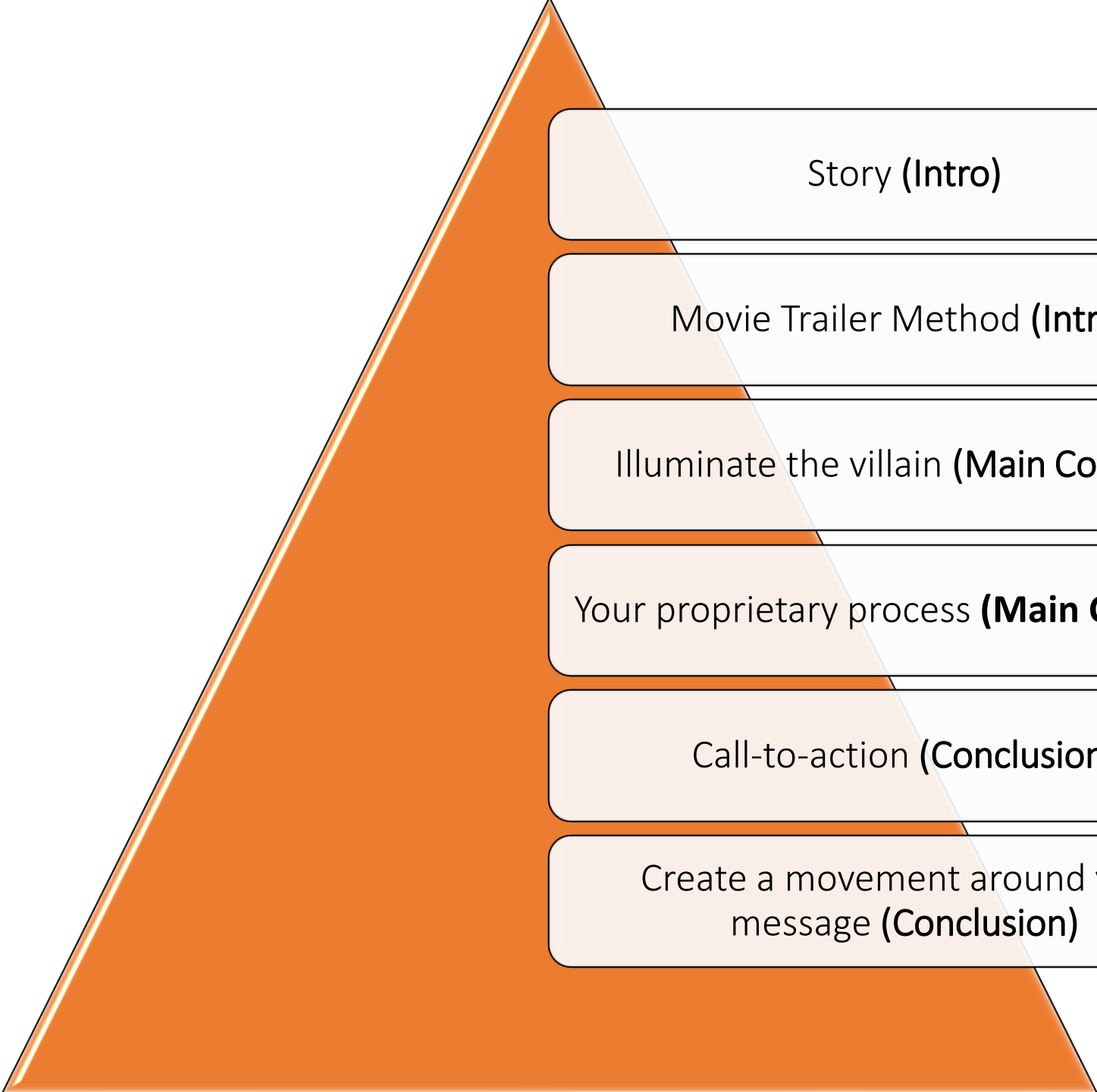
An orange triangle pointing upwards, positioned on the left side of the slide. It has a thin white border and a slight gradient. To its right are four stacked, rounded rectangular boxes with a light orange background and a thin black border. Each box contains text related to a presentation structure.

Cut Talk Time by 10%

20% - Introduction

75% - Main Content

5% - Conclusion

A large orange triangle is positioned on the left side of the image, pointing towards the top right. It has a thin white border and a slight gradient. To its right, there are six horizontal, rounded rectangular boxes stacked vertically. Each box has a light gray background and a thin black border. The text inside each box is centered and follows a specific structure: a main topic followed by a category in parentheses. The categories are 'Intro', 'Main Content', and 'Conclusion'.

Story (Intro)

Movie Trailer Method (Intro)

Illuminate the villain (**Main Content**)

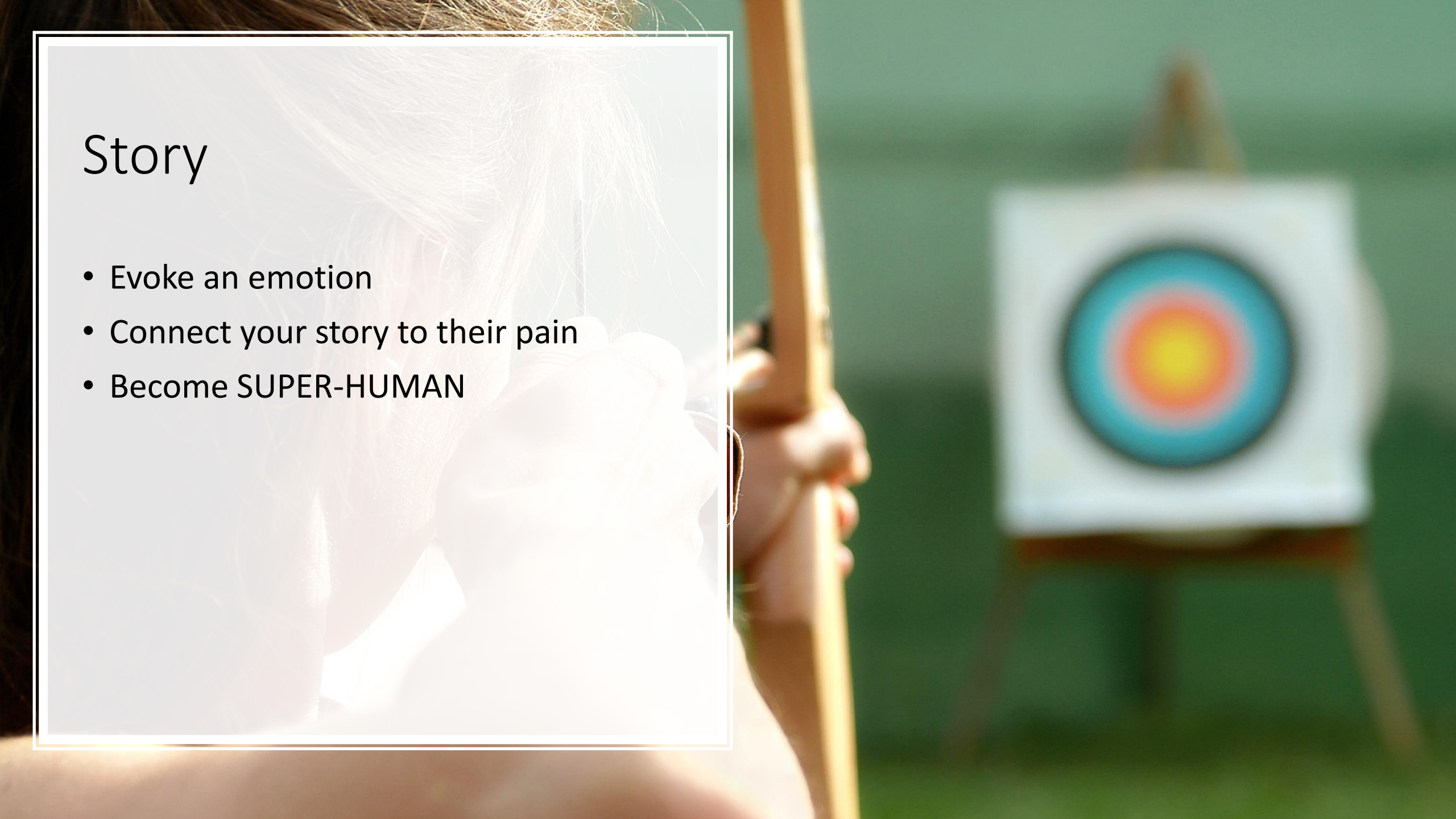
Your proprietary process (**Main Content**)

Call-to-action (**Conclusion**)

Create a movement around your
message (**Conclusion**)

Story

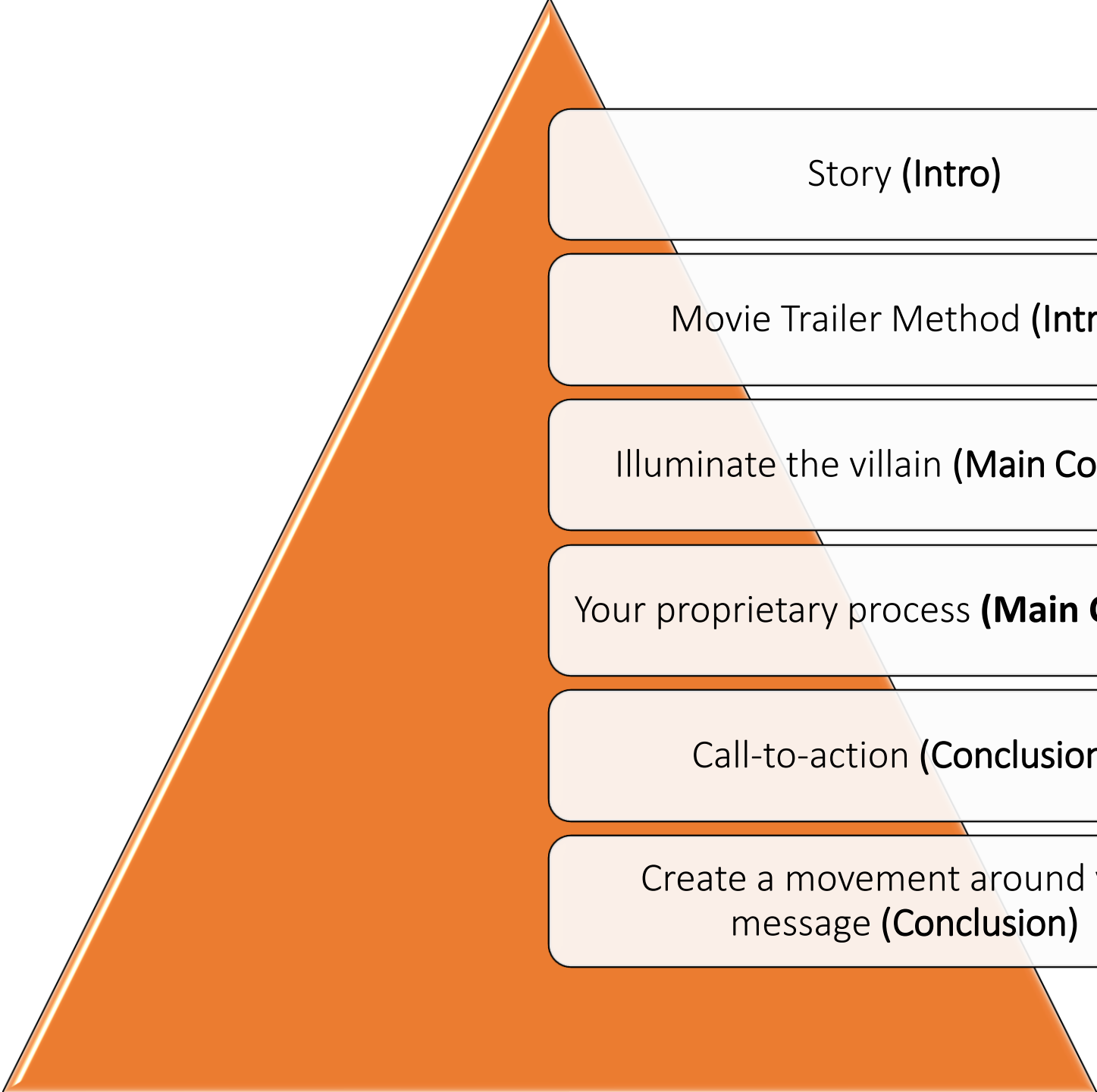
- Evoke an emotion
- Connect your story to their pain
- Become SUPER-HUMAN



Want alternative
ways to start
with a bang?

Try
the S.P.A.R.Q
Framework

- Surprising Statistic
- Picture or Video
- Ancedote
- Real life story
- Question



Story (Intro)

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The Movie Trailer Method



The Movie Trailer Method

- Give them 3 tangible outcomes (and deliver on them)
- Dangle the carrot vs the entire carrot cake
- Ensure they understand "WIIFM"- so they stay until the very end!



Example;

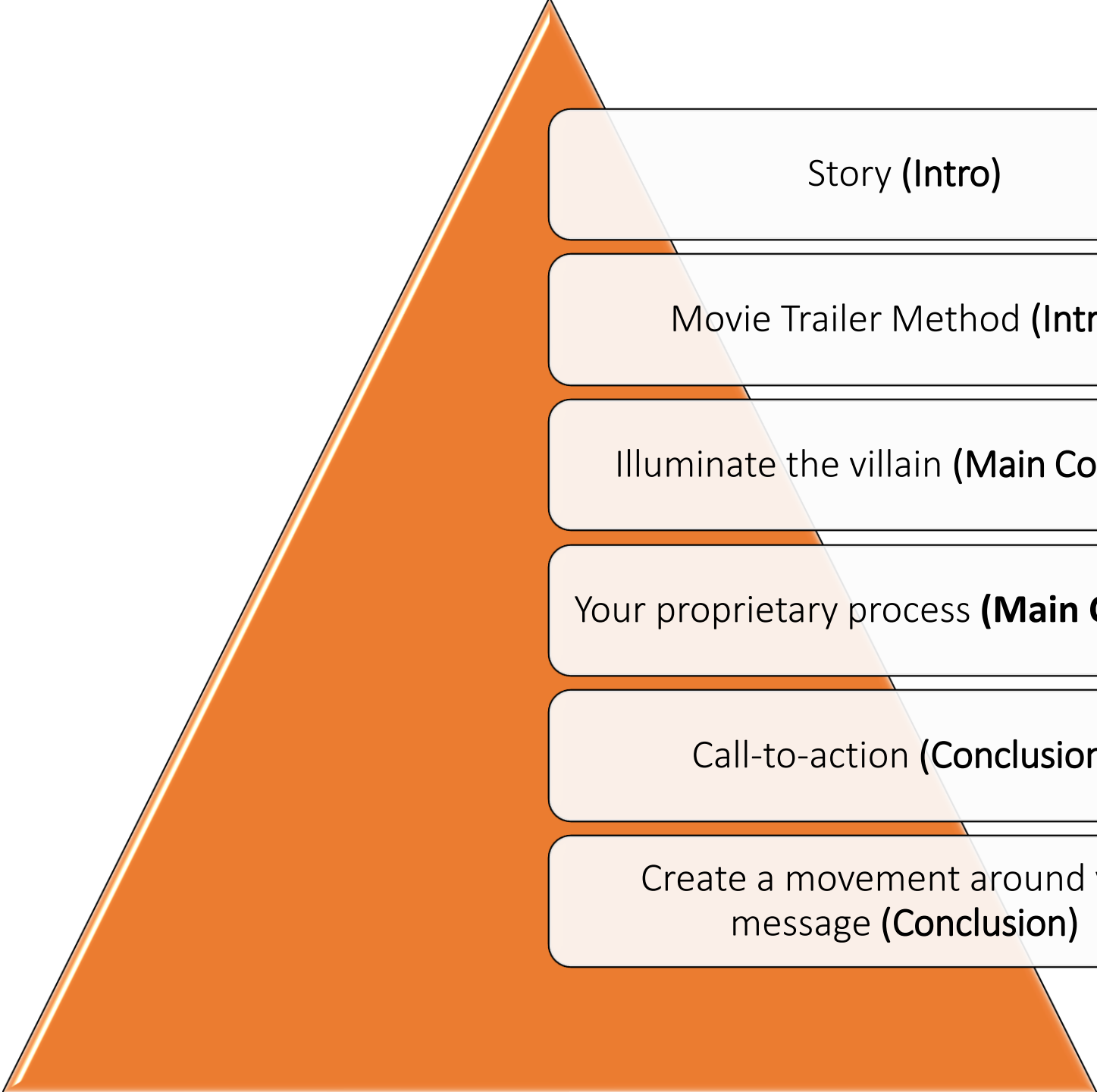
- The 3 lies you've been sold about (x) and why believing them will cost you \$98,000 over the next 12 months.

OR

- The S.T.O.R.Y Selling Framework that will take your sales team from competing on features and price to winning bigger deals in 25% less time.

OR

- How to identify the toxic "frenemies" in your inner circle in less than 2 mins and organically let go of these relationships without confrontation



Story (Intro)

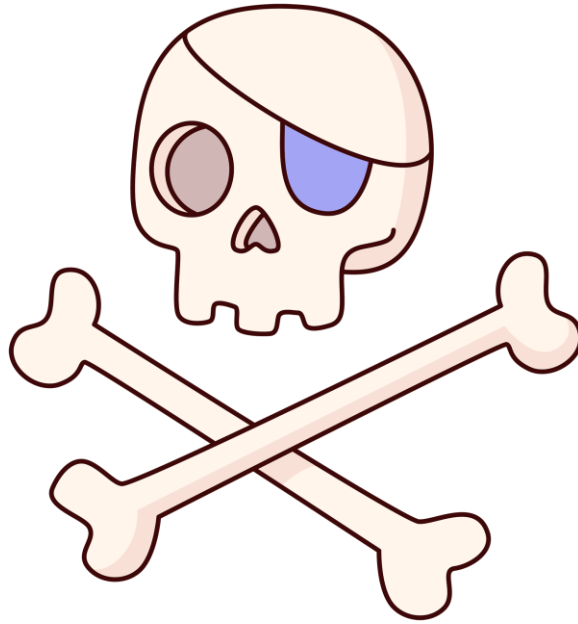
Movie Trailer Method (Intro)

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Illuminate The Villain

Force Management Talk About Seller Deficit Disorder...

SELLER DEFICIT DISORDER **A BUYER FOCUS**

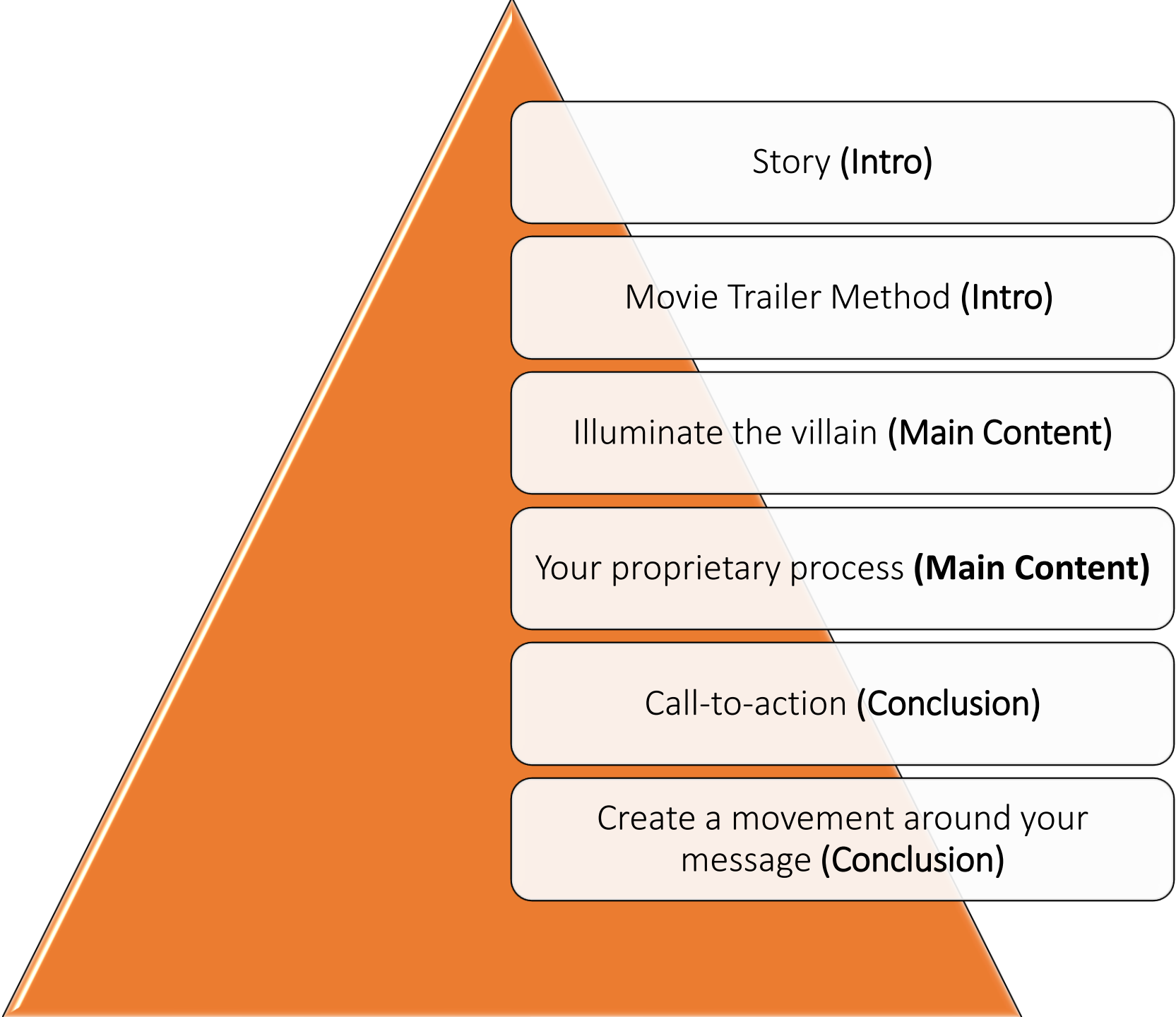
<i>Seller Deficit Disorder</i>	<i>Buyer Focus</i>	<i>Needs</i>	<i>Choices</i>	<i>Risk</i>	<i>Success</i>
	<i>You don't know me</i>	<i>You are all the same</i>	<i>Are you sure?</i>	<i>Are you telling the truth?</i>	
	<i>YOU DON'T LISTEN!</i>				

Source: www.forcemanagement.com

A clear glass lightbulb with a black base is positioned vertically on a dense field of green clover leaves. The background is a soft-focus gradient of green, transitioning from the clover texture on the left to a plain white on the right.

Your job is to ignite change...

- Spark an emotion...
- Create a new thought which challenges a specific belief that isn't serving your audience...
- Allow this new thought to provoke a micro-action...



Story (Intro)

Movie Trailer Method (Intro)

Illuminate the villain (**Main Content**)

Your proprietary process (**Main Content**)

Call-to-action (**Conclusion**)

Create a movement around your
message (**Conclusion**)

Your Proprietary Process

- What is your unique method to take your audience from pain to glory?
- Your Story + Proprietary Process = Unfair Advantage
- This is your signature vehicle for taking your client on a journey from A -> B



How can you develop one?

- **Step 1:** If you could only solve your audience's problem in 3-5 high level steps what would they be?



How can you develop one?

- **Step 2:** Take the first letter of each step and form a word with it (eg STORY)



How can you develop one?

- **Step 3:** If the word / acronym you're left with doesn't align with your brand or business, write down 1 word which is "on brand" for your niche (CHANGE, IMPACT, GRIT, SUMO).



How can you develop one?

- **Step 4:** Add one of the following terms to the end of your phrase - process, framework, method, methodology etc...

Example;

My S.T.O.R.Y Selling Framework



How can you develop one?

- **Step 5:** Create steps for each letter in your chosen acronym that maps to the 3-5 high level steps you take your client through to get them to the promised land!

Example:

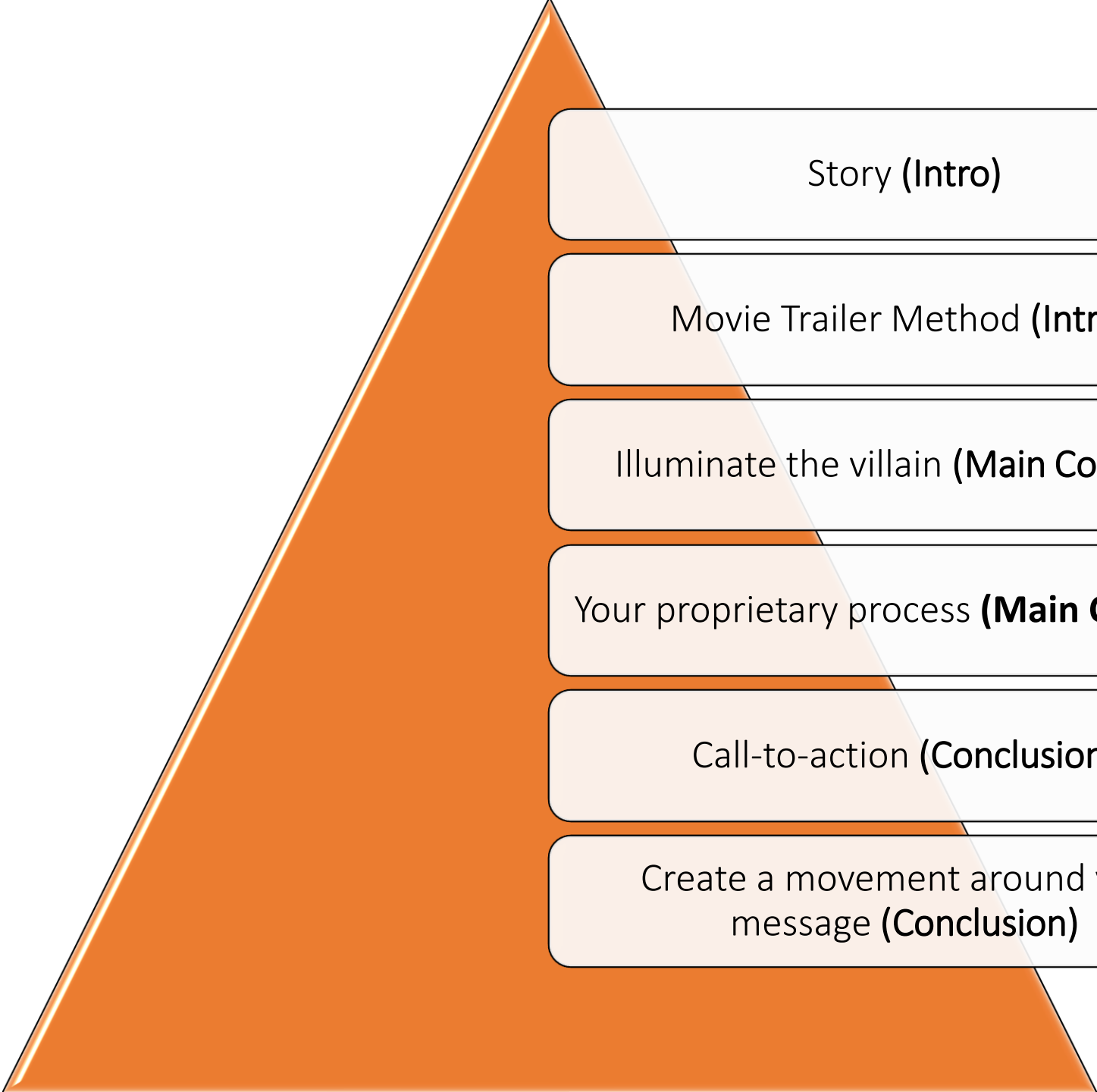
- S – Simplify storyselling
- T – Tactically create a story bank
- O – Obtain delivery mastery
- R – Ramp your MVP Stories
- Y – Yield long term success





The P.S.A Method For Each Step In Your Process

- Point
- Story
- Audience Application



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Movie Trailer Method (Intro)

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Your proprietary process (**Main Content**)

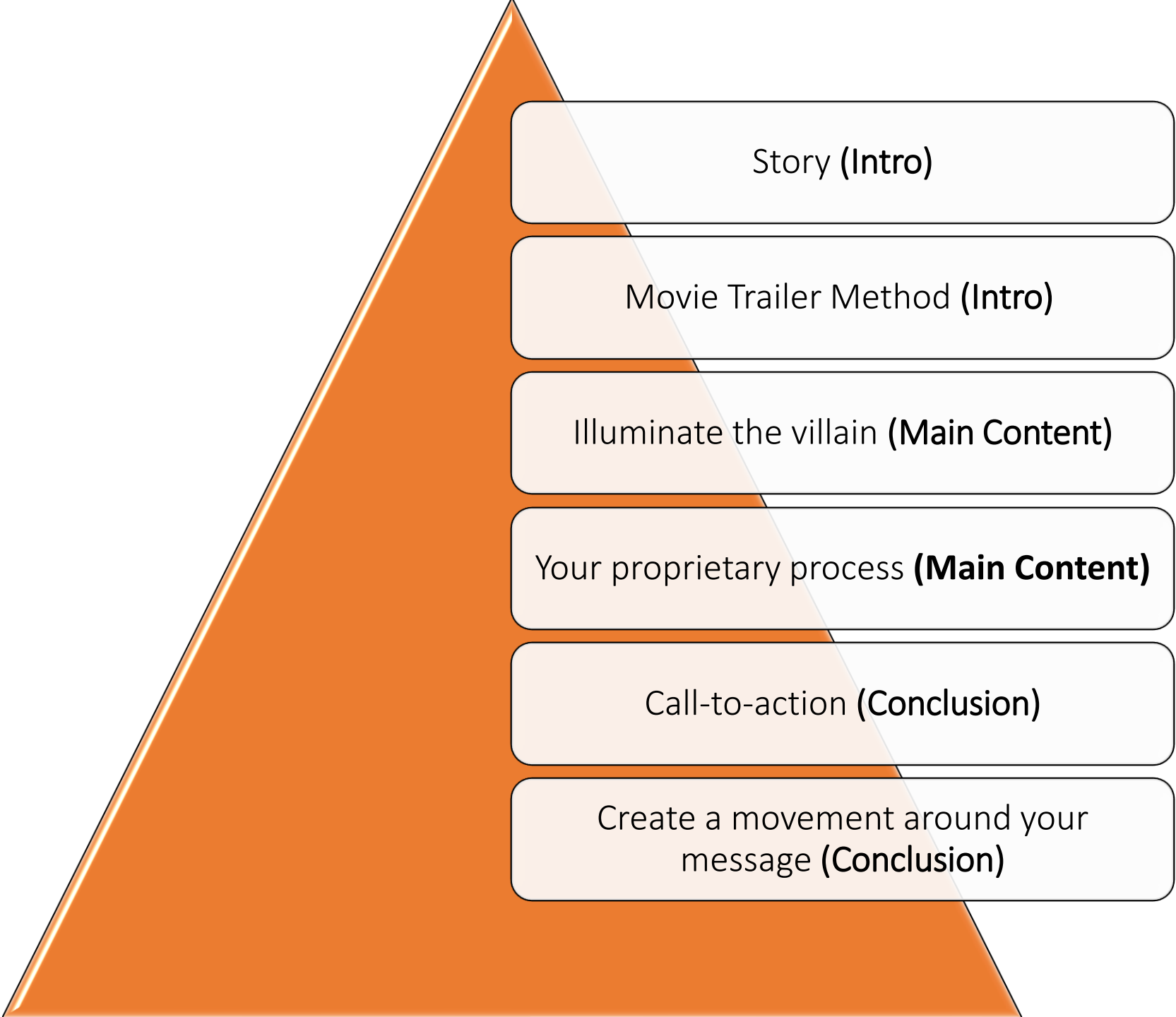
Call-to-action (**Conclusion**)

Create a movement around your
message (**Conclusion**)

Call-To-Action

- **Scott Oldford's SSF Method**
- **Pick ONE destination**
- **Solve a "micro-problem for them"**
- **Remember: A CTA isn't about selling a product it's about selling a departure from the status quo**





Story (Intro)

Movie Trailer Method (Intro)

Illuminate the villain (**Main Content**)

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Call-to-action (**Conclusion**)

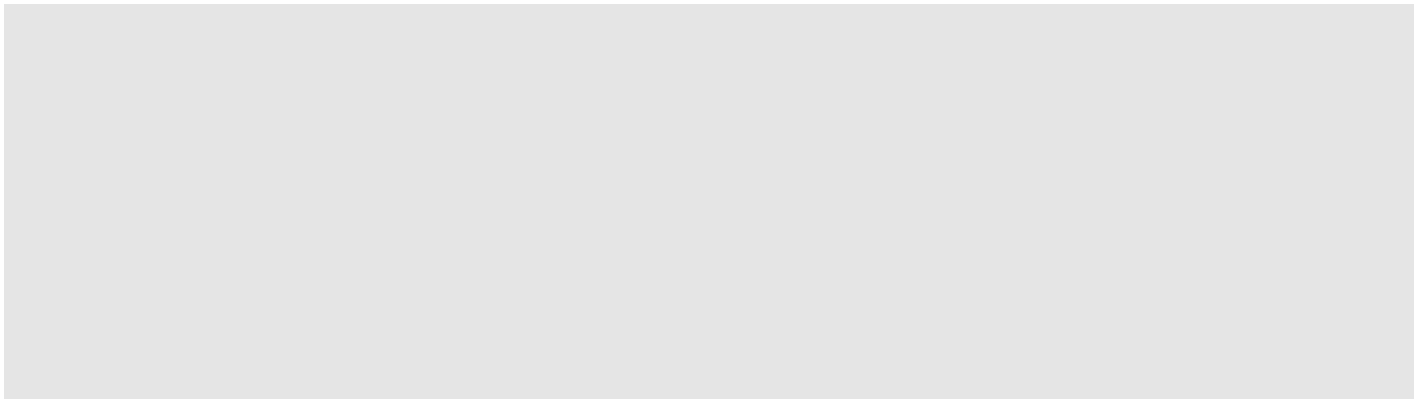
Create a movement around your
message (**Conclusion**)

Create a movement around your core message

- **Share "what you believe in" and "what you stand for".**
- **Share a short story**
- **Close your 'open-loop' story from the start of your keynote / presentation**
- **Be unpredictable!**



What is your core message?



My Process

Pre-presentation
survey

Send all participants + event planner a targetted survey

Listen

Listen to the problem they want to solve

Craft

Craft my keynote / presentation in 'modules'

Create a journey

Create an accompanied workbook

Rehearse

Rehearse the start + finish

Memorize

Memorize Key Points

Send a post-
presentation
survey

Gather the impact of your talk and create the stage for 'phase 2' of your work

Q&A



A photograph of a wooden pier extending into a calm body of water at sunset. The sky is filled with soft, orange and pink clouds, and the water reflects the warm light. The pier is made of wooden planks and is flanked by several vertical wooden posts. In the distance, a dark line of trees and a small building are visible on the horizon. The text "Remember THE VAK Model?" is overlaid in the center of the image in a white, sans-serif font.

Remember THE VAK Model?

A close-up photograph of a woman with dark skin and hair, wearing a teal shirt. She is shouting with her mouth wide open, showing her teeth, and her eyes are squeezed shut. Her hands are clenched into fists, one near her head and the other raised. The background is a solid dark grey.

Meet your audience with where
THEY are at TODAY!



Priority of work

- Step 1: Sell your FIRST talk
- Step 2: Map out your presentation
- Step 2: Develop draft presentation slides
- Step 3: Rehearse!
- Step 4: Practice in low stakes scenarios and 'roadshow the content'
- Step 5: Deliver your talk on the 'main stage'



Homework

- Map out your presentation;
 - Story (emotionally focused)
 - Movie Trailer Method
 - Illuminate The Villain
 - Your Proprietary Process
 - CTA
 - Create A Movement Around Your Message
- Follow-up with your original 5 prospects + add 5 NEW prospects to your pipeline



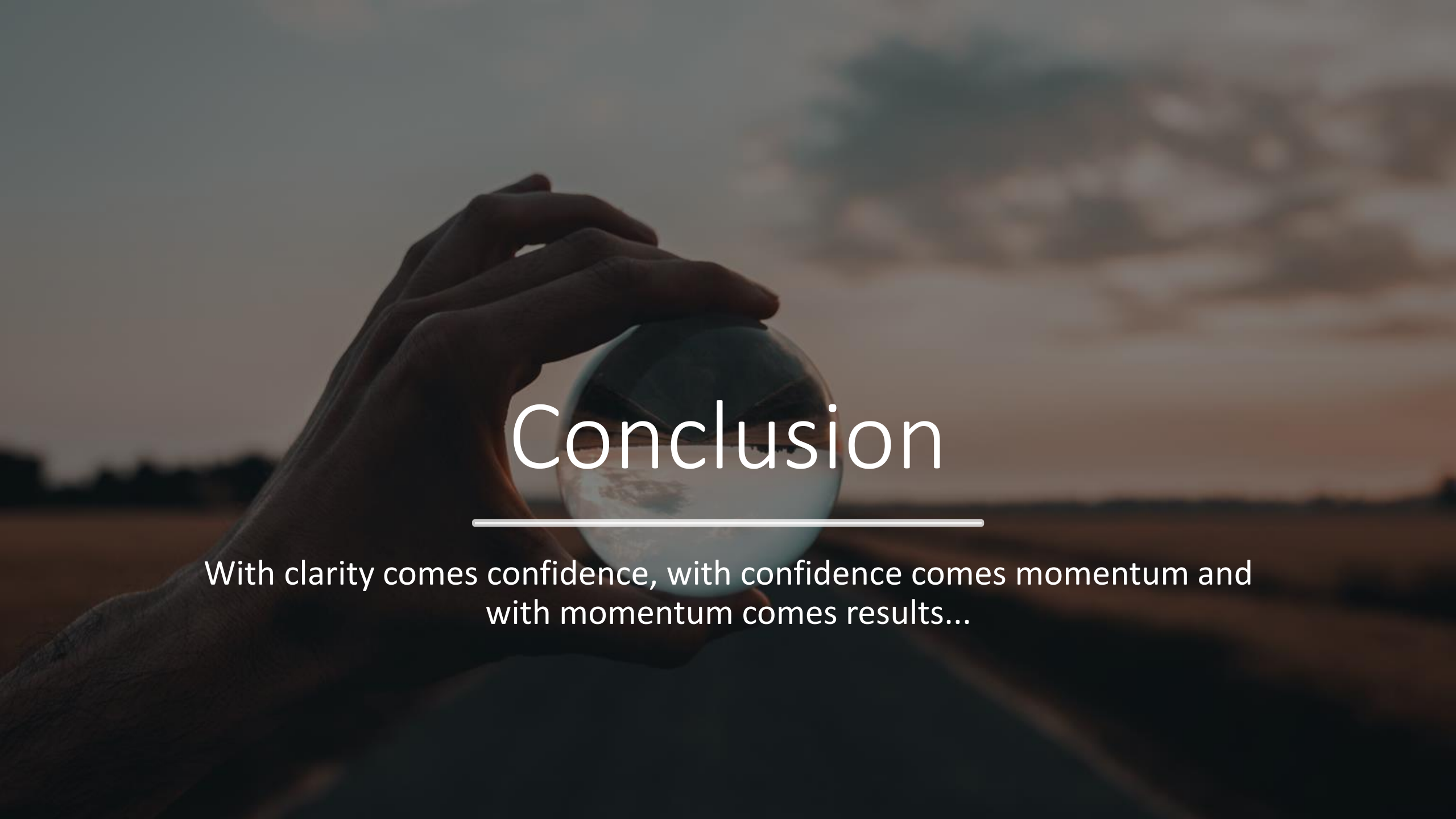
Take Action

Carve out time each day to prospect!!



Up Next: Creating Your
Virtual Studio



A hand holding a crystal ball that reflects a sunset scene over a road. The background is a blurred landscape with a road stretching into the distance under a cloudy sky at dusk.

Conclusion

With clarity comes confidence, with confidence comes momentum and
with momentum comes results...