

VIP Accelerator

with Ravi Rajani

Session Three Workbook: How To Prepare Your Virtual Talk

Introduction: Once you sign a contract for the speaking gig, it's time to prepare your talk for the event!

The first step is to understand the goal of your talk and clarify your core message.

Once you've nailed that, it's time to design your story and presentation. How to structure your talk at a high level:

- Introduction = 20%
- Main content = 75%
- Conclusion = 5%

Note: It's recommended to cut 10% out of your allotted time to account for unexpected issues. The last thing you want to do is make an event planner look bad by going over time. Furthermore, the above percentages are a 'rule of thumb' so please adapt them as you wish!

Introduction (Part 1)

This is your moment to set the stage and create a connection with your audience.

STORY / S.P.A.R.Q

Start with a short and punchy personal story or use S.P.A.R.Q framework to find 4 other alternatives.

- Surprising statistic
- Picture or video
- Anecdote
- Real life story
- Question 2

Introduction (Part 2)

MOVIE TRAILER METHOD

Provide a movie trailer of what they should expect by the end of your time together.

Remember “WIIFM” - Your audience will always be thinking, what’s in it for me?

Provide 3 “hooks” aka learning objectives which ensure they see value in giving you the attention you deserve

Main content

YOUR PROPRIETARY PROCESS

Unlock your proprietary process to take your audience on a journey from pain to glory. With each step in your process, use the PSA method to provide actionable learnings, perspective and strategies.

- P - Point
- S - Story
- A - Audience impact

Conclusion

CALL-TO-ACTION

A call to action doesn’t have to be a product pitch.

Choose a contextual call-to-action which meets your audience with where they are at TODAY when it comes to solving their BIG problem.

Focus on winning the relationship vs winning the deal

CREATE A MOVEMENT AROUND YOUR MESSAGE

People love people who believe in something.

Showcase what you stand for or close the loop on your open ended story that you shared at the beginning.

This is unpredictable in the eyes of your audience and positions you as a thought leader in your space

Ravi's process when delivering a talk

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 and core message
- Send a post-presentation survey - Gather the impact of your talk and create the stage for 'phase 2' of your work

Priority of work when developing your presentation:

- Unlock your goal and core message
- Structure your talk and design your content
- Rehearse like a pro

Your 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**

Notes:

