

ATTRACT CLIENTS ONLINE

CREATE YOUR SHORT SIGNATURE TALK

The structure of a short Signature Talk is the same as a long Signature Talk!

Structure

- Intro
- Content
- Transition
- Offer

While the structure stays the same, you will be combining and/or shortening some of the components.

CHANGING YOUR INTRO

Think of your short intro almost as an elevator speech.

How can you grab their attention, but only take 1 minute for your intro?

Examples:

"10 years ago, I was (struggling). Today, I have (achievement). It seems incredible that this change could have happened, but I've done this for (clients) and today I'm going to share with you the #1 thing..."

"Did you know that (surprising statistic of how many people struggle with what you help with)? I've helped many people overcome this by _____. Today, I'm going to share with you..."

"You may not believe it to look at me, but I (surprising fact about your past). Now I (what's different now). There are 5 things that changed this, and I only have time to share one of them today (sets up the transition.)"

CHANGING YOUR CONTENT

It's better to leave in the stories, although you may shorten your stories.

It's better to give one piece of content, then try to give three.

Can you tell the story, and give the tip, but not go into the underlying science/philosophy, etc?

CHANGING YOUR TRANSITION

Because of the shorter length, you may not have promised to tell them how to take this further.

So the new transition could be:

"Since I have such a short time today, I want to offer you a way to learn more. You can get my free _____ by (taking action)"

CHANGING YOUR OFFER

If you only have 10 minutes, ONLY sell 'free' – give away something that allows you to collect their contact information.

Remember to give exact instructions, and it's better to get their information in the moment (have them give you business cards, or text to a certain number) rather than hoping they'll remember later.

Creating a 10 minute Signature Talk takes some work.

What would you do if you had only 3 minutes?
What approach would you use?

SHORT SIGNATURE TALK TEMPLATE

- Intro: Grabber + Credibility/Vulnerability Story combined (1 minute)
[Spend 1 minute telling them why they should listen to you.]
- Lay out structure + tell them you'll offer them something (1 minute)
"I'll show you the #1 tip you need to do X and I'll tell you how to turn that tip into more _____."

- Content (4-5 minutes – Share with them the concept, story, and example)

- Summary + Transition to offer + Offer (1 minute)

“Hey, what I’ve just shared with you is the #1 thing I believe you can use to use X. And, If you thought this material was helpful and you want to take it further, I’d like to offer you my X, Y, Z. All you need to do to claim this free gift is to take this action.”

- Instructions + Wrap up (1 minute)

“Here are the exact instructions about how to take this action. Great. It’s been my pleasure to chat with you today. I hope to see you next time.”