

ATTRACT CLIENTS ONLINE

REVERSE ENGINEER YOUR SIGNATURE TALK

When it comes to crafting your client-attracting Signature Talk, you want to begin with the end in mind. What does that mean?

Everything starts with your offer.

There are typically two formats for generating leads with your Signature Talk.

- Signature Talk Strategy Session Offer

or

- Signature Talk Free gift Strategy Session Offer

Working backwards - starting with the offer, ensures that all of these pieces are in alignment and working together.

My Signature System offer:

Next, you will outline your Strategy Session, or profitable free consultation, to offer in your Signature Talk or free gift. If you haven't worked through 'Profitable Free Consultations,' scroll down to the next dash activity.

YOUR STRATEGY SESSION OFFER

Consider an assessment or analysis related to your Signature System offer. For example, if your Signature System offer is a Business Accelerator Mastermind, such as Transformational Biz Club, your Strategy Session offer may include a Biz Acceleration Session™.

My Strategy Session offer:

YOUR FREE GIFT (OPTIONAL)

A free gift is not necessary, but can be an opportunity for your audience to get to know you better with less commitment.

For example, you may have an Ebook or PDF featuring '10 things to ...' or '5 Mistakes that...' and present 3 in your Signature Talk.

Your free gift can expand on your Signature Talk, present complementary information, or even summarize your Signature Talk in a PDF. If you are using slides, a PDF version of your slide deck can be a valuable free gift with a CTA to a strategy session offer at the end.

Tip: You can use the Speaker Half-Sheet to have your audience members opt in for your Free Gift and Strategy Session.

YOUR SIGNATURE TALK

Now it's time to figure out the topic for your Signature Talk. Remember, less is more. Consider:

- 3 Simple Steps to...
- 3 Mistakes That...
- 3 Secrets to...

These will tie back to a desired end result for your ideal client (that your Signature System provides.)

Examples:

Make Your Success Real

Brand Transformation™ or Branding Intensive (offer)

Brand Analysis (Strategy Session offer)

The 5 Most Common Branding Mistakes Coaches, Healers, and Consultants Make and What To Do Instead (Free Gift)

Attract Clients Online

Done For You Facebook Ads (offer)

Facebook Ads Strategy Session (Strategy Session offer)

Presentation slides (Free Gift)

How We Got 700+% ROI on 150K in Ad Spend [5 Surprising Split-Tests to Double or Triple Your Conversion Rates or ROAS] (Signature Talk]

A desired end result for my ideal client:

3 Simple Steps that could provide that end result:

3 Mistakes often made by your ideal client that prevents them from getting that end result:

3 Secrets that could provide that end result: