

ATTRACT CLIENTS ONLINE

OUTLINE YOUR SIGNATURE TALK

- Get Attention: Your Powerful Opening
- Get Real: Credibility & Vulnerability
- Help them Relax: Let your audience know they're in the right place
- Set Expectations: Let them know what you'll cover, and that you'll offer them something.
- Offer Awesome Content (do this 1 to 3 times)
 - Problem You're Solving
 - Story (client story if possible)
 - Power Tip
- Wrap it Up: Summarize Your Content
- Transition to Your Offer
- Offer to Serve: Offer your audience something awesome
- Make it Clear: Give them exact instructions about what to do
- Close Powerfully: Move to a place to answer questions

YOUR SIGNATURE TALK OUTLINE

Get Attention: Your Powerful Opening

- Joke
- Story
- Statistic

My Opening:

Get Real: Credibility & Vulnerability

- How did you struggle?
- How did you overcome?
- What's the result now?

My Story:

Help them Relax: Let your audience know they're in the right place

- Who are you speaking to?
- Name their pain points.

How I will help them relax:

Set Expectations: Let them know what you'll cover and that you'll offer them something.

- Today I'll cover...
- If you love what I'm sharing with you, I promise you I'll tell you how to...
- (Take this farther)
- (Accelerate your results)
- (Take the next step)

How I will set expectations:

Offer Awesome Content (Do this 1 to 3 times)

- Concept (step, mistake, or problem you're solving)
- Story (client story if possible)
- Power tip

For example,

- One of the biggest problems...
- You know when you...
- One of the things (target market) experience is...

Or

- Next, I want to share with you the 2nd secret to...

Client story (Illustrating problem, solution, and turnaround)

Power Tip

Here's what to do...

My awesome content:

Wrap it up: Summarize Your Content

- Today we've discussed...
- Today, I've shared with you...

How I will wrap it up:

Transition to Your Offer

- I promised that I would tell you how to (take the next step, accelerate your results, take this further)

How I will transition to my offer:

Offer to Serve: Offer your audience something awesome

- I have a resource... (free or paid)

My offer:

Make it Clear: Give them exact instructions about what to do
Use the speaker's handout

- Walk them through writing on it (give them permission)

Close Powerfully: Move to a place to answer questions
Tell them where you'll be and how to interact with you

How I will close: