

ATTRACT CLIENTS ONLINE

SIGNATURE TALK TITLE TEMPLATE

One of the best ways to create a Signature Talk title is to combine a short, memorable title with a longer subtitle.

The subtitle helps people to understand the outcome or result of your talk, while the title allows them to refer to your talk efficiently.

Examples Include:

TITLE

SUBTITLE

Vitality after 50: Three simple steps to have focus, energy, and longevity.

Overcoming Marketing Mayhem: The 5 biggest mistakes entrepreneurs make trying to attract new clients.

100 JUICY WORDS EXERCISE

Write words down that are relevant for your industry, and the transformation that you provide, regardless of whether they are positive or negative.

Can you write 100 words without editing or self-criticism? It's better to have them to brainstorm with, than to edit them out on the spot.

TEMPLATE

SUBTITLE

To create your Signature Talk title, create the subtitle first. Since you have more words to include, you can be more descriptive.

The _____ to _____ (achieve great outcome.)

The secret ... to

The step-by-step system ... to

The three keys ... to

The five biggest makes ... to

TITLE

Once you have the subtitle identified, combine one or your juicy words with one or two of the Foundation, Intensifiers, or Enhancers below. You may have to play around with the words before coming up with a combination you like.

Try to use no more than 3 words for your title:

Examples:

Overcoming Marketing Mayhem

Vitality After 50

Facebook Ad Hacks

My Signature Talk Title ideas:

Title: Subtitle

TITLE FOUNDATION WORDS

Blueprint

Strategy/Strategies

System

Class

Plan

Course

Method

Technique

Series

Process

Result

Formula

Model

Design

INTENSIFIERS

Secret

Advanced

Accelerated

Comprehensive

In-depth

Radical

Complete

All-out

Extensive

Profound

Thorough

Key

Breakthrough

Mastery

Big

Quality

Revolution

Quantum/

Quantum Leap

Boost

Exceptional

Cutting-edge

Excellent

Expand/Expansion

Jump

Step-by-step

Best

Exceed

Excel

Top

ENHANCERS

Discovery
Purpose
Approach
Avenue
Connection
Key
Method
Develop
Gain

Growth
Upgrade
Expand/Expansion
Principle
Model
Achieve
Acquire
Succeed

OPPOSITES

(These allow you to use the negative words)

Overcome/Overcoming
Release
Reduce/Reducing
_____ -Free
Lower
Conquer
Change
Influence
Modify

Move
Transform
Overtake
Triumph
Master
Transcend
Surpass
Achieve