

How to Turn Speaking Opportunities into a Stream of New Clients

4 Steps to Creating a Presentation that Sells - Masterclass

Friday, 6th March 2026

10.00am - 2.30pm

Welcome - 10.00am

Welcome and Establish outcomes for the Masterclass
Your goals for speaking

Step 1. Create your offer for the presentation

Discover what the best offer is that will have your clients wanting more
Find out what to offer if it is inappropriate to sell

Short Break

Step 2. Plan the structure of your presentation

Know how to give valuable content without giving the whole shop away
How to structure your talk to get people wanting to work with you

Lunch - 12.15 pm - 12.45 pm

Step 3. Create the messaging to get people excited about working with you

Know how to sell without sounding like a salesperson
How to establish your credentials as an expert

Short Break

Step 4. Plan how to convert interest at your talk into paying clients

Understand exactly what to do next to take someone from interested to investing with you
Receive the exact scripts to help you make the most of every opportunity

Q&A

Finish 2.30pm