

How to Turn Speaking Opportunities into a Stream of New Clients

Step 2. Plan the structure of your presentation

The following gives you an outline structure to help you plan what to say and in what order.

1. Introduce yourself

Tell your story and talk about your experience and credibility (use your Messages for Seeding from the next step). It is also a good idea to include some of the challenges and problems you have had as this helps to build rapport and trust with the audience. To mention a difficulty or vulnerability helps us to engage with the audience, they can see us as human and it assists in building “Know, Like and Trust” which is one of the aims of marketing.

2. Say who the talk is for

You can use some of your Messages for Seeding for this. For example I could say, “This talk is for people who love what they do, but they don’t love marketing or sales.”

3. Tell people what you’ll cover in the talk

Here you can also talk about the benefits they’ll receive from your presentation. Let them know that towards the end you’ll be telling them how they can get more information if this is a subject they are interested in and want to take it further. You can do this in a way that is of service to your audience eg

“I’m going to give you as much as I can in the hour we have available, however as this is something I teach as a three-day course, I’m not going to be able to give you everything I know, but for those of you who do want to learn more, I’ll tell you how you can get more before the end.”

or

“I’m going to give you as much as I can in the time we have, but whenever I give this talk, there are always people who want more details, so there will be an opportunity for you to take this further and get more information before the end”

4. Give valuable content

Don’t be afraid to share some great information, but don’t give away everything! You can see how to do that in the next step on seeding.

5. Seed the idea of your specific offer

In the main body of your talk seed the idea of your service and your specific offer as well as the benefits it gives. You can do this in a number of ways and the next section on your Messages for Seeding gives you the detail of what to say.

i. Success stories are one of the most powerful ways to inspire others and seed the idea of new possibilities. Talk about the problems and challenges your client had before working with you and then go on to talk about their results, so you can talk about it as before and after story. This gives you the opportunity to mention what it was they received that really worked for them, ie you seed the idea of working one-to-one with you or attending your workshop.

ii. You can talk about your own experience and how what you offer has made a difference in your own life, for example if you are a coach, talk about what a difference coaching has made to you. This technique is useful if you are newer to business and don't have so many case studies, but it can be used effectively by many people.

iii. You can seed by sharing your top tip or technique from a subject area that you work with. You can say, "In my workshop (or when I am working one to one) we spend two hours and go into depth on this subject as it is really important - so today we don't have two hours, but I am going to give you the most powerful technique we use just now". Or you could say, "I'm going to give you the first two steps to get you started."

Alternative phrasing you can use is, "When I'm working with my one-to-one clients this challenge X is one of the key areas we work on as most people (or Leaders or your target market) need help with this because it is very difficult to do by yourself."

6. Talk people through your offer

If you are in-person you can distribute a handout with details of your offer. If you are working virtually you can have a slide with your offer and a link to a webpage which has more details or a form they can fill in for example, to apply for a complimentary session.

You can say something like "For those of you who are interested in taking this further, I've got a workshop (some one-to-one spaces) coming up."

Then talk people through your offer, this is particularly important if you are asking them to buy something, as people have to know what it is. You need to give them all the information to allow them to make the right decision of whether to buy or not. It is not about "trying to get everyone to buy" rather it is about helping people make the right decision for themselves whether it is yes or no, so that you get to work with the people who who are right for you and your offer.

To get people to take action quickly:

Give them a limited number of spaces - this gives a scarcity

Give a limited amount of time to act or get a discount

Give your call to action - tell them what they need to do EXACTLY to take you up on your offer

7. Virtual Presentations

If you are working virtually, it is useful to have a short URL to put in the Chat box so that people can take action immediately. For example they can fill in the application for a complimentary session with you. You can see my example at: lisafarr.co.uk

8. Timing Your Offer

Talk through your offer towards the end of the presentation but before your wrap up and Q&A. One of the biggest mistakes speakers make is leaving their offer right to the very end, especially if you end up running out of time and have to rush through it.

Giving people time to take action on the next step whatever it is can increase your conversion rate.

It's a good idea to make sure you have time after the wrap up and Q&A is complete as some people may want to ask you questions one-to-one or have a chat.

If you are in-person some people may want to book in for a further conversation with you then and there, so make sure you have time after the presentation to speak with them and you don't have to dash away.

9. Enjoy the process as much as you can!

This is about you having the opportunity to connect and interact with your potential clients.