

## How to Turn Speaking Opportunities into a Stream of New Clients

### Step 3. Create messages for seeding that will get people excited about working with you

The following questions help you to communicate what you offer in a compelling way that gains interest and clients.

#### 1. Introducing Yourself

What experience and credibility do you have?

What are two key moments on your life journey to lead you to do what you do?

2. What are 2 main problems or challenges your clients have that you can help with? ie what do they want to move away from? (the negatives)

3. Create two short case studies demonstrating the results have you helped clients achieve. If possible use a before and after story. Think about which clients you've had the greatest success or best results with.

i.

ii.