



## **SKILL 29**

# **COMPOSE YOUR SPEECH**

**Caroline Bailey, MA  
Darin Deterra, PhD**

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# INTRODUCTION

## POSITION YOUR TALK

*Position Yourself, your Speech and your Audience, based on your Closing Offer.*



## TELL YOUR STORY

*Grab your audience's attention from the beginning and never lose it. Share the vulnerability while establishing credibility.*

## LANGUAGE

*Put your customer's words (what they're consciously looking for) on the door. Use their language to talk to them.*

# THREE COMPONENTS

## SKILL 29: SPEECH INTRODUCTION (AND SPEECH TEMPLATES)

There are three parts to your introduction:

***A. POSITION YOUR TALK***

***B. TELL YOUR STORY***

***C. USE LANGUAGE*** that your audience can relate to.

### A. POSITION YOUR TALK

#### STEP 1: POSITION YOURSELF

Your audience has three questions about you:

**1. Who are you?**

**2. How can you help me?**

**3. Why can I trust you?** What do we share in common?



Create *credibility and vulnerability* by telling a story about yourself. Tell your story in service to your audience. What did you overcome? What did you learn from this? What makes this result transferable (from you to your audience)? What you learned became your **IS** (your **Integrated System**).

Make your audience the hero. Give the back story that shows how you overcame the same or similar obstacles to them. Describe the gift or expertise you gained the hard way and why you want to help them– “so you don’t have to struggle the way I did”. Reinforce that you are more similar to, than different from, your audience.

**A. VULNERABILITY:** Show where you came from, the struggles you’ve overcome. Be real. This taps into their emotional brain and allows your audience to identify with you and to bond with you quickly.

**B. CREDIBILITY:** Why does this matter? Why is it important to your audience? BRAG. Name your accomplishments, etc.

**STEP 2: POSITION YOUR AUDIENCE:**

To build an interesting opening, know three things:

- 1. Who is your audience?**
- 2. Why are they here?**
- 3. What do they want to hear?**

Tap into their *pain*. Tap into their *unmet needs*. What is the cost of not using your system or training? Most people want more money (rightful livelihood), improved health (including weight loss) and better relationships (true love). This is for you if... (you want to lose weight, etc.).

### STEP 3: POSITION YOUR TALK

**What is the transformation** that you easily provide (and that your audience craves)? What is your generous offer? Create partnership with your audience from the start. *“Before I conclude, I promise to show you how to get more and take it further. Please hold questions until I’m finished, so I can get give you as much as I possibly can.”* Set boundaries in advance. If you like what you hear and want to go further, I’ll show you how to do that.” Keep your promises. Behind the promise is your **Integrated System**.

**B. TELL YOUR STORY**

**SET THE TONE**  
*Share a vulnerability or challenge that you have been through.  
Name the Challenge. Share your Unifying Solution.*

**FRAME YOUR STORY**  
*Share the facts. What happened?  
Make the experience come alive  
for them. Be simple yet thorough.*

**TELL YOUR STORY**  
*Share your Super Hero Origins.  
Establish credibility. Share personal  
details. Create common ground.*

**INTRODUCTION**

### B. TELL YOUR STORY

Grab your audience’s attention from the beginning and never lose it. Engage their curiosity: “It was a day that I will never forget...”

## 1. SET THE TONE

**a. SHARE A VULNERABILITY** or challenge you have been through. Share your back-story. How did you get to be where you are? Be open with your audience. Humanize yourself. Be vulnerable without being emotional. Create entry points for connection. What did you overcome? What you learned became your **IS** (your **Integrated System**).

**b. NAME THE CHALLENGE** Impart your expertise. What are the forces that have shaped you? What are your Super-Hero Origins? How did you find your power? How did you transform your challenge into a tangible result? What makes this power transferable from you to your audience? How can you help your audience achieve these results without going through what you experienced? This is what you are going to help them do. This can be conveyed in a humorous way or roundabout way.

**c. PROVIDE YOUR UNIFYING SOLUTION:** Every person who has had this problem can solve the problem by \_\_\_\_\_ (point of wisdom). Example: Every divorced woman can find love again \_\_\_\_\_.

Share your point of wisdom. Identify what's missing from the conversation in your industry; Why don't other solutions work? Speak to what you have already created. Invitation: Join in what I have built. Your principles are universal. You can customize your story specifically for your audience, but your core message will remain the same.

## 2. FRAME YOUR STORY

**a. THE FACTS:** What happened? Who was involved? Where did it happen? When did it happen? Why did it happen?

**b. IMAGES:** Create images for your audience. Make the experience come alive for them. Think Hollywood: Intro music, videos in your PowerPoint, movement and drama in your story. Describe the clothes you wore, the colors, sights, tastes, sounds and smells you experienced.

**c. SIMPLICITY:** Name the story in less than five words. Have three clear and genuine ideas of how to solve the problem. At the same time, demonstrate that you are thorough. Your systems are complete. They can imagine what it would be like to work with you. This makes your program something that they absolutely want to invest in.

## 3. TELL YOUR STORY

**a. SUPER-HERO ORIGINS:** How you found your power. What forces shaped you? Why you were born to be who you are. Capture the character and essence of your personality. Break through who you are.

**UNLIKELY** Heroes rise to an occasion, but they may fail.  
**EVERYDAY** Heroes are reliably, responsibly heroic everyday.  
**SUPERHERO** has gifts, but lives life disguised as someone normal.

**b. CREDIBILITY** (Believability): Don't lead with external validators. Don't give them your resume. Don't describe yourself in grandiose terms. You're an innovator and change maker. Own it.

**c. HUMANIZE:** Share personal details. If you're doing something unfamiliar, anchor it in something familiar. Create common ground. Create entry points for connection. Something you share in common. Give your story purpose and character. You are bigger than the problem you once had. And you're passionate about helping others.

#### 4. COMMON MISTAKES IN TELLING STORIES

1. **OVERLOOK RELEVANCE TO AUDIENCE**
2. **FORGET TO INCLUDE FUN FACTS** (Fun trivia)
3. **MISS THE RIGHT CALL TO ACTION.**

### C. USE YOUR CLIENT'S LANGUAGE

Put your customer's words (what they are consciously looking for) on the door. Use their language to talk to them.

#### 1. MY IDEAL CLIENT says to herself / himself (internal self-talk):

*"I WANT* to make changes, but I don't know where to begin."

*"I'M SICK* of working all the time and not having a life."

*"I'M TIRED* of being in pain all of the time."

#### 2. MY HEADLINE QUESTIONS **of Attraction:**

**DO YOU WANT** to make changes, but don't know where to begin?

**ARE YOU SICK** of working all the time and not having a life?

**ARE YOU TIRED** of being in pain all of the time?

**CLIENT:** "I'm tired of being the best kept secret in my field."

**TITLE:** Are you Tired of being the Best Kept Secret in your Field?

**CLIENT:** How do I turn my keynote speech into a talk that sells?

**TITLE:** How to Turn your Keynote into a Talk that Sells!

**CLIENT:** "I want to make money and I want to make a difference."

**TITLE:** Are you ready to Make Money and Make a Difference?

# C. LANGUAGE

## USE YOUR CLIENT'S LANGUAGE

*Put your customer's words \*what they are consciously looking for) on the front door.*



## INTERNAL LANGUAGE

*What is your ideal client already saying to themselves? "I want to succeed, but I don't know how."*

## CONSTRUCT YOUR TALK

*Use quotes, humorous anecdotes and personal stories. Practice telling jokes and sharing stories.*

# INTRODUCTION

## 3. CONSTRUCTING YOUR SPEECH

- 1. QUOTES:** If you're going to use a powerful quote, don't use one that's widely known.
- 2. NEVER KNOW MORE** than your audience. Perhaps you know more than I do, but did you know...."
- 3. PRACTICE:** Never tell a story for the first time on stage. Tell it at the dinner table, to your friends, etc. Practice, edit and refine.

## 4. WORDS NOT TO SAY

**"Stuff"** devalues your work. They are "educational materials"

**Filler Words:** Things, Okay, Right, Well, So...., Um, You know

**Today:** If you are recording your talk, this will make it obsolete.

# WRITE YOUR SPEECH

## THE POWER TALK TEMPLATE

### I. WRITE YOUR CONCLUSION FIRST

#### A. DISTRIBUTE YOUR “SUMMARY SHEET”

After you’ve transitioned to your offer (conclusion), tell your audience that in a few minutes, you’ll give them a summary of the steps you’re about to cover. Ask if they’d like the Summary Sheet and voila! Your audience is begging for your order form. Let them know as you pass out Summary Sheets that includes an offer to join you in your upcoming program.

#### B. WALK THROUGH THE SUMMARY SHEET:

Make your offer clearly.

##### 1. FOCUS 80% ON THE OUTCOME / TRANSFORMATION

What is the outcome / transformation you are offering?

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##### 2. FOCUS 20% ON THE DETAILS OF SERVICE DELIVERY

What are the details of how you deliver the outcome?

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##### 3. DELIVER VALUE FOR THE BONUSES (Plant Seeds)

What bonuses relate to the seeds you are planting in your speech?

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4. BE CLEAR ABOUT THE LIMITERS (Time: today only / Quantity: First x# people). List your limiters and why they are there:

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5. JUSTIFY THE SPECIAL “TODAY ONLY” OFFER:  
Why is there a special offer (discount or bonus) today only?

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6. HANDLE THE TOP BARRIERS TO BUYING: How will this pay me back in time, money, energy, health and peace of mind?

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7. INVITE THEM TO STEP UP  
Show them exactly where to take their order forms. Say something brief and inspiring from your heart. Your closing thought:

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Invite them to meet you at the back table to get registered and be one of the first to get the special bonuses. You'll be there to answer their questions.

F. DON'T TAME THE TENSION! No sharing, no questions, no exercises or handouts during your "Speaking Solutions" Power Talk

## II. WRITE THE BODY OF YOUR SPEECH

A. DEVELOP THREE MAIN POINTS about your Integrated System.

**PROVIDE A SOLUTION.**

**DEVELOP SOCIAL PROOF** with case studies.

**CREATE HUNGER** for your upcoming offer by planting seeds.

POINT 1: WHAT IT IS (Flesh it out so they'll know what you're talking about)

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POINT 2: WHY IT MATTERS (Show the problem, Develop the plan)

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POINT 3: TEACHING POINTS: Share the "Main Course". Teach them "how".

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B. TRANSITION TO OFFER

Turn today's useful information into lasting transformation.

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### III. INTRODUCTION

A. POSITION YOURSELF: Create vulnerability and Credibility through your story.

1. What is the story that you would like to share? Why does it matter?

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2. List three points of credibility

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3. What is your mission? What does it have to do with your audience?

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B. POSITION YOUR AUDIENCE

1. Show them that they are in the right place

2. Tap into their *pain*. Tap into their *unmet needs*.
3. What is the cost of not using your system or training?

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**C. POSITION YOUR TALK**

1. What will they learn today?
2. What points are you going to cover? Get them excited.

Point One:

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Point Two:

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Point Three:

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**D. POSITION YOUR SKILL / TRANSFORMATION**

1. What is possible from doing your work? Grab them!

- 2. What is the transformation you provide and they crave?
- 3. What is your generous offer?

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**E. POSITION YOUR OFFER**

**1. CREATE PARTNERSHIP** from the start: “I will teach you as much as I can in the limited time we have together and before I conclude, I promise to show you how to get more / take it further.”

**2. ASK THEM** to hold questions until you’re finished so you can get on a roll and give them as much as you possibly can.

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