

Transcript

S2: E82: How to Craft a Signature Talk that Converts

Hey there and welcome back. Today we're continuing a new series focused on one of the most powerful tools in your branding arsenal, speaking. The thing is, is that most people think of a brand as their colors, logos, and fonts, but truly your messaging, how you're showing up, your marketing is all under the umbrella of your brand. Now if you're like me and you're not really a huge fan of social media, speaking is the ultimate way to grow your business without much effort. So in this episode, we're going to dive deep into what a signature talk is, its key elements, and how it can transform your business by establishing your authority and driving conversions. We covered this briefly in last episode, if you've been following along, and if not last episode, I talked all about types of speaking and where you can speak and give some more advanced tips and tools and strategies as well. So let's dive into what is a signature talk because a lot of times when I use this language, people's minds automatically kind of go to, Oh, this is like the talk that I'm going to share from the TEDx stage, or this is what I'm going to speak. You know, when I get on that big stage, I've always dreamed of, could be, but really what a signature talk is, is a well-crafted presentation that's designed, of course, to showcase your expertise, share your unique story, and provide valuable insights to your audience in a unique way. So it has multiple purposes. It positions you as an authority in your field. It communicates your core message super effectively. It engages and inspires your audience to take action. So it's not just inspirational, it's to the point that they're taking action. And unlike a one-off presentation that is fully educational or a TEDx style talk that is fully inspirational, a signature talk is the cornerstone of your personal brand and it's adaptable to different formats. So this could be speaking at a conference, a podcast, in a webinar. It also can have various lengths.

So the signature talk framework that I teach is typically around a 20-minute talk, which is a really great length. Whether you're on a podcast and you're sharing snippets of your signature talk, or you're asked to teach in, you know, somebody else's mastermind, you can extend or retract this. So I'll talk about some clients that have used this in different ways a little bit later, but 20 minutes, I feel like is the sweet spot. So it's interesting because about 90% of my clients, when we begin the branding process, they do their vision work and they almost always have TEDx as a goal, getting on the TEDx stage. And I get it. It's a great credibility booster, but I hate to be the one to burst your bubble if you're shaking your head and saying like, me too, I want to do that too. Because the thing is, is back in the day, the TED stage was fairly hard to get on. And the talks pretty much guaranteed that you'd get a massive following. Maybe you'd get a book deal, you'd get a million views. However, that has shifted over time. Now there's so many TEDx stages around the world that it's fairly easy to get on the TEDx stage. And it looks like it's actually pretty easy to get on the Amazon bestseller list because there actually is like a strategy for that. There's a lot of different coaches teaching how to get on the TEDx stage, how to craft your talk. And that's awesome. Like no shade to that. However, if it's on your bucket list, of course go and do that. But I want to share some stats. Did you know that only 23% of TEDx talks have more than a thousand views on YouTube? So more than 70% have less than a thousand views. Only 1.97, so pretty much 2% have over 10,000 views and only 0.02 have more than a million views. So I shared this stat the other day on LinkedIn and somebody asked, well, why is the talk, like what makes one talk successful over the other?

And the truth is it's not necessarily the talk itself, although obviously the person's energy, the message, what they're speaking about does make a difference. The truth is it's just really like loaded now. There are so many TEDx talks that people don't have the time to go out and watch them. So the only talks that really get featured are the ones that make it on TEDx or TED.com, like the original talk stage. And those are cherry picked for which topics the founders of TED believe will actually serve their audience, which is a very broad range, right? So if you have a very niche topic or it's not applicable to what they think their audience would like, it's not really going to get the hits and the views. And the thing is, I see people spending thousands and thousands of dollars on coaching and training and so much time preparing for a TEDx talk and then really not getting much results from it.

So again, if it's on your bucket list, go for it. It's amazing. I'm not dissing it. It's still a beautiful thing. However, for most of us who run businesses and we're simply looking for really aligned, amazing clients easily and effortlessly, there's a much better way because all those TEDx views that you do get if you have a talk, most of those people aren't ideal clients either. So personally, I'd rather invest my time in speaking engagements that actually converts clients and doesn't take a ton of effort and time to prepare for. Because typically when I work with my clients, they've already gone through the branding process. We already know the core of their messaging. And so it's a matter of blending it all together in a unique fashion to speak directly to your ideal audience. This works also if you haven't been through my branding process, but it works even better if you have. So I'm continuing from the last episode, like I mentioned, when we talked about how speaking in general elevates your credibility to really dialing into this concept of a powerful signature talk because it can move mountains in your business. And I'm not just saying that in general, I'm saying that from personal experience. So again, here are some reasons we already talked. It builds credibility and authority. It positions you as an expert in your field. It demonstrates your knowledge and experience, building trust, credibility with your audience. And so even if this is an audience that has never heard you before, when you are introduced as a speaker, first of all, that gives you credibility and authority, right? But if you come up to the actual stage, to a podcast, whatever, and you give a mind blowing talk, people are going to take notice because there's so much content out there these days that is subpar. So many people jumping onto podcasts without a plan in place and just speaking from their heart, which is awesome, but it's not causing conversions, right? So how would that be if every time you walked onto a stage, you stepped onto a virtual stage in a podcast, or maybe you showed up in a mastermind to giving a teaching, if you knew that was going to convert into clients, pretty awesome.

Now next up, consistently delivering this signature talk specifically, not just speaking in general, across different platforms helps you to reinforce your brand message. So it makes you more recognizable for people who have seen you repeatedly. And of course, memorable, your signature talk becomes part of your brand identity, making it easier for people to associate you with the value you provide. Now so a lot of people think, okay, every time I get up on the stage, I need a new and a different talk, because if somebody's seen it before, they're going to get bored. That's not the truth. I talk about this to my clients all the time. We need to be a broken record. Yes, it's going to get a little bit boring to us. But there is so much content, again, online, in our faces, that it just kind of goes in one ear and out the other, right? Sometimes I swear some people, especially the younger generation, they're just scrolling. I don't even

think that they're reading what's going past their eyes. Like it's crazy. So we need to be on repeat. It's okay to share the same message over and over. Now the other really cool thing about a signature talk framework, though, is it is a framework. So it's not like you're only going to learn this signature talk framework one time and repeat, repeat, repeat, although you can. You can also take the framework and craft various signature talks from that same framework. I have about 10 that I have prepared that I can go back through, remind myself of what they are, have bullet points in front of me. Like even when I'm on a podcast, I'll just have a few bullet points and I can say them. And people are, I just did a podcast yesterday, actually. You can tell I get fired up about this. I know I start talking really fast when I get excited, but I literally, you guys just did a podcast yesterday and the woman was like blown away. She was like, this is one of the best podcast interviews I've ever done. And answered all of my questions so eloquently. She's like, you must have really prepared for this for like days because she did give me the questions in advance. Honestly, I didn't do shit. I pulled out my bullet points. I looked at her questions. I was like, okay, this is what I could say there. This is what I could say there. Good to go. I did not have to prepare at all because I've done the work. I know my talking points and it's really well crafted. That's what I want for you. So that leads to the next point, which is when you have the signature talk and the framework, you will drive conversions and business growth. Again, this is not just getting up and sharing knowledge. Education is not implementation. It's a powerful tool when you're speaking, when you have a signature talk. So you deliver value, you build trust, you create a strong foundation and you can turn those audience members into clients. Now I just also want to point out, this is not persuasion. This is not some voodoo where you're convincing people to work with you. This is because you're so clear, you're so eloquent. You know what you're talking about, that the perfect people who are ready for your work, maybe they've even been searching it out or they haven't figured out what's quite wrong in their business and you are the answer, they're going to ping. They're going to energetically recognize that this is their next step. So really you're just offering them an invitation in a really well-crafted way. Of course, your talk should always include a call to action that guides the audience towards taking the next step with you. We'll talk about that a little bit more later. So those are the reasons, a little bit deeper, why a signature talk specifically and specifically the framework that I'm going to talk to you about during this episode, why it's so powerful. So you might be thinking, okay, awesome. What is the framework? What goes into it? So I'm going to break down those elements. Now the first thing is, like I said earlier, we're blending your personal story with educational content. So it's not one or the other, it's this perfect blend, a perfect storm where you're cherry picking educational content that's going to speak to the ideal client along with personal stories and or stories in general. So when you blend your personal story, that makes your talk unique and relatable. That's what makes you stand out from somebody else who could probably also stand up and teach the educational side. The educational side is a narrative that not only informs, but it's also going to resonate with your audience on a deeper level. So you share your journey, challenges you faced, lessons you've learned, this humanizes you, and then you build in these bullet points of teaching moments that are going to drive it home. So for example, if you're a business coach, you would share a story about a significant setback perhaps that you've experienced, how you overcame it, and then you pair this with actionable strategies your audience can use to overcome similar challenges. So this provides value, context, and a personal connection. The problem I see most people is they're teaching from like I was a professor on a college level, so I do very much have a teacher in me. But if you're not including some personal stories along the way, it's going to be issue. And or you can

share client stories, so we'll talk about that as well. So you want to structure your talk for maximum impact. A well-structured talk, this is probably fairly obvious, but I wanted to point it out because a lot of times, especially if you're used to watching TEDx talks, yes, these elements are in there in a sense, but it's usually one large story with one clear point. And this is really taking people more on a journey. So you do want a clear beginning, a middle, and an end. So you want to always start with a strong opening that grabs attention, followed by the main content where you're sharing your insights and knowledge. But when you share those insights and knowledge, you're also sharing more stories. And then finally, you end with a powerful conclusion that reinforces your key message and that compelling call to action. Now, I remember a time in my business where I was showing up on podcasts, not really preparing if somebody sent me questions ahead of time, or sometimes podcasts will ask you what questions you want them to ask. I would just show up and share from the heart. And that worked okay, but once I found and mastered this framework, everything shifted. And now when I speak from stages, I literally never imagined myself even speaking on stage. First of all, I can tell when the audience is captivated. It used to be when I was up there, I would be in teacher mode and it would be like, okay, this is great, you know, and people would definitely pay attention and take some notes, but now it's literally, I get laughter, I get tears sometimes, I get so much more engagement and people really, really focused because of these strategies, because you're blending this information, you're structuring it well, and it all wraps up in the end. So that main content, the middle section is going to be where you deliver the bulk of the information. You want to organize it obviously into logical sections, you know, have clear examples, and again, you're taking them on a journey. So I really like to have three distinct sections in the middle portion of my talks, depending on the timeframe. If you only have five minutes, you're probably not going to get three and you want to stick to one point, but 20 minutes or more, you can have three distinct sections, right? And the thing is you want them to be very clear. So what I like to start to do is think about what are those three bullet points and then what stories are going to go along with those. And then you can really guide them through one to the other where it's going to make logical sense in their brain. And then you conclude again by reinforcing those main points. So I always go back over, okay, this is what we talked about, and then end with that call to action, right? So that could be signing up for your course, maybe booking a call, following you on social media. That totally depends on where this talk is happening. If you're speaking on stage, you may not be allowed to make a sale unless it's your own stage, then obviously you're going to. So it may be, you know, check out my website. If you're on a podcast, each podcast host has different rules as you probably already know. So that's what you really want to think of in that call to action. I get a lot of questions about like, well, what should the call to action be? Unfortunately, it is very much dependent on where you're showing up. So you just have to use your judgment. So then let's talk a little bit more about the storytelling techniques. We all know, we've all heard the hero's journey. We all know that storytelling is a powerful tool to keep the audience engaged. I'm assuming you're not brand new to this idea. So I'm not going to go super deep on it because, you know, you've probably been there, done that. But again, we often get so caught up in teaching mode, we forget to add vivid imagery, relatable anecdotes, metaphors, and emotional triggers to make your message stick. I specifically really love metaphors because again, the human brain locks into a metaphor. So every time I'm speaking, I make sure I'm locking in at least one metaphor every few minutes, because again, our logical minds will compare that and be like, oh, that is so true, right? So for instance, I just did a training in my community today on Signature Talk, but I use the elements that I've

created from the Signature Talk framework all the time. So I was doing a training on 10x is easier than 2x, which is taken from the book by Dan Sullivan. Long story short, there's this beautiful metaphor about the fact that a plane uses half the fuel to take off. And the biggest thing that we face, especially as entrepreneurs, is getting started, right? So the energy to set the foundation then sets us up for those 10x results. Once we use half the fuel to get up in the air, then it's a matter of practically using that fuel to keep us moving and it's smooth sailing ahead, right? And it's really that way with a Signature Talk, don't you think? It's actually getting set up and getting that foundation in place is the first step. And so often I hear that people aren't sure where to start. They don't know which stories to use. They are not even sure how to go about it. And so they never even get off the ground. So I wanna share a few success stories from some clients who have worked with me to develop their Signature Talk and seen amazing results. So you understand how powerful this truly is. So one of my clients, Shannon, she actually is in PR. She's amazing. She creates relationships. She creates communities. She's very much a multi-passionate person, which I found most entrepreneurs are, but she's been speaking for years and she wasn't seeing the conversions that she wanted. She actually told me that she's invested in speaking training over the past 10 years, probably thousands of dollars. So she said, okay, what do I have to lose? I'm gonna try it one more time. I'm gonna work with you. The Signature Talk sounds pretty amazing. Not only did she see a significant increase in her engagement, but also in her client base. She shared that the talk I helped her craft was her most powerful talk she's ever given. And she had the most engagement she's ever had when she shared it from stage. Plus she felt way more confident going into the talk, which also of course makes a massive difference. Another client, Leslie, used her Signature Talk for recent TV appearance. So this really showcases how this framework can be shifted and manipulated for various reasons. She was so excited to be on this television morning show in Toronto and she was also really nervous about it because it was her first one. She'd done speaking before, but not on TV. So because of the framework I taught her, she was able to get the Signature Story to just five minutes down and blew the interview out of the water. She went in, she knew exactly what to say. She knew who her audience was and it's done wonders for her business locally. And it's been so incredible to witness. So these are a few, just a quick examples of the transformative power of a well-crafted Signature Talk. So I trust you've received value simply by hearing the strategies I shared here today and understanding more about what an actual Signature Talk actually is, why it's important. And if you're truly ready to take your business to the next level through speaking, I want to share with you that in early July, I'm hosting a special summer session called the Authority Amplification Session. And it's all about crafting your Signature Talk. In just one week, we'll break down the process of crafting your compelling talk into easy to accomplish tasks. So you're going to be ready to make your message a movement from the stage on podcasts, webinars, or wherever you called to share your message. So what you're going to get is my conversion focused Signature Talk framework. So you can use it like I just shared with Shannon and Leslie, and I've shared it in so many different capacities that you're going to be able to utilize over and over. A compelling talk that really represents you and your brand and the confidence to get even more visible. So whether you're like Shannon and you've talked a lot and you really haven't had a ton of success at it, let's elevate that. Or whether you're like Leslie, maybe you've done some podcasts, but you want to get on TV or different places on a bigger stage, this will work for you. So this is free access to my Authority Amplification Kit, which includes the framework, the masterclass, a really beautiful speaker one sheet template that you can use when you're pitching your speaking and a powerful visibility breakthrough session. If you're like

me and speaking scared the shit out of you or still does, this is a really powerful tool to help you get through those fears. And if you don't have those fears, you can skip that part. There's also going to be bonus trainings and workbooks to help you select your most impactful stories, clarify your vision, and develop your most powerful training for your talk. So you will get all of that. And then there's three live implementation calls with me during the week and access to a private community for support during the entire time together. This is a 1997 value, so \$2,000 value. And I'm doing it for only \$47 because if you know me, my main focus in life is branding. And this is really what I'm passionate about is once you know what your brand is, the next step is to get it out there on stage. So even if you haven't done a complete branding deep dive, we can craft the signature story together. So don't miss this opportunity to transform your speaking skills and inspire action with your message. I'm here to support you. You can go ahead and get the details and secure your spot by clicking the link in the show notes. So make sure that if you're interested in this, you take action because like that metaphor I shared with you earlier, half the battle like the plane using half the fuel to take off, maybe you've been thinking about speaking on stage or up-leveling your speaking skills for a while, but you haven't taken action. This is a really unique opportunity at a low investment to go ahead and I promise you, once you have that signature talk in your head, then the next effort, once you've gotten that plane off the ground, then all you simply have to do is fly the plane and continue to fine tune your talks over time. I hope you have a beautiful rest of your day and come back here next week. We're gonna keep talking about how powerful this is. Next week, I'm gonna be talking all about how you can actually make sure that you're converting from stage. So we talked about how it's important and how it works. I'm gonna show you exactly how that happens. All right, have a beautiful day and we'll see you next time.