Speakers Who Dominate

MODULE 5
Transformational Public Speaking

Your 3-month training to achieve your SWAG
Satisfy your Wildly Audaciously Goals

Denise J. Hart
Reinvention Strategist
Copyright Notice

This workbook is the property of Mindset Mojo, LLC. (dba) Get Paid to Speak Academy, Denise J. Hart, founder and CEO.

All rights are reserved for the entire workbook. Reproduction or translation of any part of this work by any means without permission of the publisher is unlawful. You do not have the right to sell this workbook nor can you give it away.

Disclaimer

All links in this workbook are valid and operational at the time of publication. If you find links that do not work, try copying and pasting the link into your browser. If it still doesn't work, then feel free to send me an email and I’ll be sure to remove it from the next version. This workbook is for training and informational purposes only. The author makes no guarantees of results.

Denise J. Hart, Reinvention Strategist

Denise helps independent service professionals (coaches, entrepreneurs and artists) learn the foundation principles of internet marketing, including social media, how to brand themselves, automate their businesses, and leverage their expertise so they can get more clients, help more people and make more money

You can reach Denise at her website  www.denisejhart.com
Email:  denise@denisejhart.com
WELCOME

WaaaZOOO!

(that’s my excitement showing up!) It’s time to settle in and Get Clear, Get Moving and Get Paid! Speakers Who Dominate is a 3 month training program that teaches a proven business formula to help speakers, authors and coaches to:

- Get more speaking gigs
- Clarify your brand
- Learn to effectively use internet marketing and sales
- Create a platform
- That helps you make a BIG difference and make great money doing what you love!

*Affirm This - all I see is the manifestation of my dreams.*
~ Denise J. Hart

What is a Speaker Who Dominates?

A new way of thinking is required of you to become a speaker who dominates and gets paid to speak.

 Speakers Who Dominate run successful businesses that consist of increasing their mastery in the following key areas:

1. Clearly defined Brand
2. Intentional Platform Expansion
3. Copywriting, Blogging & Email Marketing
4. Content Creation
5. Social Media Marketing
6. Transformational Public Speaking
7. Sales Conversion

In this program, you’re going to learn a LOT of new language, systems and strategies that work. My commitment is to take you through a step-by-step process that will help you become a Speaker Who Dominates.

*Let’s begin…*
Monthly Content Area Success Work

Each content area spans 15 days and is taught via webinar. Each area is broken down into 7-9 steps for implementation execution:

**Content Pre-Work:** Branding (this is not taught via webinar. You complete the work and post your results in our private group for coaching and feedback)

**Content Area 1:** Platform Creation & IFO/List Building

**Content Area 2:** Copywriting Demystified/Blogging

**Content Area 3:** Product Creation/Marketing Money Map

**Content Area 4:** Social Media & Email Marketing (nurture campaigns)

**Content Area 5:** Transformational Public Speaking

**Content Area 6:** Create your Funnel & Sales Conversion

#1 - FIRST THINGS FIRST

Personal Success Profile (Reminder of what matters the most)

Re-Write what success looks like for you (both personal and business).

____________________________________________________________________________  
____________________________________________________________________________  
____________________________________________________________________________  
____________________________________________________________________________  
____________________________________________________________________________  
____________________________________________________________________________  
____________________________________________________________________________  
____________________________________________________________________________  

© 2016 Denise J. Hart, Reinvention Strategist  
All rights reserved www.getpaidtospeakacademy.com
Module 5 – Transformational Public Speaking

“If you’re an entrepreneur, you’re a public speaker by default.”

Public Speaking - Step-by-Step

Speaking is the #1 way to grow your business. You build brand awareness and increase your opportunities for brand leveraging, brand equity and generating revenue.

What’s the Art of Public Speaking?

The art of Public speaking is the ability to connect with an audience and build rapport.

When you break down the meaningless barriers that help create meaningful relationships what you do from the front-of-the-room as a speaker will encourage the camaraderie of growth.

You must be willing to be the leader in the moment that’s required yet also communicating that you aren’t speaking and training form a mountaintop, you’re actually on the journey right along with your audience.

Another aspect of the art of public speaking is being able to position an offer for your audience to make a powerful decision regarding what’s next for their growth and development. This is perhaps one of the most challenging skills for people to master. When you’re speaking with the intention of creating a dual profit experience you must learn the craft and art of the structure of the offer, the language of the offer and the responsibility of the offer.

As a speaker growing your business, you want to serve your audience with meaningful information to take immediate action while also offering them an opportunity to go deeper in their development and you position yourself as the person they can have that experience with. As a result a powerful dual exchange takes place. Each person gives and receives something of high value.

Each person wins.
**Speaker Assessment**

Take this short assessment to see what you know and what else you need to learn to become a powerful public speaker. Give yourself a 1 for yes, a 2 for no. (there is no kind of!)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>I am comfortable sharing my ‘mess’ with an audience.</td>
</tr>
<tr>
<td>2.</td>
<td>I have high quality PowerPoint slide decks for my live and virtual speaking presentations.</td>
</tr>
<tr>
<td>3.</td>
<td>I am able to build rapport and camaraderie with my audiences.</td>
</tr>
<tr>
<td>4.</td>
<td>My signature openings are working well to engage my audience from the start.</td>
</tr>
<tr>
<td>5.</td>
<td>I help my audience keep pace with my speech by not going too fast.</td>
</tr>
<tr>
<td>6.</td>
<td>My voice is a powerful addition to my speaking.</td>
</tr>
<tr>
<td>7.</td>
<td>My signature stories are powerful and meaningful to the topic of the conference and subject matter of my content.</td>
</tr>
<tr>
<td>8.</td>
<td>I don’t read my speech from notes. I practice until I naturally embody, become and live my speech.</td>
</tr>
<tr>
<td>9.</td>
<td>I can adapt easily in front of a live audience. I’m not easily thrown off.</td>
</tr>
<tr>
<td>10.</td>
<td>I easily incorporate humor in my speeches.</td>
</tr>
<tr>
<td>11.</td>
<td>My signature close is powerful and translates to audience impact.</td>
</tr>
<tr>
<td>12.</td>
<td>I am comfortable and understand the techniques to sell my products and services from the stage or any platform.</td>
</tr>
</tbody>
</table>

**Here’s your points breakdown:**

**12 points** – you’re doing great! Keep growing strong.

**13-18 points** – you are headed in the right direction. Keep practicing and consider getting additional support to more quickly up-level your performance.

**19-24 points** – you are learning the theory well, however you should consider additional support to transition from theory to technique application that sticks!

What's your Total __________
In addition to speaking in a one on one situation to share your business with a potential client or business partner, there are several traditional speaking engagements available to you:

1. Keynote
2. Breakout
3. Workshop Facilitator
4. Tele-summit
5. Tele-class
6. Webinar

What kinds of speaking engagements have you already experienced?

_______________________________________________________
_______________________________________________________

Were you pleased with the outcome of the speaking engagements you’ve already experiences? Why or why not?

_______________________________________________________
_______________________________________________________
_______________________________________________________
_______________________________________________________

What kinds of speaking engagements are you ready to experience now?

_______________________________________________________
_______________________________________________________
_______________________________________________________
_______________________________________________________
What does Vulnerability Have to do with Transformational Public Speaking?

“Vulnerability is the heartbeat of any great speech!” ~ Denise J. Hart

One of the game changers in your speaking career and for that matter in your life is embracing the Vulnerability Factor.

Vulnerability is not about being weak. It’s actually your greatest source of power. To relate, connect and experience reciprocity with others, we must be willing to be open, be vulnerable.

Vulnerability is the opening point for genuine, authentic power-filled connections with others. We are taught to put on a face, a facade that protects us from… what? Who?

When you are willing to be your true whole perfectly imperfect self you show people that you are similar to them in your humanity. You are honest and you embrace and love yourself ‘flaws’ and all. I can now choose to be in community with you because I trust someone who is honest long before I trust someone who has a great ‘game’ face.

Further more, Relationships are the highest form of currency. ~ (from my coach Lisa Nichols) Through relationships you’re able to help others achieve their goals and an added benefit is you’re able to achieve yours as well.

Great speakers embrace vulnerability as a tool to create a foundation of truth and honesty in themselves and to facilitate high quality engagement with their audience.
7 Steps to Transformational Public Speaking

STEP #1 – Public speaking is the number one way for an entrepreneur to increase their business. Getting in front of your ideal audience and making a meaningful connection helps you increase your brand awareness and expand your opportunity for brand leveraging.

Determine why you want to Speak:

- Impact the World
- Increase Brand Awareness
- Increase Brand Leveraging
- Serve your Clients
- Earn Income
- Leave a Legacy

Write down your top 3 reasons:

________________________________________________________

________________________________________________________

________________________________________________________

How will your speaking platform help to change the world?

________________________________________________________

________________________________________________________

________________________________________________________

© 2016 Denise J. Hart, Reinvention Strategist
All rights reserved www.getpaidtospeakacademy.com
STEP #2 – What is your current speaker style?

Below is a list of the most common speaker style categories.

- **Informational** – usually educational speakers who are sharing information based content (think of a classroom teacher)

- **Motivational** – speakers who help an audience or person get pumped up to do the task (think of a cheerleader)

- **Inspirational** – a person who helps the audience feel they can do more through experiencing insight into themselves. (think of a preacher or spiritual leader)

- **Transformational** – speakers who help an audience or individual breakthrough and change their behavior and thoughts permanently. They unapologetically own that they are going to make the audience uncomfortable due to the process of permanent change.

Most people fall into a dominant speaker category style of speaking. Also, you can have a blended style of two or more categories.

**What’s your current dominant style?**

________________________________________________________________________

________________________________________________________________________

**What kind of dominant style speaker would you like to become?**

________________________________________________________________________

________________________________________________________________________
STEP #3 – Your Personal Public Speaking History

To get where you want to go, it’s important and valuable to document where you’ve been. Next, you’re going to write down your public speaking history.

Include any time you’ve stood in front of an audience and were responsible for sharing information and or delivering a specific message or lesson. Also share how you felt each time you spoke in front of an audience.

____________________________________________________________________________

____________________________________________________________________________

____________________________________________________________________________

____________________________________________________________________________

____________________________________________________________________________

____________________________________________________________________________

____________________________________________________________________________
STEP #4 – Signature stories

They’re what make you unique and un-copy-able in the marketplace! Your signature stories are what distinguish you from other speakers.

They’re your unique fingerprint and it’s through your stories that people become attracted to you, remember you and want to know more about you.

Your stories increase your know, like and trust factor and create stickiness between you and your ideal client.

Signature Stores:

• are the Secret Sauce
• are the Game Changer
• are the #1 way to command the stage, add more meaning to your message and
• put more money in your pocket
• create emotional stickiness between you and your audience

Your signature speech consists of 3 elements that will become the go to structure for your speeches. This structure applies when you speak virtually on teleseminars, tele-summits and webinars and when you speak at live events.

Elements of your Signature Speech:

1. Signature Openings
2. Signature story including the Dip Theory
3. Signature Closing

What is your current signature opening, signature story and signature close?
STEP #5 – Dip Theory

“Dip theory is the gap between where you were and where you are right now.” ~ Lisa Nichols

The dip theory takes your listeners on a journey of experiencing:

• Where I am
• Where I was
• The lessons I learned while I was in the “valley” and where I’m headed plus the possibilities ahead

Think about a time in your life when you experienced a significant amount of growth. It may have been a particularly challenging time. As you reflect, think about the lessons you learned during that time.

Craft your Dip Theory segment:

____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
STEP #6 – Craft your new signature opening and your new signature close.

Kinds of Signature Openings:

1. **Quotation** – “When you know better, you do better” ~ Maya Angelou
2. **Humor** – be mindful that you shouldn’t use sexual humor
3. **Ask a Question** – What would you think if I told you that you don’t know what you think you know?
4. **Use a Personal Reference** – I experienced and lived through a similar situation…
5. **Hypothetical Example** – not a real situation but one based on imagination and possibility
6. **Greet the audience** – Hello Cleveland!
7. **Use analogy and comparison** – Like comparing apples to oranges

What kind of signature opening would you like to incorporate into your speaking structure?

____________________________________________________

____________________________________________________

Kinds of Signature Closes

- Famous Quote from someone well known
- Invitation to reflect
- Signature statement

What kind of signature opening would you like to incorporate into your speaking structure?

____________________________________________________

____________________________________________________
**STEP #7 – Signature Story**

In your stories your audience will experience you through the content in your story and the lessons. Using the situation/story you brainstormed for your Dip Theory step, you’re going to put everything together to create your signature story. Remember your story should be revealing and feel vulnerable to you.

Your signature stories should contain a moment of:

- Emotional intensity
- Emotional Peak
- A lesson or lessons that relates to the reason you are in front of the audience speaking

The goal is for you to share and show your story, not to “tell” your story.

The essential difference between sharing and showing your story versus telling your story is the captivation factor and emotional stickiness.

Emotional stickiness happens when you use language that has a meaning-filled emotional quality.

Incorporate emotion into your story. Emotion communicates that you care.

We have to resist the tendency in our society to be un-emotional because emotions can be viewed as a sign of weakness.

Emotion is shared through emotional key words or transition phrases “I felt…, I remember the…, I can still see…, I can hear it…, It smelled…, When I saw…, It was like…, The sound, etc.”

Key words tend to have electricity, and create disruption in an audience. They grab the audiences attention.

Write out 1 of your signature stories. Include your Opening, Dip Theory, 3 lessons learned and your signature close.

You can always adopt your signature story to include it inside of a traditional training or teaching moment as well.
NEXT STEPS

Share completed steps for the two areas of your home/success work in our private group
http://www.facebook.com/groupd/SpeakersWhoDominate

Doing this step will help keep you accountable. It will also be helpful to your fellow colleagues on the journey.

Thank you for choosing me to support you with achieving your SWAG
Satisfy your Wildly Audacious Goals!

See you in our private group and on the next webinar!

Coach Denise Joy

CEO, Get Paid to Speak Academy
www.getpaidtospeakacademy.com