

Become A Health Coach Certification

Pillar 4: Proven Marketing & Business Systems

Week 4

How To Create A Talk That Attracts Clients

Learning Objectives:

- How to create a talk that attracts clients
- Learn our done-for-you scripted talk to attract clients to your CTD

How do you create a talk that attracts ideal clients?

It's not enough simply to throw a script or a powerpoint together that shares information.

Why?

Because the goal of your talk is to move your audience to
TAKE ACTION.

The action you want them to take is to sign up for a CTD conversation with you.

In marketing terms, this is called a “Call To Action” or “CTA”.

The **ONLY** reason to do the talk is the CTA – if you’re doing a talk with no clear call to action, then you’re doing a talk that will NOT attract clients.

Most health coaches will do talks with the goal of “getting themselves out there”.

We’d rather have you do talks with the goal of getting clients and making money.

Therefore, the goal of your talk is to move your audience to
TAKE ACTION by signing up for your CTD.

And, as you know by now, while information is interesting,
information in and of itself will **NOT** move people to
ACTION.

That's why your talk has to be **STRUCTURED** in a very specific way that inspires the audience to **ACTION**.

We're going to share a fully scripted talk with you in just a moment that you can use to offer your CTD (yep, we've done the hard part for you!), but for now we want to outline the structure of a talk that attracts clients.

Why is it important that you learn the correct structure for a talk that attracts clients?

First, once you understand how to a talk that attracts clients is structured, then you'll be able to use the structure to create an effective talk on any topic you like.

Second, you'll save money and time by NOT investing in any kind of done-for-you talk that does NOT have this structure.

Stacey's Slam Dunk Speaker Formula: Creating Your Talk

Talk Title: “How To Kick The Sugar Habit”

Talk Time Length: 60 mins

- Can be shortened to 30 mins, 45 mins or extended to 90 mins if necessary
- If shortening talk, only shorten “The Challenge/Problem or Mythbusters Section” (do NOT shorten “Your Story” or “The Invitation”)
- When extending your talk to 90 mins, you can extend timing of all sections and audience participation every 20 mins (i.e. ask the audience direct questions to get them engaged)

Talk Structure:

1. The Opening (5 minutes)
2. **Your Story/ Your Connection To The Topic (5-7 minutes)**
3. Positioning: (5 minutes)
 - Show: “You’re in the right place if....”
 - Tell: Tell ‘em what you’re going to tell ‘em
 - **Seed: Plant the seed that your invitation or CTA is coming later**

Talk Structure:

4. The Challenge, Problem, Or Myth Busters (15 minutes)
5. The Solutions (10 minutes)
6. The Transition: What Now? (1 minute)
- 7. The Invitation or Call To Action (10 minutes)**
8. Optional: Q&A (from stage or back of room)

Quick quiz question...

What is the most important part of your talk?

INCORRECT ANSWER:
The Solutions (i.e. the information you share)

CORRECT ANSWERS:

1. Your story
2. Seeding
3. The Invitation or CTA

Notice that the information is NOT the most important part of your talk.

Most health coaches will focus solely on giving information, which is why their talks don't get them clients.

You're going to know better. Yay!

In just a moment, I'm going to walk you through the full script for each segment of the talk.

First, I want to address a few questions you might have...

Questions you might have:

1. “I’m nervous about using a script for the talk - what if it doesn’t feel natural?”
2. “Are there handouts?”
3. “Should I use a powerpoint? Will I get a powerpoint?”

1. OPENING (5 mins)

Opening Option #1: “Open Share” Opening

This opening gets your attendees talking, comfortable and having fun.

“Hey everybody, I’m so glad you all made it to this Kick The Sugar Habit workshop, we’re going to talk all about what sugar does in your body, why we start and can’t stop and how to transform sugar cravings so you can kick the habit for good.

But first, what I'd like to do is an ‘Open Share’. Turn to someone next to you, introduce yourself and share your favorite sweet and how sugar makes you feel. What do you notice happens to you when you eat sugar?”

Opening Option #2: “Prop” Opening (Watermelon Daikon or other unusual food)

- The “Prop” opening brings in an element of surprise for your attendees.
- To choose a “Prop” consider something that your clients might THINK they know about, but your Prop completely turns their point of view around, as in the example here.

“Does anybody know what this is?”

(Let people guess if they want. Most likely, your audience will NOT know what it is. Cut it open. Show them this glorious, unexpected fluorescent pink on the inside. Pause for the ooh's and ahh's, and then say...)

"Healthy eating is full of surprises. We have been conditioned to think of health food as bland, boring, no fun, tree bark, pond scum. Somewhere, we've developed this notion that you've got to suffer to get what you want."

“This is a very limiting concept of what healthy eating can be. We're not going to talk about bland and boring foods here today.

My goal is to introduce you to a whole new gastronomic experience. Tickle your taste buds with exciting new foods that are easy to prepare and outrageously good for you.”

2. Your Story/ Your Connection To The Topic (5-7 mins)

Sample Story

- When crafting your story, be sure to follow the story STRUCTURE set out below for you:
 - Opening Question
 - High Point
 - Mess
 - Turning Point
 - Success and Seeding

OPENING QUESTION: “How did I end up here talking to you about sugar?”

HIGH POINT: I eat all the chocolate I want without ever gaining a pound, but it wasn't always this way. I spent 6 years as a professional cookie and pie taster. It was the best job ever.”

MESS: "... until I suddenly noticed I was 20 lbs heavier, stopped going out with friends and instead sulk at home in my baggy sweatpants watching sad movies about impossible love until my face was blotchy with tears. Then I'd pull a chair up to the refrigerator and pig out till my stomach hurt."

“Then I'd look down at the rolls in my stomach and wonder who could possibly love me with that? Instead of that beaming smile, radiant complexion, and creative spark I used to feel, I looked dull, lackluster, tired, moody and I felt like crap most of the time. How did this happen? This was definitely NOT the best life ever.”

TURNING POINT: “I knew something had to change. That's when I discovered this thing changed everything. At first I was skeptical, like, that approach will never work for me. But then I followed through in a way I never have before.”

SUCCESS: “Within 2 weeks, 10 lbs melted off my body. I dropped 2 dress sizes. I bounced energetically out of bed every morning, had more clarity than I had in years, and got my sexy back. Most important, I began to love my body. No more negative self-talk. No more missing out on fun times with friends because I felt fat and ugly.”

“I started getting a lot of compliments. They said I looked amazing, like I had completely transformed. What I was doing? They all wanted to know. One woman said, ‘I start eating and can't stop.’ Another girlfriend said, ‘I have to have something sweet after a meal or it just doesn't feel complete.’”

SEEDING: “That's when I developed a system called The Total Transformation to teach people how to kick the sugar habit without giving up sweetness. At first it was for a group of 12 friends, and then it expanded to 24.

In the past 6 months, 47 people have successfully kicked sugar and experienced a Total Transformation, using these exact steps that I'm going to teach you today. Now it is my goal to help you connect the dots and show you EXACTLY how you can do this too, no matter how far off track you've fallen.”

3. Positioning (5 mins)

Show: “You’re in the right place if:

- You're wondering why you crave sugar at certain times
- You're done reinventing the wheel and you want someone to tell you what works and what doesn't - for real
- You want to discover what is keeping you stuck so you can get unstuck
- You're ready to finally get this sugar and food thing handled so you can allow your best self to shine”

“If these describe you, then you are in EXACTLY the right place. In fact, if this is you, it’s no accident that we’re together, because....”

TELL: “Today, I’m going to show you how to kick the sugar habit without giving up sweetness, so you can experience a total transformation that gives you your best body, your best moods and your best life ever.”

SEED: “And, we have a limited amount of time together. I'm going to teach you as much as I can about our topic today, and then I promise before we finish, I'll show you how to take it further if you want to.”

4. The Challenge, Problem, Or Myth Busters (15 mins)

Share “Why” and “What”

"There are 3 main challenges that all my clients – and most people – have when they go to kick sugar."

“CHALLENGE #1: The first challenge is wondering why the heck they have sugar cravings in the first place, why those cravings feel out of control, and what to do about it.”

“So let’s solve that mystery now, shall we? Let’s talk about why sugar becomes a craving for us in the first place.”

“Traditional nutritionists think of food in calories and grams of fat. As a Health Coach *[or insert your title here]* that is only ONE way I look at food.

The other way is something really cool, and the concept is called the ‘polarity of food’.”

What does that mean?

You have a handout for this at your seat and you can follow along if you like.

[HANDOUT #1 THE POLARITY OF FOOD]

“The concept of polarity is pretty simple. It’s based on the principle that everything has 2 ‘polarities’ or extremes.

For example, hot and cold are extremes of the pole called ‘temperature.’”

“It’s the same way with every apparent opposite:

- Hard and soft
- Noisy and quiet
- Light and dark
- Good and bad
- Love and fear”

“When you find one thing, you’ll also find the potential for its opposite.”

“So to look at the world through the lens of polarity is to look at it in pairs: dark/light, night/day, yin/yang, male/female, etc.

So how does this concept apply to food?”

“First, we want to consider that food is more than simply fuel.”

“It has energetic qualities that are beyond the science and mechanics of calories, fat grams, and nutrient values.

For example, leafy greens grow upward, so they have a ‘lifting’ energy, whereas root vegetables, like a potato or squash, grow deep into the ground, so they have a ‘grounding’ energy.”

“So what does the polarity of food look like?

Where does the inherent energetic quality of different foods
fall on the spectrum?

And how might this polarity in your food actually be
CREATING your cravings?”

“You have a handout that you can follow along with here.

On the right, you see one extreme of ‘Expansive Bliss’.

Foods that represent this energy are represented in alcohol, caffeine, sugar, dairy and to some extent fruit.”

“The energy of these foods make you feel light, relaxed and happy - blissful!

But when you eat too many ‘bliss’ foods you start to feel spacey, maybe even a little forgetful.”

“Then, on the other extreme are the ‘Contracted Tension foods. These foods are contracting versus expansive. Examples of these foods are salt, eggs and red meat.”

“These are the kinds of foods that put ‘meat on your bones’. They make you feel grounded, focused, aggressive, but when you eat too many you start to feel tight, agitated and perhaps even angry.”

“So that’s all fine and good, but how do the two extremes of the polarity of food – the ‘Expansive Bliss’ and the ‘Contracted Tension’ – relate to sugar cravings?

I’m glad you asked!”

“If life is a system of opposites and your body is always trying to balance itself out, what do you think happens if you are having too many Contracted foods, like salt, meat, and eggs?”

What do you think your body might start craving to balance itself out? It will crave the opposite of contracted foods – it will crave sweet, expansive bliss foods!”

“Do you find that if you have something salty like potato chips, you crave something sweet afterwards?”

That’s the challenge, if we have too many contractive foods we’ll crave the expansive.”

“If we have too many expansive foods, we’ll crave the contractive. So what many people don’t realize – and I didn’t realize this myself either – is that we’re often times **CREATING** our cravings, unknowingly.

Cool right?”

“You can even look at activities in your life through the lens of the polarity of expansive and contractive.

There are things that happen in your life that are a little more contractive – they create more tension. And then there are things that are more expansive – they create more relaxation.”

“Examples of Contractive activities are: running, working too much, partying, staying up late, stress. When you have too many Contractive activities, you’re going to crave more Expansive foods, because you need relaxation.”

“If you don’t allow yourself to relax, then you’ll find yourself bingeing on wine, chocolate, bread, desserts... your body is begging for a break, like sleep, reading, meditation, walking, taking a bath.”

“If you’ve been driving in awful traffic or a your toddler was a nightmare or you had a really stressful day at work - what do you going to crave? Sweets or a martini – Expansive foods. That craving is your body trying to balance itself out again.”

“So when I’m working with clients to deconstruct their cravings, we look at not just the foods they’re eating, but also their lifestyle.

Here’s an example from a client who” *....[insert optional client success story around getting rid of cravings from a change in lifestyle]*

“CHALLENGE #2: The second challenge around kicking the sugar habit is that no one wants to do it, because it feels so GOOD to eat it. Right?!”

“Why does it feel so dang good?”

Let’s take a quick look at what’s happening in the body when you eat sugar, and why we experience that awesome sugar high.”

“Products containing lots of sugar usually don’t contain lots of fiber, fat or protein. Fiber, fat and protein slow down sugar absorption, so when those nutrients aren’t present, your blood sugar shoots up really fast, like to the top of a roller coaster.”

“Now at the top of this roller coaster, your brain is alerted. Your brain uses about 50% of your blood sugar at any given time, so any drastic rise or fall in your blood sugar levels cause your brain flip out.

So when you're blood sugar spikes up, your brain and your body aren't happy – to YOUR body THIS IS AN EMERGENCY.”

“So what does your body do?”

Your pancreas secretes the hormone **INSULIN** to bring your blood sugar back down.”

“But here’s the problem.....

We have spent a lifetime eating a lot of high-sugar, processed products – hey, I grew up in the 70s and 80s and that what was popular then – so insulin has gotten really used to doing its job too well.”

“When insulin is sent out, it doesn’t just bring your blood sugar back down into balance, there’s often too much insulin secreted, and our blood sugar dips way down.

And that’s the blood sugar crash you feel after the sugar high – that shaky, spaced out, uncomfortable feeling.”

“So you’ve had a blood sugar crash - now what does your body crave when you are down there, in the middle that nasty crash?”

MORE SUGAR! And what happens to our blood sugar when we eat the sugar again? It goes up, up, up – back to the top of that roller coaster.”

“And so the up and down cycle continues. Has anyone experienced that before? How does it feel? This is one of the reasons we start eating sugar and we quite literally can’t stop and crave it constantly.”

“Because your body is actually trying to find blood sugar balance. So, the sugar craving is your body’s way of saying it needs something specific to restore this balance.

The easiest and most convenient food to restore blood sugar balance when your blood sugar is in the toilet is sugar. “

“However, if we keep eating sugar, we will stay on that crazy craving roller coaster. And that roller coaster affects your mood, causes weight gain, and can lead to serious diseases like Adult Onset Diabetes.”

“And there’s a little more to the story...”

“After the hormone insulin is sent out to take excess sugar out of the bloodstream, it has three places it can take that sugar:

1. Your brain
2. Your blood cells
3. Your muscles”

“Now if all those receptors are full because you’ve been eating a lot of sugar already, where does that excess sugar go?”

Yep, right on the hips. That excess sugar is stored as FAT.”

“Now here’s yet another not-so-thrilling thing.

When your body is producing insulin to bring you down from the sugar high, it can’t produce what’s called glucagon. Glucagon is very important especially if you are trying to shed excess weight, because its the hormone that takes fat out of storage to be burned.”

“So if you are eating sugar, not only are you probably storing some of it as fat, you also can’t release fat to be burned, because the sugar blocks glucagon production and fat-burning. That’s a bummer.”

“And here’s something else I want you to consider:

These days, many health conscious people know their blood sugar levels go up and down on a sugar-induced high, but they often don’t realize the emotional roller coaster ride that accompanies this.”

“We feel happy and energetic for a while and then suddenly, unexplainably, we find ourselves arguing with our friend or lover, or beating ourselves up in our mind. Our moods are all over the place. Has anyone experienced that? Yeah, that’s a bummer too.”

“CHALLENGE #3: The 3rd and final challenge with sugar that I experienced myself and I notice with my clients is that, when you’re not happy with an area of your life, like your career, your relationships, your finances, your workouts, your sex life, your family, where you live, the winter weather, it’s sometimes so much easier to reach for sugar than deal with what’s really going on.”

“And I totally get that.

In fact, here’s what happened with one of my clients...

“[insert client success story about kicking cravings]”

“A craving may seem like a pain in the a--, but what if cravings are a messenger to help you step into the best version of who you are? That would be pretty amazing!”

5. The Solutions (10 mins)

TRANSITION SENTENCE: “You didn't just come here for problems. You came here for solutions. So let’s look at how to get started on the kicking sugar without starving or giving up sweetness - even if you’ve never done it before.”

SOLUTIONS: “You don’t have to write these down - I have them all written down for you on a piece of paper that you can take home with you and will show you where to get that in a bit.

There are 7 Solutions to Sugar Cravings on that sheet of paper. You can just listen and take these in, and know they’re all written down for you.”

[After you share each solution, feel free to add in client stories the solution you just shared.]

#1: Check Your Bevvies!

- Sounds crazy, but sometimes sweet cravings are a sign of dehydration. So pound a glass of water, wait 5 minutes and then see if you still have the craving.
- Also, too much caffeine mimics a blood sugar crash - you're high for a bit but then you coming crashing down and crave....SUGAR, of course.

#2: Satisfy sweet tooth with veggies, fruits & spices

- Your tongue has sweet taste buds that demand to be satisfied, so don't hold out on 'em!
- Add naturally sweet foods & spices to your diet like squash, yams, carrots, beets, berries, figs, apples, cinnamon, coriander, nutmeg, cloves, and cardamom.

#3. Sleep

- For many of us, this is easier said than done. But if you're constantly tired, your body is going to look for energy, usually in the form of sugar or caffeine.
- Power down an hour earlier than usual, and notice how your cravings disappear.

#4. Check your protein

- This is a fun, cool fact – watch how much protein and what kind of protein you're eating, especially animal protein.
- Eating too little animal protein can lead to massive sweet cravings.
- Eating too much animal protein can lead to sweet cravings.
- When I work with clients we find just the right sweet spot for protein intake so they feel satisfied.

#5. Sniff out low-fat and fat free foods

- When food manufacturers take the fat out of foods, what do they put in?
- Yep, sugar.

#6. Move yo'self

- Movement is another kind of food for your body.
- It releases stress, makes you feel great and look great.
- When you don't get enough, the body starts to look for other ways to blow off steam, like binging on Snickers bars

#7. Create new post-meal rituals

- If you're a “dessert after your meal” person, one of things you might love about that is the ritual of it. What are other possibilities for post-meal rituals?

6. The Transition (“What now?” 1 min)

“Now I’m going to tell you how to turn today’s immediately useful information into lasting transformation.”

OR

“Some of you are going to want to take this further and deeper. As promised, I’d like to share with you how you can do that.”

7. The Invitation or Call To Action (10 mins)

OPENING QUESTION: "Who here feels 100% confident they could walk away from this talk and kick sugar once and for all?"

CHALLENGE/SOLUTION: “Well, that's because we've actually left out 3 key ingredients that puts all of this together. Without these 3 ingredients, we stay in the same patterns and repeat the same old behaviors that keep us stuck.”

“Some of us do really well for a little while. We get some new information, renew our commitment to follow through, take consistent action for a week or two.

We convince ourselves that ‘this time it's going to be different’ and then, what happens? Our motivation fizzles out, we fall off track.”

“How many people know WHAT to do, but don't always do it? Yeah, most of us. That's because knowing isn't enough. It's not what motivates us to action. We are suffering from a high fat diet. We've got a lot of theory, but we're not putting it into practice.

The 3 key ingredients that bring this all together are The Right SYSTEM, SUPPORT and ACCOUNTABILITY.”

“We've got information. You don't need more information. What we DO need to ‘make this time different’ is someone to encourage our progress, and someone to kick us in the butt when we make poor choices.”

INVITATION: “Since none of you are enthusiastically ready to get off the sugar roller coaster on your own, I’d like to invite you to a free initial Kick Your Cravings Session.”

“This is 45-minute private consultation where we'll look at what you're cravings mean, why you're stuck and how to get unstuck, and what your plan of action is to experience a total transformation.

Invest 45 minutes of your time, and I guarantee you will walk away with at least one major aha about how to break out of the rut and get into action.”

“I want to invite you to open up to the possibility that THIS time really can be different. That you haven't yet tried everything.

That even those of you who are relatively healthy already might be missing something that could make it all better. This is an opportunity to get curious about how healthy you can be.”

CLIENT STORY WITH 3 RESULTS: *(insert your own client success story and follow the narrative structure below – mess, turning point, success)*

MESS: “I had a client who came to me to me with severe acne, weight gain and poor self esteem after her boyfriend confessed he was no longer attracted to her. She spent thousands of dollars on expensive lotions and spa treatments with no results. Doctors told her she’d just have to ‘live with it’ and take medication so it didn't get worse.”

TURNING POINT: “Knowing there had to be a better way,
she found me.”

“We worked on removing all this toxic build-up from the inside out.

We identified not only the foods, but also the lifestyle factors, the stress, the habits, and social situations which triggered inflammation.

Then, we came up with results oriented solutions so she didn't feel deprived.”

SUCCESS: “Within 4 weeks she had lost 10 lbs, her skin had completely cleared up, no more breakouts, no more blotchiness. Her confidence soared. Over the next 3 months her entire life completely transformed, physically, emotionally, mentally, spiritually. Most of all she was amazed at how fun, and easy it was to implement the necessary changes to keep her skin clear.”

WHAT MAKES MY PROGRAM UNIQUE IS: “What makes this program unique is that we focus on what you GET to have, rather than what you don't. Suffering to heal doesn't make sense. When I work with a client, I want to inspire you to reclaim your health in a way that is sustainable, natural and fun.”

CLIENTS TELL ME I'M: “My clients tell me I'm part cheerleader, part tough love coach. Support and accountability. Two ingredients proven to make all the difference in the world between staying stuck and breaking out of a rut.”

REPEAT INVITATION: “If you’re ready for the accountability, the systems and the support that is going to make this work like nothing else you’ve tried, then I invite you to a free initial Kick Your Cravings Discovery Session.”

“This is 45-minute private consultation with me where we'll look at what you're cravings mean, why you're stuck and how to get unstuck, and what your plan of action is to experience a total transformation.

I guarantee you'll walk away with at least one major aha about how to break out of the rut and get into action.”

“So here’s what to do now....

You have a yellow handout in front of you.”

[Handout #2 – Invitation]

“Go ahead and hold that up.

You’re going to see a place to put your name, number & email – please write clearly there.”

“At bottom of the sheet you’ll see 2 check boxes:

If you want to know what your cravings mean and how to kick them, then go ahead and check off both boxes.”

“The first one is to schedule your private 1-on-1 Kick Your Cravings Discovery Session with me.

I’m going to lead the process, you’re going to find out what your cravings mean, why you’re stuck and how to get unstuck, and what your plan of action is to experience a total transformation.”

“I typically charge [insert value] for these sessions, but because you’re here it’s my gift to you – all you have to do is show up for yourself.”

“I promise, even if you’re the type of person who feels like oh, my god, I can’t go without chocolate or my precious sweet treat after a meal, I promise you are going to learn something really surprising about those habits.”

“Go ahead and check off that box. Write your contact info clearly and I will follow up with you in the next 24 hours.

Invest 45 minutes of your time, and I guarantee you will walk away with at least one aha about why you are stuck and how to get unstuck.”

“The second checkbox gives you a free gift....” *[this is the free optin gift on your website – if you don’t have a free gift on your site then simply omit this section from your talk and from the handout].*

“Go ahead and check both of those check boxes now, and turn that yellow sheet in to [insert name of assistant] at the back of the room. [Have assistant stand and wave her hand so everyone knows who she is.]

Once you hand her the yellow sheet, she’ll hand you a list of the 7 Solutions to Kick Sugar so you can take that home with you.”

[Handout #3 – The 7 Solutions]
(With assistant at back of the room)

“Thanks everyone!”

Handouts For Talk

- There are 3 handouts that you'll use in the talk
- You can download each one below this video
- Put the following handouts on chairs/seats for attendees at the beginning of your talk (be sure to put your contact information on each handout)
 - Handout #1: “The Polarity of Food”
 - Handout #2: Invitation (Print on YELLOW PAPER or a bright color so handout is not white)

Handouts For Talk

- Have your assistant hold Handout #3 - “7 Solutions To Sugar Cravings” - at the back of the room - he or she will give it to your attendees who turn in the Invitation form.
 - NOTE - Do not put Handout #3 on seats at beginning of talk
- If you’re using PowerPoint slides, you’ll still want to use handouts in your talk
 - PowerPoint slides are NOT necessary for a successful talk; they are optional

RECAP!

So far in this week's lesson you've discovered

- Why talks and workshops are a great way to attract new clients
- The overview of how a talk grows from just an idea in your head and turns into actual paying clients
- A list of places to book talks & workshops
- The structure of a talk that attracts clients
- Our done-for-you scripted talk to attract clients to your CTD

Before you go, leave a comment and let us know – ***what surprised you most about what you learned in this video?***