



Bonus #1: Signature Talk Training



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Signature Talk Training

Sharing Your Gifts in a Signature Talk!

I. Introduction/ Getting into Vibrational Alignment with Your Community -

- Welcome your callers/attendees in your own unique way. Tell them why you're so happy that they're here, and acknowledge them for taking the time to reach out and learn more, and how thrilled you are that they have chosen to hang out with you.
- Go over the call/workshop: Who is this call/workshop for, and what will you be covering on the call/workshop? (the bullet points you listed on the opt in page or marketing materials for the workshop – name them again here)

• 1. Relate to Your Community.

- Show them they are in the right place.
- “You are in the right place if ...”(Tap into the pain)
- “This is for you if.....”(Tap into the pain)
- Then, talk about their desires (what do they want?), what does it look like when you have those things?
- Be descriptive and use the senses!

2. Deeply Share About Yourself and Connect with Your Community, both Through Your Vibration and Presence and Through Your Words

- Create Vulnerability and Credibility through your story.
- Share 3 Points of Credibility that can be woven into your story
- Think about the main vulnerability you would like to share?
- A 5 Step Formula for writing your story – Again, **be descriptive and use the senses in all of these!**
 1. Before Awakening - What was it like? How did you feel? What were you struggling with? Name this pain because those you are meant to serve will relate to this – they are likely still living in some version of this place.
 2. Breakdown/Rock Bottom - What was your dark night of the

soul? Your biggest breakdown? The moment when you thought you were done for?

3. Jewels in the Wound – What is the wisdom and beauty you can mine from this experience? There are jewels in every wound ... what are your jewels?
 4. Perfect Training – How did this experience end up actually being the perfect training for the work you are doing now in guiding and mentoring others? In fact, you are now divinely qualified to serve those who felt like you used to feel. Includes your big why (why are you doing this? What’s the domino effect of what you are helping people with?)
 5. The Succulent Present – How has your life transformed? What is different? What does it feel like now? What have you been able to let go of that was holding you back?
- The 5 steps don’t need to go in this order exactly ... as long as you weave these points into your story in a way that makes sense.
 - Don't share too many details. Share just enough to anchor the story and connect with people.

3. Position Your Topic

- What is possible from doing your work?
- What are the benefits?
- What is the transformation you provide and they long for?

Overview of Your Talk

- What will they learn today?
- Give an outcome-laden overview of what you’re going to cover. Get them excited!
- “Today we’re going to cover...” Point 1: Point 2: Point 3:
- Include a Transition Bullet - “Looking forward” “From information to transformation” “Taking it further” “How you can develop your own xyz” “Training, Tools and Support”

Position Your Offer

- Create Partnership from the Start: “I will teach you as much as I can in the limited time that we have together and then I promise to show

you how you can take it further / get more.”

- 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.

II. Develop Three Main Points

6. Develop 3 Main Points using by either diving deep into one main topic area or by sampling from each topic area you cover

- Dive into the content. Introduce the content, what it is, why it's important to know it, and how to apply it, and at least one seed with each piece of content.
- This is where we need to tap into the pain, create hope and show what's possible
- Develop social proof – testimonials/client examples from people who have benefitted from your work – these are great ways to see what you do, illustrate your point, and offer social proof that the stuff you are talking about really does change lives. If you don't have those yet, share more about how you have benefitted from these methods.
- Create hunger and desire for your upcoming offer by sharing about something and then saying that you cover this more deeply in your longer 1:1 and group programs

For each point, include:

1. **Why** it matters (Position it. Show the problem. Develop the pain.)
2. **What** it is or **What** to do (flesh it out / Yes, teach some “How”!)
3. **A Story with Results** - Tell a story which shows them how they can get started or share results they can accomplish with what you taught. (Build promise / hope)
4. **Seed** – Include up to two seeds per point. Don't overdo it. Show proof.

Examples of seeds are:

1. Something about your program (this is my favorite seed) - let's say in one of your classes you're making a point, or teaching something that you can only touch on here, but you cover deeply in the your higher level programs. You can say something like, “I cover this really deeply

in my (the name of your program or your 1:1 coaching), but for right now, let's touch on it so that you can (get this result).

2. Price of Program - could be a program that you paid for that costs a lot more than what you are offering, or it could be the cost of not having what you offer
3. Benefits of program - this can be done by giving 2 out of 5 points of your system and then sharing the benefits of having all 5 points. You give them a taster.
4. Features of program - this is the least important, but you could mention that when people work with you, they get worksheets about your processes so you really hold their hand, or if it is a virtual program, they get mp3's that they can listen to over and over again.
5. Concepts that people must believe in order to invest with you.
6. Concerns that may keep them from investing with you.
7. Client Success Stories, Testimonials

Point 1:

Why:

What:

Story with results:

Seed(s):

Point 2:

Why:

What:

Story with results:

Seed(s):

Point 3:

Why:

What:

Story with results:

Seed(s):

III. Transition to Offer

**7. Segue into offer with Transition Bullet (The Plan)
“Looking forward” “From information to transformation” “Taking it further” “How you can develop your own xyz” “Training, Tools and Support”**

- Transition into your offer with your “transition/ offer bullet”.
Example on how to transition:
- This takes us right into how to not only learn more, but how to actually implement this material. The value of information without implementation is an energy drain, and I know that more than anything you want to (get this result) in your life. My gift is to help you do that. You were all promised to hear the exciting details of my upcoming program “Name of program here”, and for those of you who are live on the call, I’ll have a special bonus for you. I also have a sweet yummy for everyone, so even if you’re listening to the recording make sure you stay till the end of the call.

8. Distribute “Summary Sheet” of your offer for group program or sign up sheet for your free discovery session.

- **Make sure it’s super clear and uncluttered**
- **Pre-collate for quick distribution**

9. Walk through Summary Sheet/Discovery Session Sheet. If you are offering a discovery session, then, let them know how to fill out the form and don’t worry about the rest of what is written here which covers the offer. You will be making your offer during your discovery session. If you are offering a

group course, make your offer clearly and make sure to consider the following points:

- Focus 80% on the outcome / transformation List the outcome / transformation
- Conversationally say who it's for (really, where you want your clients to be)
- I developed this for you to help you _____.
It's really a good fit for you if you're a,b,c,d.
- If you're tired of (a,b,c,d) and if you're ready to experience (a,b,c,d) Here's what you'll get in the program:
- Outcome, results, tangible changes they will experience (70 – 80 %), this is what people care about
- Focus 20% on the details of the Service Delivery What are the details of how you deliver that outcome?
- List bonuses & benefits of the bonuses Highlight support (I've got you, step by step, gonna hold your hand)
- Then the service delivery 5 teleclasses, transcripts to go back over, interaction, plus 2 private coaching sessions with me
- Highlight support (I've got you, step by step, gonna hold your hand)
- Speak to what they might be thinking (concerns) (if you've signed up for stuff before and it hasn't worked, here's why, and here's why this is different)
- Reason to act now – hard benefit (something special) and soft benefit (because you actually want to see something different in 6 months) – be careful with this, mean it authentically and empower them to take a step.
- Also, if there is authentic “limiter” – (only room for 20, bonus for the first 10 people who sign up, early bird pricing, etc.) that is a good reason to act now. **Be clear about the limiters (Time: Today only / Quantity: First X# of people)** List your limiters
- **Give price justification.** Why are you offering this special deal today?

10. Invite them to Step Up

1. Then a call to action. Take the step. Do it. Go here. Then open the line for questions or show them exactly where to take the order forms
2. Say something brief and inspiring from your heart. Your closing thought
3. Invite them to meet you at your back table to get registered

Did you include the 5 Ps?

1. Position

- Yourself
- Your Community
- Your Topic
- Your Talk
- Your Offer

2. Pain

- Did I create enough of a gap so they can really experience the distance between where they are now and what's possible for them?

3. Promise

- Did you build promise and hope, so they are inspired about what's possible and can see that with your offer it's in their reach?

4. Proof

- Did you include plenty of social proof, case studies, testimonials, success stories so they can see that many people have succeed with your offer and they can too.

5. Plan

- Did you use a transition bullet to segue into the Going Forward plan?

Your Compelling Signature Talk Content Formula

1. Create Your Introduction.

Create credibility and vulnerability (authority and humanity).

Include 5 things:

- “The Big Why”
 - Why is this topic so important?
 - Why do they need this?
- Why YOU?
 - Tell your story. Why are YOU the perfect person to be giving them this information?
 - Your story is the most authentic way to create credibility and authority o Not a time to be shy or hold back – proclaim yourself the expert
- Why they’re in the right place o Positioning your audience - “You’re in the right place if...”
- What they’re going to learn from your talk - Repeating the bullet points that you’ll define below: “Today you’re going to learn...”
- How they can take the next step with you (“Partnership From The Start, Lisa Sasevich”)
 - Seeding your offer from the very beginning! o *“In our time together today, I’m going to give you as much as I possibly can. I know that some of you will want to take it further. So before we conclude, I promise to share with you how you can get more / how we can work together.”*

2. Create Your Content.

- Aim for 3 to 5 points. Will vary depending on how long your talk is.
- These are SHARING points, not SOLVING points. (Do not solve or fix!)
- Educate on the problem, why it’s a problem, your solution and WHY your solution
- Do this well and you’re actually going to be creating a zillion “aha”s for your clients – very high value!
- Formula to create your content
 - Describe the problem and why they need to solve it. “The problem is...” § Be sure to describe why it’s a problem, in emotional terms.
 - Describe the solution. “The solution is...” or “Here’s what you want to do instead.”
 - WHY the solution is important / essential to them getting what they want o You are delivering WHAT the solution is but NOT the entire solution
 - Give them as much info, stopping short of the actual how-to. § DO give them tips that they can use right away – this is some “how!” § “Let me get you started on this...”
 - Use a story or case study as an example o SEED your program!

More tips on creating awesome, powerful content:

- Think educating and sharing, NOT solving the problem outright. Remember, you don't have time for that!
- What you reveal in your content point will be covered in your program.
- Cover objections. Make at least 1 of your points be about myths, mistakes or limiting beliefs.
- Deliver at least one piece of juicy, actionable content that they can use right away.
 - Something that people really WANT. Scripts are great, for example.
- Include PROOF: Client stories or case studies. Example of a content point: *“So now I want to talk about the #1 reason why most spiritual solopreneurs can't 'close the deal.' The problem is, the way most coaches and practitioners are taught to enroll clients, with free sessions, creates an interesting situation. In the free session model, you're giving away service as a free taste. The problem is, this leaves you feeling really icky when it comes time to make an invitation to work with you. I mean, who wants to make an offer after you've done all of this healing work? So the reason why most spiritual solopreneurs can't 'close the deal' is because they aren't asking for the business. The solution is to stop giving away free service in your sessions, and instead have a conversation that's specifically designed to bring people to a place of making a decision to work with you.”*

3. Craft Your Offer.

Use a “transition bullet” - “How you can [result]”

Give them EXPLICIT directions as to what to do next!

Script this out so you deliver it strongly, confidently and without apology

Use a time limiter to empower people to take action NOW.

Homeplay: Write your talk using this formula and offer free sessions at the end! Great way to get clients!

Post in the Facebook group about your talk and your experience.

