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Speaking Brilliance

This worksheet supports the speaking brilliance module of the Brilliance Incubator program. Use it to apply what you learned to make networking more effective for you.

Your Signature Talk

What is the ONE focus of your talk – what is the one talk you'd love to give and you know that people would love to hear?

_____

_____

_____

What free, or fee-based service can you guide people to at the end of your talk?

_____

_____

_____

How is that offer of service to your audience (what does it help them do or have)?

_____

_____

_____

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What are the main ways your talk can inspire your audience?

What will they learn – what are the main takeaways they will gain from your presentation?

Why is it important for them to know this? Why should they listen to you?

What is the journey/lesson you have experienced that makes you understand the pain of your audience surrounding your topic?

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Who do you know that can help you find or rent space for a workshop?

_____

_____

_____

Who should listen to your talk? Who is your target audience? (Gender, age range, work situation, life situation….)

_____

_____

_____

What organizations in your area cater to these people?

_____

_____

_____

BONUS – do a Google search for these organizations and contact them to see if you can be a future speaker!

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Keys to the Close:

- **Offer ONE thing (unless you are making a newsletter offer and a free session with you – then limit the free session and offer the newsletter to everyone)**
- **Even if it's free (e.g. a Comp Session) give it a dollar value**
- **LIMIT the offer – choose a small percentage of the room to make it available to, OR, a specific timeframe**

- **End your presentation with the core problem you know they face, and describe how your free offer is the solution**
- **Talk about the value of your free offer – that's not the dollar amount, that is the result that your typical clients have and how the audience is getting a sample of that to take a step towards those same results**

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Use this page to note down any main "A-ha's"