

A stylized illustration of a woman with long, wavy brown hair, wearing a light purple, high-necked, long-sleeved gown with a fitted bodice and a full, flowing skirt. She is wearing high-heeled sandals. The background is white with faint, light purple geometric shapes and small orange dots. The text 'Speaking Engagement Template Tips' is written in a pink, cursive font across the middle of the image.

Speaking Engagement Template Tips

24 Steps to a successful "Discovery Session" that sells your service or product.

Step One:

Rapport building

"If you're anything like me... Insert the clients greatest aspirations

Step Two:

You can paint a picture of their current reality "But let's talk about what really happens when you..."

Step three:

Give them hope and reassurance "But it doesn't have to be this way."

Step four:

Invite their imagination to kick in. "Imagine instead that this is your..."

Step five:

The tough love

Ok, but wait...That's not always your reality, is it? Here's why..."

Step six:

Take the pressure off

"It's not your fault. There's nothing wrong with you. But I can show you how to turn this around"

Step seven:

Introduce your steps

"There are X sequential steps for you to module and implement. Would you like me to show you these steps, right now?"

Step eight:

Earn the right

"How do you think I know all this? I was in your shoes not too long ago and I turned it all around."

Step nine:

The "after" of your "before and after"

"And now this is my life...and none of this would've happened if I hadn't decided to (action you want them to take)"

Step ten:

Social proof and showcasing your clients. "This may be the first time you've thought about doing X and you wonder if it would work for you too. Well, I'd like for you to meet a few people ..."

Step eleven:

Engage

"Raise your hand if you'd like similar results in your own life"

Step twelve:

Showcase your talents (optional)

Step thirteen:

Address the DIY objection "Now, can you quickly do this on your own?"

Step fourteen:

Permission to offer a valuable resource "So it doesn't take you C years, is it okay if I offer you a resource?"

Step fifteen:

The offer
The "what" and the how it's delivered"

Step sixteen:

The investment
Address ROI and "how they've'll get their investment back(not a price" or "cost," but investment")

Step seventeen:

More social proof Client testimonials

Step eighteen: Hand out "invitations" (if using)

Describe "Tonight-Only-Don't-Even- Think-About Asking me later tuition (if applicable, with rationale for incentive)

Step nineteen Sweeten the pot for decisive action

Law of Diminishing Intent: the longer you wait to take action on something that's that's good for you, something you've really wanted to do, the higher the likelihood is that you won't ever take action. So, if you don't take action now on the thing that you want or need, you'll probably never fi that thing you want to do at all.)

Step twenty: More social proof Another round of clients testimonials.

Step twenty one: Take on the risk Money back guarantee (if applicable)

Step twenty two: Recap the offer

"So, here's what you get when you decide to invest in X now (leave slide up on the screen if using slides)"

Step twenty three: Thank them!

"Thank you for a great session... Here's to you Insert their greatest aspirations. Please join me now for networking,

Step twenty four answer any questions they have and refreshments

Hope you do well and practice please go to www.dulcibrito.co.za and get your six week free coaching course and your free success report for entrepreneurs while you are there apply your free call to find out more on how we can help you thank you.