



ANATOMY OF A TALK

ATTENTION GRABBERS:

Use a ? to identify the Point of Pain of your ideal client

INTRODUCTION: CLAIM YOUR EXPERTISE

Establish your credibility to solve their problem

POINTS OF PAIN SOLUTIONS

Solve the problems of your ideal client.

CALL TO ACTION

Invite people into your world.
To buy your book, visit your website or schedule.

STRATEGIES

Use Active Voice
Conversational Language
Avoid Cliché Phrases
Speak to your Fingerprint
Expertise