

Module 1: Working The Message Of You Formula



Video 5: The Message Of You™ Formula

Where do you fit in as a speaker?

EXERCISE 1: YOUR IDEAL AUDIENCE

1. Who is your AUDIENCE

You know how (insert your audience)

[e.g., your new sales team, parents, doctors, women, volunteers, employees, nurses, etc.]

2. What CHALLENGES does your speech address

The Audience ...have this problem, they are... (insert problem)

[e.g., stressed and overwhelmed from working longer hours, facing emotional burnout working on the oncology ward, aren't attracting new clients, can't get customers to their website, have too much paperwork, don't have a retirement plan and/or going to end up broke, etc.]



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3. Your CREDIBILITY

From my professional experience (insert professional experience)
[e.g., working fifteen years in HR, headlining comedy clubs, working at the IRS, etc.]

4. Your Topic

I speak on... BOOKABLE TOPIC

5. Your PERSONAL experience with this topic

PERSONAL MESS TO SUCCESS STORY... As well as what I learned from (insert personal experiences)
[e.g., Surviving my own teenager, surviving third degree burns over 80 percent of my body, struggling with dyslexia, successfully changing careers at fifty years old, etc.]



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6. The RESULTS YOU GIVE

I show the audience how they will... (insert the expected result)

This is the promise of your speech.

[e.g., lead funnier and happier lives, create new business, increase their sales, learn how to get out of depression, increase sales, be better parents, increase efficiency, deal with change, have the home they dreamed of, increase their income by 30 percent, etc.]

7. Your METHODOLOGY

And I'm going to get those results by... (insert your solution or methodology)

[e.g., Adding just ten minutes to each workday, using their sense of humor to dissolve conflict, having fewer meetings, initiating a four- day work week, focusing on appreciating what they have rather than wanting what they don't have, etc.]