



- OFFERING -
STRATEGY SESSIONS
- FROM A SPEAKING ENGAGEMENT -



6-FIGURE BIZ
ACADEMY
FOR NUTRITION PROFESSIONALS



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INITIAL PREP:

- Near the beginning of your talk, when you're foreshadowing WHAT you're going to be covering, be sure you "tease" that at the end of the talk there's something special you're excited to share with them.
- Make sure you have a clipboard going around the room early on to capture people's names, email addresses, and phone numbers.

One good way to do this is to say that you have some extra resources (a report and/or audio and/or checklist) that offer really helpful additional information on _____ that you'd like to email to them (i.e., these would typically be the Free Gifts from your website – if you don't have those yet, you can at least create 1 short report that adds value to your talk so that you have something extra to email to them).

AT END OF TALK:

"So now I wanted to share that "something special" I mentioned before that I'm very excited about."

"In my practice, I have something called a _____ session."

"Now this is a stand-alone session valued at _____, but from time to time, when I can, I like to "gift" a few of these sessions to a few people who would really benefit."

("I love to do it", "it keeps me on my toes", "it's a wonderful way of giving back", and "it keeps my fingers on the pulse of what people's biggest needs and challenges are, which informs my development of new programs and services.")



“Now today, I’m thrilled to say that I have ____ spots in my calendar to gift ____ of you here with one of these _____ sessions.”

“So let me tell you a little about what we’ll do:

- We’ll create a crystal clear vision of _____
- We’ll uncover the hidden challenges that have been holding you back from _____
- You’ll leave the session not only inspired, but with tangible next steps to _____

“So in order to claim one of these ____ sessions, there are two ways to do it.

1. Come up and say hello to me after the talk and tell me “(Lesli), I want a session!”
2. Or, in case you need to run out, keep an eye on your email because tomorrow I’ll send you a follow up telling you exactly how to claim one of these sessions.”

(“Just make sure your name and info is on that chart going around the room, and again, look for an email from me tomorrow telling you how to claim one of the sessions”).

“So I want to thank _____ for having me – blah blah blah – and remember, if you’d like to claim one of these “x” _____ sessions, either come up and claim one now or watch for that email tomorrow with further instructions.”

“Thanks again so much, everyone!”

NOTE: When you send the email the next day, reiterate all of the info about the special session (name, value, what you’ll do, etc.) and have them reply to the email to claim one. Do NOT also attach the special report or other materials you promised – send that a few days later.