



- OUTLINE FOR A -
SIGNATURE TALK



6-FIGURE BIZ
ACADEMY
FOR NUTRITION PROFESSIONALS



OUTLINE FOR A SIGNATURE TALK

- 1. Open in an interesting way, with a “hook” if you can.** A quote, a statistic, an inflammatory statement, a question you pose, etc. There are infinite ways to do this – we want to capture the audience’s attention from the first moment.
- 2. Share your name and why you put this talk together.** This is the segment where you go over the general pain points of your audience. “These days, too many people are struggling with debilitating chronic illness that leaves them frustrated, exhausted and broke.” Elaborate a bit here, make sure they know the gravity of the current situation, and do so in a way that they’ll relate.
- 3. Do at least 3 statements “So you’re in the right place if...”** Create some sentences to which the listeners would say “yes, that’s me.” “So you’re in the right place if you’re sick and tired of taking a bunch of medications that aren’t making you better, you’re so exhausted that you can barely make it through the day without loading up on caffeine and sugar, and worst of all, you’re starting to lose hope that you’ll ever feel like yourself again.” (also, you’re worried about losing your job because you’ve taken so many sick days, etc.).
- 4. Tell them what you’re going to cover – this would mean reiterating the exact bullet points that you had used to promote the talk. In addition, “tease” the special opportunity you’re going to share later** (an offer for strategy sessions, an invitation to a live workshop or webinar, etc.). “And a bit later I have a very special announcement you’re going to love, and that I’m very excited about” or “And a bit later, I’m going to tell you how to take a ‘deeper dive’ into what we’re exploring today at no cost to you – and that I’m very excited about.”
- 5. To establish credibility, tell your personal story.** This can be very brief, but needs to be heartfelt. How did you struggle in the same way that your clients are now struggling, what happened that changed that, and what have you accomplished now?
This is about letting them know that you get it – you’ve been there – and allows them to think “if s/he was where I am and has progressed to this point, so can I!”



(In the very rare case when you don't have a story that you suffered or had the same pain points and were in the same bind that your clients are in, it can take an alternate form. It's usually a story where you share that you had this great ability that was innate – like selling things, for example – and you assumed everyone knew how to do this. Then, you began to see how many people were struggling with it, and you go into their pain points – how they felt, what the costs were. Then you move into how you felt compelled to teach it to solve this problem for people. And then, in terms of results, you have to use some case studies from people you have helped who have made major change).

6. Move into your content segment. This will be 3 teaching points. What 3 a-ha's do you want to give them that will change things for them? On each you'll elaborate a bit on what people tend to do, why it doesn't work, and what to do instead. You can use a client story here or there also to establish more credibility.

7. After your 3 teaching points, wrap it together into an encouraging statement about what's possible (going back to the overall theme of your talk).

8. Move into your offer. Explain that now you're going to share with them that exciting opportunity you mentioned earlier. Make it exciting, tell them what you're going to do with them and what they'll walk away with, make it limited (by time or number of people), give it a value, and give a clear call-to-action at least twice.

9. End by putting a "button" on your talk. This can be a final closing thought, a quote, a reminder, a poem, a positive statistic, etc. etc.