

# Create Your Signature Talk

Transform Your Expertise into a Presentation That Captivates and Inspires Action



**Student Course Book**

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# Introduction

Imagine you're asked to give a keynote talk tomorrow at the Oscars for your industry. Do you feel inclined to turn it down, feeling unprepared? Say "yes" and spend the entire night stressing about what to say? Or do you swallow your nerves, get your signature talk out, tweak it for the audience, and call it a night since you're ready for your session?

The choice is yours, but the perfect presentation is always ready when you have a signature talk. No more scrambling to prepare and no more excuses to refuse.

With a well-crafted signature talk at your fingertips, you can enhance your visibility, establish credibility, and create opportunities to attract customers and partners.

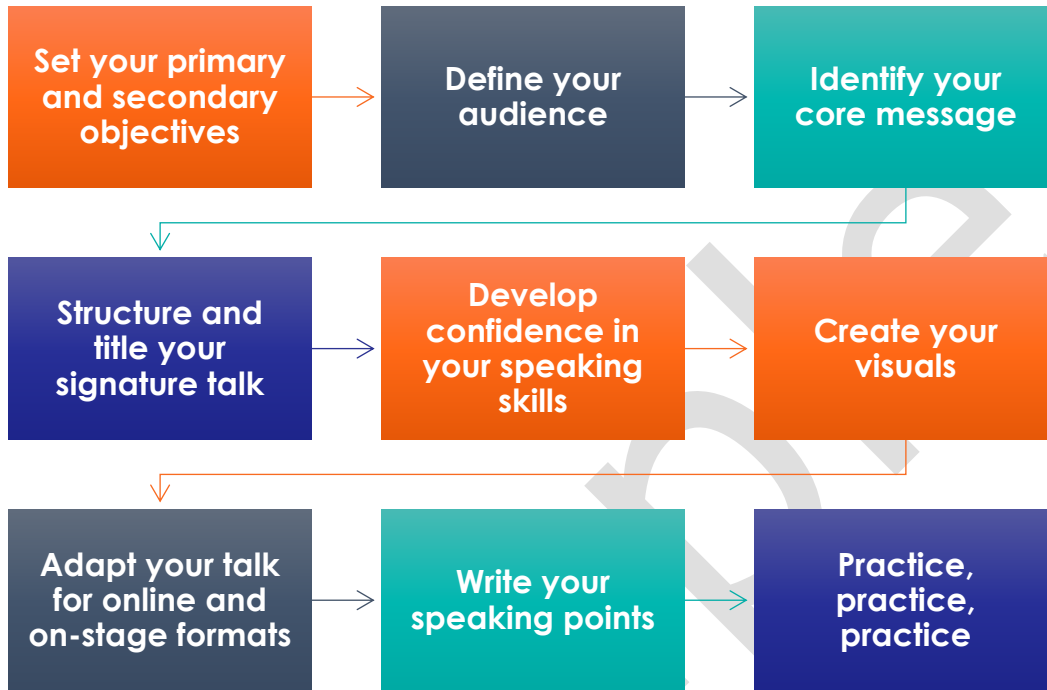
Whether you're speaking to a virtual audience or presenting live on a stage, your signature talk becomes your ultimate resource to hold attention, convey your message, and inspire action.

But here's the typical challenge: many entrepreneurs, speakers, and small business owners struggle to create a consistent, compelling message that works across different formats. Public speaking can feel intimidating, especially when you're unsure how to structure your talk or connect with your audience confidently. You may lose out on opportunities to promote your brand or make sales because stepping onto a stage, or even into a virtual room, seems too overwhelming.

This course will change all that.

You're going to develop your own signature talk that turns your knowledge, experience, or expertise into a high-impact presentation that you can adapt to any audience or format.

**Here is your roadmap through the course:**



**Here's what you'll be doing:**

- **Clarify Your Core Message:** Identify what you want to say and how to connect it with your unique audience's needs.
- **Create a Compelling Structure:** Build a three-part signature talk that's engaging, memorable, and easy to deliver.
- **Speak with Confidence:** Learn how to present your talk effectively, whether online or on stage.
- **Refine and Practice:** Polish your presentation delivery until it feels natural and you're ready to seek speaking engagements.

By the end of this course, you'll have a seamless signature talk that's ready to deliver at events that will grow your brand, build your reputation, and achieve your business goals.

## **What to Expect in This Course:**

This course is broken down into four major modules and individual lessons to help you create a powerful signature talk to enhance your brand and grow your business.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

## **Action Steps:**

Before we start the course, take a minute to think about what you want to get out of it.

- In the **Action Guide**, write down three skills you expect to gain.

Now that you're clear on your course goals, let's get started creating your signature talk!

# Module 1 - Set the Foundations for Your Signature Talk

**G**iving your signature talk will enhance your visibility and credibility and attract customers.

In this first module, you'll clarify your target audience and identify the core message you want to deliver through public speaking so you can continue creating this business staple.

- **Lesson 1: Determine Your Goals for Creating a Signature Talk**
- **Lesson 2: Define the Audience for Your Signature Talk**
- **Lesson 3: Identify the Core Message You Want to Convey in Your Talk**

# Lesson 1: Determine Your Goals for Creating a Signature Talk

## Definition of a Signature Talk

A signature talk is a unique presentation designed to convey your core message effectively across different settings. It showcases your expertise and the distinctive value you offer.

Let's look at some examples:



1. You run an online boutique specializing in fashion for individuals who struggle to find inclusive sizes that are stylish. Your unique value lies in providing size-inclusive fashion that celebrates and embraces all body types. Your signature talk shows how your boutique fills a gap by offering trendy designs for people of all shapes and sizes, empowering customers to express their style and feel great in their clothing.



2. You're a business coach specializing in helping small business owners simplify their strategy and grow their brand. Your unique value lies in your ability to break down complicated business concepts into easy, manageable steps that empower your clients to take action confidently. Your signature talk focuses on the core message that business success doesn't have to be complex but is achievable by focusing on the right steps at the right time.



**ATTENTION:**

This is only an excerpt from our full course **Create Your Signature Talk**. The full, customizable course contains 5 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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