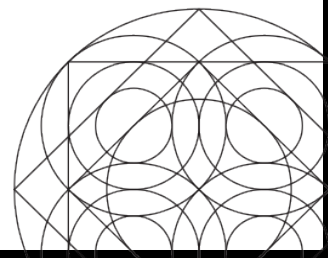
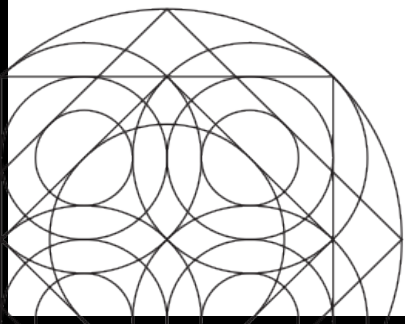


PERFORMANCE  
FOR  
*Keynotes*



# Performance for Keynotes

## TOPIC SELECTION

### DON'T CREATE A SPEECH – START A CONVERSATION

- *Companies hire speakers who they think will help make them more money*
- *How can your skills and knowledge benefit the company's bottom line, their performance, or their community*
- *Stick to topics you know*
- *Talk about broad topics so most of the audience can connect*

*Firstly decide what kind of speaking you want to do, this will help you get clear on your positioning. (You may want to do all of these!)*

\_\_\_ *Paid corporate speeches*

\_\_\_ *Speaking for free to get more customers, clients, patients or prospects*

\_\_\_ *Giving public workshops or seminars (like Tony Robbins, for example)*

### *LIST 3-5 TOPICS YOU CAN PASSIONATELY SPEAK ON TODAY*

*Next decide what your audience will get out of this – remember W11FM. This will help with your marketing message. Jot down some clear benefits people will get from listening to your speech:*

*Example: To understand the importance of first impressions in the corporate world, to learn how to present powerfully as a personal brand.*



# *Performance for Keynotes*

## TOPIC SELECTION

*If you want to get onto the Speakers Circuit you need to make these topics relevant to the Corporate Industry.*

*CHOOSE ONE TOPIC ABOVE, AND CONSIDER HOW TO MAKE IT MORE 'CORPORATE'. NOW LIST 3 SPEECHES YOU COULD GIVE ON THIS ONE TOPIC.*

*10min SPEECH:*

*30min SPEECH:*

*50min SPEECH:*

*THESE WILL BECOME YOUR SIGNATURE SPEECHES, THAT YOU WILL USE OVER AND OVER AGAIN, TWEAKING SMALL PARTS OF THEM TO SUIT THE DEMOGRAPHIC AND THE TIMING.*

*Once you've got your speech topics, use Google Keywords to check and refine it!*

*Take each sentence above, exactly as you refined it, and simply type it into Google. Is anyone searching for this exact benefit?*

*If yes, you're in luck! Your speech topic is likely to pick up steam!*

*If not, see what similar phrasing, search terms, search phrases, solutions and strategies Google recommends to someone typing in the benefit you thought you had....and learn from the experience!*

*Pick the most popular ones – get the most popular results when you begin pitching your speech!*

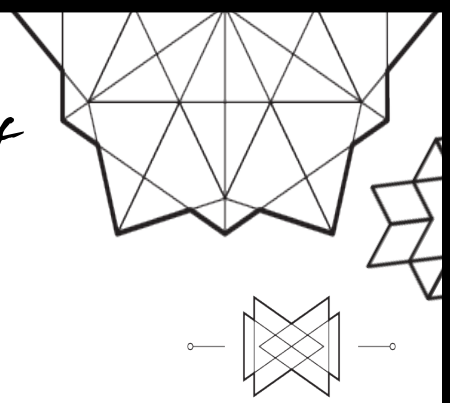
# *Performance for Keynotes*

## WHEN TO WRITE A SPEECH

- *Factor in a bit of procrastination time*
- *Be aware how you work with a deadline*
- *When are you the most creative?*
- *Hal Elrod, *The Miracle Morning**

<http://www.miraclemorning.com/books/>

*WHEN IS IT BEST FOR YOU TO WRITE A SPEECH?*





# Performance for Keynotes

## HOW TO WRITE A SPEECH

*You have a few seconds to engage your audience at the beginning of your presentation*

*What does your audience want to hear?*

*What value can you provide to them?*

*If you deliver a weak opening, you may lose your audience.*

*Don't forget W11FM = What's In It For Me*

*The mission of the opening is to:*

- 1. Grab interest*
- 2. Establish rapport*
- 3. Introduce the topic*

## INTRODUCTION AND CONCLUSION

*Primacy:*

*People remember most vividly what they hear at the beginning of the speeches*

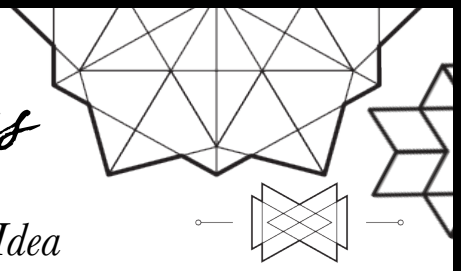
*Recency:*

*Those same people will strongly recall what you say at the end*

*Start with one big idea, an overarching theme or point you wanted to get across in your presentation. This is the key takeaway you want the audience to have.*

**WHAT'S YOUR ONE OVERARCHING THEME FOR THE 3 TOPICS YOU'VE CHOSEN?**

# *Performance for Keynotes*



- *Create a Content Framework to Support Your Big Idea*
- *Break your speech down into manageable time slots*
- *Set up a board with columns representing each of the topics which support my big idea*
- *Under each of those headings, run post it notes vertically with the subtopics, quotes, stories and ideas to support that subtopic*
- *Now is the time to do your research and add all ideas into one big content map, that you can then condense and finesse into a speech.*

*HOW WILL YOU MAP OUT YOUR CONTENT? ON TRELLO OR POST-ITS OR YOUR OWN IDEA?*

*SET THIS UP NOW AND ALLOCATE A FEW MINUTES EACH DAY TO FILLING UP THE CONTENT MAP.*

*When you break this down into small, manageable actions, such as:*

*Day 1 – Setup Trello board,*

*Day 2 - Decide on timings*

*Day 3 – Research Quotes*

*The task of speech writing becomes a lot less overwhelming!*

# *Performance for Keynotes*

## *TIMING*

- *You should NEVER go over your allocated time*
- *Finish early so people can have a few minutes extra for a break*
- *Be prepared to shorten your speech if the event is running behind*

## *EYE CONTACT*

*Eye contact with your audience actually feels amazing. It's your way to really see whether or not your audience is understanding what you're saying. And the more you connect with your audience, the more confident you'll feel about what you're saying.*

### *Eye Contact Tips and Tricks*

- *Find your cheerleaders, but don't forget to leave out the rest of the audience*
- *Eye contact makes your audience feel like a conversation is taking place and they will listen more effectively*
- *A genuine connection is always best*
- *Make sure you make eye contact with everyone, back to front and side to side*
- *Fake it until you make it*
  - *Focus on your audience's upper body*
  - *Look at their faces, but don't focus your eyes*
- *If you're talking to small audience, give every person two to three seconds of eye contact at a time.*
- *The more you can look out to the audience the more confident you'll come across*

### *Reading Your Audience*

- *Make sure your reading their expression accurately*
- *Don't get hung up on the audience members who appear disinterested*

# Performance for Keynotes

## Things to do when speaking

- *Become more aware of your own energy*
- *Connect with your audience immediately*
- *Take your position on stage and pause for at least 5 seconds before you speak*
- *Smile when you first look at the audience*
- *Encourage your audience to laugh*
- *Make and maintain direct eye contact*
- *Reward your audience for any participation or answering any questions*
- *Make sure your audience hears your CTA before they start clapping*

## Things to Avoid When Speaking

- *Boring topic openings*
- *Beginning with apologies*
- *Statements like “It’s a pleasure to be here”*
- *Letting them know you were a last minute add-on to the presenter schedule*
- *Go off on tangents*
- *Turn your back to the audience*

*“If you have authentic passion and nothing else,  
then everyone will love you”*

