

Talk Title & Description Templates

1. The Big Promise

Title: How to [Achieve Desired Outcome] Without [Common Pain or Risk]

Description:

Most [audience] assume that the only path to [desired outcome] requires [painful tradeoff or common frustration] — but that's not the case. In this session, [Your Name] will share how to bypass the usual roadblocks and instead create [result] in a way that's smarter, simpler, and more sustainable.

You'll walk away with the exact approach [Speaker] used with [clients or self] to achieve [specific result], along with a set of practical actions you can implement immediately. This talk is especially helpful if you've ever felt stuck between [limiting belief] and the results you truly want.

2. The Myth Buster

Title: [#] Myths That Keep [Audience] from [Desired Outcome]

Description:

Outdated advice and misunderstood “best practices” are costing [audience] time, momentum, and money. In this straight-talking session, [Your Name] will expose the most common myths holding [audience] back from [desired outcome] — and what to do instead.

You'll not only learn to spot bad advice from a mile away, but also discover new strategies rooted in real-world success. If you've caught yourself believing [limiting belief], you'll walk away with a new lens and a fresh approach.

3. The Signature Framework

Title: The [Signature Name]: A [#]-Step System to [Overcome Pain Point] and Finally [Achieve Result]

Description:

When [audience] try to [achieve goal] without a repeatable system, it leads to inconsistent (and often disappointing) results. That's why [Your Name] created [Signature Name] — a step-by-step framework built for those who want real, replicable outcomes.

In this session, you'll learn the exact process [clients or self] used to go from [pain point] to [desired outcome]. Expect clarity, structure, and the confidence to apply it in your own work immediately.

4. The Secrets Revealed

Title: The [#] Secrets of [Audience Type] Who [Overcome Pain Point] and [Achieve Result]

Description:

Why do some [audience] consistently thrive while others get stuck in [frustration or missed opportunity]? The answer often lies in what they do differently behind the scenes.

This session reveals [#] strategic habits and tools that top performers rely on — even when facing [common challenge]. You'll learn what really moves the needle and how to integrate it into your day-to-day work.

5. The Belief Reframer

Title: Why [Limiting Belief] Is Costing [Audience] [Desired Outcome] — and What to Do Instead

Description:

Many [audience] still operate under the assumption that [limiting belief], but that thinking is outdated — and expensive. In this insightful session, [Your Name] will explain how that belief quietly blocks growth, opportunity, or results.

You'll get a new perspective, a better question to ask, and a smarter process for moving forward. Whether you've outgrown old strategies or need a mental reframe, this talk will challenge you (in a good way) and unlock momentum.

6. The Journey Map

Title: From [Pain Point] to [Desired Outcome]: How to [Solution] Even If [Challenging Condition]

Description:

If you've been stuck in [pain point] longer than you'd like, you're not alone — and you're not the problem. What you need is a clearer path and fewer obstacles in the way.

In this session, [Your Name] will show you how to move from [pain] to [outcome] using a system designed for real-world constraints. Whether you're dealing with [external challenge] or [internal doubt], this approach can help you make progress starting now.

7. The Decision Point

Title: Ready or Not: The [Critical Choice] That [Audience] Must Make to Achieve [Outcome]

Description:

Every [audience] eventually hits a fork in the road: continue doing what's familiar (but frustrating) or try something bolder and smarter. This talk explores that critical moment — and how to make the right decision with confidence.

Through powerful case studies and actionable guidance, [Your Name] will help you reframe the stakes and step into a more strategic mindset. Perfect if you've been circling [limiting belief] but know you're capable of more.

8. The Roadmap Reveal

Title: Your [#]-Step Roadmap to [Achieve Outcome] Without Burning Out

Description:

You don't need to hustle harder to get better results. You need a roadmap that aligns

with your energy, strengths, and goals. In this session, [Your Name] breaks down the [#] steps to creating real momentum without the burnout.

Designed for [audience] who are done chasing every shiny tactic and want to do what actually works, this talk gives you a clear, doable plan — especially if you've been believing [limiting belief] for too long.

9. The Case Study Session

Title: What [Audience] Like You Did to Go from [Pain Point] to [Result] — And How You Can Too

Description:

Real success leaves clues. In this story-driven session, [Your Name] unpacks how [clients or peers] moved from [frustrating situation] to [measurable result], including the pivotal moments and strategic decisions that made the difference.

You'll walk away with practical takeaways and new inspiration, knowing that others with similar challenges made it happen — and you can, too. Especially helpful if you've been thinking "[limiting belief]."

10. The Mistake Avoider

Title: The [#] Most Common Mistakes [Audience] Make When Trying to [Achieve Outcome]

Description:

No one sets out to fail — but certain patterns show up again and again for [audience], derailing even the most well-intentioned efforts. In this candid session, [Your Name] exposes the top mistakes and how to avoid them.

You'll leave with new clarity, simple shifts, and a sense of what not to waste time on anymore. If you've been spinning your wheels (and thinking it was your fault), this will be a breath of fresh air.

Outreach Messages

OUTREACH EMAIL TEMPLATES

Short, direct, and valuable — the kind that gets opened and replied to.

Template 1: Warm Lead / Referral

Subject: Thought this could be a great fit — Speaker for [Event Name]

Hi [First Name],

I was recently recommended to your event by [Referrer or mutual connection], and I'd love to see if there's space for a speaker like me on your upcoming agenda.

I specialize in helping [target audience] [reach outcome], and my session topics focus on practical strategies that deliver business results — not just inspiration. Here's one of my most requested sessions:

Talk Title: [Your Title]

Description: [Your 2–3 sentence description]

If this sounds aligned with what you're planning, I'd be happy to send more info or hop on a quick call. Thanks for considering me!

Warmly,

[Your Name]

[Website or LinkedIn]

Template 2: Cold Outreach (with Event Tie-In)

Subject: Speaker Proposal for [Event Name]

Hi [First Name],

I came across [Event Name] and love what you're doing to support [audience type]. I'm a speaker and strategist who works with [target audience], helping them [big outcome].

I'd love to contribute to your event with a session tailored to your attendees. Here's a proposed talk:

Title: [Talk Title]

Description: [2–3 sentence pitch]

Let me know if it's a fit — happy to customize or provide a video sample as well.

Thanks,

[Your Name]

[Contact Info]

 Template 3: Following Up After Submission

Subject: Following up on my speaking proposal for [Event Name]

Hi [First Name],

Just wanted to follow up on the speaking proposal I submitted for [Event Name]. I know how much goes into planning events, and I'd be honored to support your audience if there's still space in the lineup.

Happy to adjust the topic or collaborate with your team to make it a perfect fit. Thanks again for the opportunity — and I hope we get a chance to work together!

All the best,

[Your Name]