

Soul Design Strategy

Conscious F.U.T.U.R.E. Mastery

STORY-TELLING – SPEAKING WITH CONFIDENCE

Dear magical badass Leader, your story matters! Your story is meant to show your audience that you are unique, trustworthy and they can relate to your process and thus implement your wisdom. Your story must create connection with the audience on an intimate level.

For on stage or video speaking, here is the breakdown of communication resonance importance:

- ☐ Words (the literal meaning) account for 10% of the overall message
- ☐ Frequency Broadcast and the Tone of voice accounts for 55% of the overall message
- ☐ Body Language accounts for 35% of the overall message

THE NON-VERBAL COMMUNICATION IS THE STRENGTH OF YOUR PRESENTATION!

- ☐ Your body presence must exude confidence;
- ☐ Must match the emotions you are expressing;
- ☐ Your gestures can “explain” the words you are speaking;
- ☐ Facial expression must match your essence, your message, and the main energy flavor of your speech (i.e. smiling all the time is just as detrimental and the sour face through the whole speech! 😊)
- ☐ Facial expressions need to help you seem relatable, kind and caring – i.e. “warm eyes” and occasional warm smile are a must in any speech;
- ☐ Your eyes must move! You have to make sure you are looking directly into the camera if you are speaking on video, but even then, your eyes need to move as they would in a normal conversation: from looking at the audience to occasionally up, or sideways, or away. It makes to feel natural for your audience;
- ☐ If this is an on-stage speech, make sure you use the stage – move around.

Here are some key components that you can weave into your story - **get your journal**, let's brainstorm it!

- 1- **What makes me unique?** (Soul Expertise, character traits, skills, interesting facts about you)
- 2- **Why should they trust me?** (expertise, years of practice, credentials, character)
- 3- **What are the things I love?** (shows your personality)
- 4- **What emotions do I want to evoke in my audience?** (name 1-3)
- 5- **How am I going to bring that emotion into my speech?** (through a specific statement, mini-story, a joke, etc.)
- 6- **What is the flavor of my speech?** (Do you use “nice” words to be liked? Or mini-questions to get reassurance like “right?” Or occasional swear words for emphasis? and so on)
- 7- **How will I entertain my audience?** (even the most serious speech must be entertaining enough for the audience to keep listening, so you need to think ahead as to what can be entertaining to this type of audience and weave these pieces into your speech – can be from #1 and #3).
- 8- **How do my Archetypes speak through my story?** (Are you reflecting the “Alchemist's magical path that is misunderstood” or “Nurturer's open heart while struggling with boundaries”, or “Sage's love of knowledge and need for proving”, etc.)

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THE WEALTH ENERGETICS OF CONVERSION

IS THE TRUE SOUL CONNECTION WITH YOUR AUDIENCE DURING YOUR PRESENTATION THAT ALLOWS YOU TO SELL FROM THE STAGE SUCCESSFULLY.

Connecting with your audience is going to help you deliver a standing-ovation-worthy presentation. This presentation can be in person on the stage (literally) or in an online conference when you show up virtually by being on camera as you deliver what is being broadcasted to the attendees. Same methods can be used in smaller presentations in social media communities and your own channels..

Correct energetics and Soul Connection elevate you from just "repeating the words you've memorized" to captivating your audience with your story – on the heart and Soul levels.

Get your journal and write everything that comes to mind as you answer the 3 questions below. The goal here is not a one-word answers, but to really think about what can these components look like for you.:

- 1- What can you do to connect to your audience prior to your presentation? (speech promo material you put out before you go live or on stage - in person this can be some print-outs, forms to sign up for a free discovery call, cards, etc.; for online it can be a "free gift" to download, an email sequence attached to it to invite them into your world)
- 2- What can you do to deeply connect with your audience during the presentation?
- 3- What can you do to stay connected after the presentation? (actionable take-away or a direct call-to-action with you)

HOW TO GET YOURSELF BOOKED FOR IN-PERSON SPEAKING/PRESENTING.

Research your local organizations that already have your ideal audience and apply to speak with them (if possible, go there in person, talk to someone, make a connection, then follow up with a phone call, then an email)

- ☐ List top 10 local organizations with your ideal audience and how you plan to approach them:

Google your location and main audience, then also put in "call for speakers" or "speaking opportunities" (examples: Women Conferences in New York City, or Call for Speakers NYC Women Conferences)

- ☐ List top 10 organizations or types of audiences you would like to speak to (and research each one!)

You want to have a video of one of your speeches on stage so you can use it as a promotion and send it to the organizers of the event. If you do not have an actual video yet, make one up:

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- ☐ go to a place with a stage and arrange to have 30 min. there in quiet (no audience),
- ☐ have a friend video you on their phone or camera (make sure they know what they are doing, or set the camera on the tripod yourself with a wide angle view of the stage – you can be “small”, it is ok, as long as it records you in action. Take care to not showcase the empty audience chairs!)
- ☐ attach a good lapel mic to your outfit and test that the sound is good for the video (i.e. it is properly connected to the phone you’re recording on)
- ☐ go through your entire speech as if you have a full house (walking on the stage, using hand gestures, etc. (it is ok if the lighting is not perfect).

The show host viewing this video **will not be looking for a perfect visual** (no one will go through the 30 min video anyway!) – they will fast-forward through it to **get glimpses of your presentation, confidence level, authority on stage,** etc. The bottom line – the host just want to know they can trust that you know what you are doing 😊

Take note of any event that is catching your attention and that you’d love to speak at (by the time you are seeing the advertising for that event, it is already booked with speakers!) and write down the dates and the names of the people on the committee or the host and any contact information you need. You will want to approach these people to inquire about the next event (or be a stand by for this one!) Usually large events start booking speakers about 8 months in advance (so if you like an event that tends to happen in the fall, like in October, you want to check with the host in January-February.)

When an event is promoted on social networks, make sure you comment and add value, connect with the organizers as well. Follow them on Facebook, Twitter and connect with them on Linked In. Start communicating with them. You can reach out to an event organizer and send them your One Sheet with your information and just say that you know they have probably already filled their speaker roster for this year but if anything happens to any of their speakers you would be available on short notice to present. Make sure you have made a connection with what you are speaking about and how it will benefit their audience.

Contact each of the events on your list using the proper channels (do not send an email outside the submission form, if there is a submission form) with a clear vision for your speech (where it could be placed, why it’s a good fit, how long it will be). Include a link to your promo video.

Event planners dislike uncertainty the most, so make sure you are specific and take out all the guesswork.

If you are able to find a current “call for presenters” submission form then apply right away.

Help your proposal stand out from the crowd:

- ☐ Write a powerful, attention grabbing speech title. If you can’t impress the event planners with your title, they won’t be convinced you will impress their attendees. (You can get ideas by looking at their past events)
- ☐ Know your audience. Propose ideas that you know the event attendees will want to learn about and will be excited to attend. It is important to get specific and really learn about the event and those who will be in attendance so you can be relevant. Think of “what is in this for them?” and “why am I the totally awesome presenter for THIS event?”
- ☐ Be specific! Tailor your speech to the area you are an expert at so you really show off your expertise and sound confident. Make sure you show how it applies to the event and the audience, why you are a good fit.

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- ☐ Have a clear ending in a Call-to Action or Takeaways to implement. This shows that you have specific goals for what you want attendees to get out of coming to your presentation. It helps the event planners to quickly evaluate whether your session idea will give the audience what they want. (For your own knowledge, make sure to find out if it is appropriate to have a CTA to a free session with you – in most events it is not, but some do allow it, and be ready with a super-clear CTA if it is allowed).
- ☐ Explain what you do in a very short letter (if it takes you 5 paragraphs to explain your speech, you need more clarity!) The way you will be chosen (by the host and then by the attendees of a conference, for example, is by your speech title and a brief summary in the printed events program – so you have to “sell” your presentation idea in one paragraph or less.
- ☐ Don't be afraid to stand out – have your own style of presentation so you are memorable. Be original – especially with the Takeaways on the end so they don't sound cliché or like everyone else's on that same event!