



Clear & results-driven guest speech structure

1. Start with what the topic is about to capture attention and set expectations.

What will your audience hear about today?
Short, to the point, results in mind.

2. Short intro so people get to know you more.

Your name.

What you do.

Something unique to your expertise.

Something memorable – a fun fact about you.

No background story though.

3. Ask an insightful question that helps you know your audience a bit more.

Questions that:

People are open to answer.

Don't take a lot of time to answer.

Lead into the next piece of your speech.





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4. Share the benefits of the topic to create desire and awareness of results.

Why should people care about this topic?

What's in it for them?

Highlight 2-3 benefits.

5. Sneak in a cool, useful tip to show your audience that every single minute is worth it.

Topic related.

Short, to the point.

6. Go into the core of the topic.

Think about the topic and what you want people to do with the knowledge they receive from you.

What are 3 things that people need to know in order to understand and be prepared to use the principles/tips you're sharing with them?





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7. Add a practical component so it's easier for people to retain the information.



How can people implement what they've discovered? This is a great opportunity for you to highlight what people have just learned.

What are they ready to implement now?

What did they learn?

And top this off with a simple action step.

Mystery tip:

If you want to prepare a 5-minute speech, you want to have a script that's around 750 words. About 150 words per minute.

◆ For the video training, go **HERE**. ◆

