

Growing your Business through Public Speaking



**With Jenn Espinosa-Goswami,
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Coach**

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Road MAP

- ★ How to narrow down your speaking topics
- ★ Choosing a signature topic and audience takeaways
- ★ Your expert bio



What Got you Here

- ★ Median annual salary for a coach= \$61,900
- ★ Median annual salary for speakers= \$107,173



Why Public Speaking

★ A
★ I
★ R



Your Guide

- ★ Go deep into your Signature Talk
- ★ Leverage expertise through paid speaking
- ★ Public speaking to grow your platform



Your Coaching Skills

- ★ Active Listening
- ★ Empathy
- ★ Presence

Business Test

- ★ Money
- ★ Audience
- ★ Program

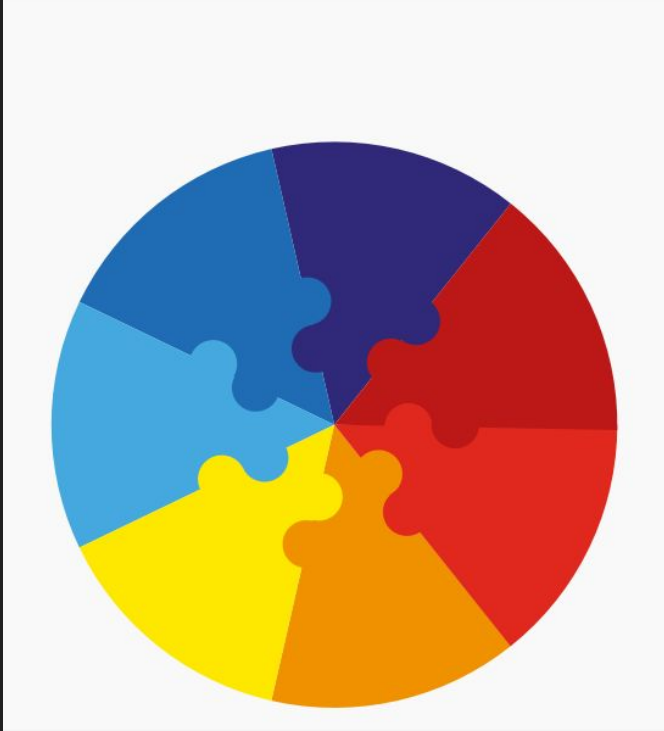


The CRAFT



- ★ Topic
- ★ Time
- ★ Takeaway(s)

The Topic



- ★ Generally, your program/service
- ★ Will also tell you which audiences are right for you

Why a Signature Story

- ★ Confidence
- ★ Clarity
- ★ Consistency

*Enter your email in
chat*



What's in a Title?

- ★ Build a Talk that Sells without Being Salesy
- ★ All Sizzle, no Fizzle: How to Deliver Presentations that Set the Audience on Fire
- ★ Charged Leadership: Ignite your Key Energy Centers for Influence and Impact
- ★ Top Speaker Strategies for Leaders

Your Time!

- ★ Keynote= 45-60 mins
- ★ Workshop= 60-90 mins
- ★ Panel/Interview= 15-45 mins
- ★ Pitch= 3-10 mins



The Takeaway(s)

- ★ A stupid easy call to action



The Expert Biography

- ★ Company/Name
- ★ Who you Serve
- ★ Education/Experience
- ★ Mission/Why
- ★ Contact
- ★ Fun Fact

The Short One

- ★ Not what's on your About Me page



What's Next

- ★ Select your Signature Speech topic
- ★ Choose your 1-3 takeaways
- ★ Build your Expert Bio



Fill your Calender with Speaking

★ *“A short little webinar with you provided so much value! I’m looking forward to implementing the strategies you taught”- Andie*



Practice Your Presence



- ★ Online
- ★ In person
- ★ Audio-only
- ★ Video

Your audience is waiting.



Let's Connect

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Signature Speech template

<https://bit.ly/signaturespeak>

