

3 Things You Need To Know To Start Your Keynote

Step 1 -Solve a Problem

It's one thing to have an interesting story, but interesting stories don't get booked. Stories that have a message that solves a problem the audience is facing do get booked.



People don't want to help you get speaking gigs BUT they do want to help you share your message.

I've seen so many speakers that have a really interesting story but they aren't getting booked because they're not using their story to connect with their audience and make an impact.

Sure, I can stand up there and tell you all about my pageant days, Miss USA, and how I have been a national spokesperson for 30 years, but not everyone in the room can relate to that.

Instead, I use my story to influence my audience to understand that we all start with fears and doubts but we have to take risks and go for it, and learn lessons along the way. And

find people to align with that can help us see the best in ourselves, believe in us and help us accomplish our dreams. Mine is to help others learn to share their message to impact the world-what is yours?

Plus, the meeting planners and event directors who are booking speakers also want to see a return on their investment. You want them to think:

"I'll spend \$X on this speaker because she/he will help us solve Y problem."
Solving problems = providing value. Providing value = getting booked...

again and again and again.

Step 2 -What's the End Result You Want?

I want you to step back for a minute and really ask yourself, what is the desired outcome of your presentation? You're not just speaking for the fun of it- you're not just speaking to tell people every single thing you've done in the last year on whatever topic you decided to speak on.

So you've got to really step back and ask yourself, what is the desired outcome you want from your audience, what do you want them to do after listening to you?

If you are speaking at someone else's event, what is their desired outcome for your talk? That is super important to get right.

If you are in direct sales and your goal is to get them to understand why such and such product will change their life so they will want to buy it -then that is what you want from your audience.

If you are speaking and want the audience to join your email list then that is your goal--If you want them to implement something you are teaching them then that is what you want your audience to do

If you want them to buy your book or join your course or have your boss give you a raise--that is the desired outcome.

AND until you answer that question, you are frankly wasting your time on creating bullet points or brainstorming or doing more research --so that's the first step, what is the outcome you want from your audience.

Step 3 -Be Authentic/Real

Tell me about the time you messed up as a mother. Tell me about the time you embarrassed yourself or made a bad business decision .

Tell me how you hated high school, or were afraid of speaking in front of people.
Tell me about a time you went for it and fell flat on your face.

People can read about all of your success in your bio and most of the people won't relate to being on the Miss USA stage or getting 2 masters degrees..but they will relate to a time when you were a kid who didn't get good grades in school or a teenager that had terrible acne.

Oftentimes you can be booked for your accomplishments and your bio, **but that is not necessarily what people want to hear**. They want to feel like you're their friend, and want to feel a connection to you. You do that by being authentic, real and honest with your audience. They will learn more from what you did wrong and showing them how you made the change to get it right!

Interested in learning more about speaking and sharing your message for more impact?

Learn More

<https://lisamoser.com/>

Let's Connect!!

<https://www.facebook.com/LisaMoserLive/>