



# **Speaking** with **Heart & Impact** The Essential Guide

**Bring Your Story & Your Message to  
Groups of People Who Need Them.**

**Here is everything you need.  
Start today.**

**Hooray for you!** I am so happy for you that you have made the decision to get out there bigger and bolder with your story and your message. And I'm equally happy for all of the beautiful lives you will serve by spreading your message further through *Speaking with Heart and Impact*.

Here is my very favorite thing about being a speaker:

***There is no more powerful way to make a meaningful impact for many people all at once than engaging and inspiring speaking.***

Of course, engaging speaking also magnetizes clients, attracts fans and collaborators and sets you up as a known expert in your field. These are all brilliant bonuses of making a meaningful impact on the lives of those in your audience.

The contents of this guide will help you begin stepping onto stages and into the front of rooms with more ease, impact and frequency.

To begin speaking effectively, you need a few essential things in place:

- A clear message
- Your Story of Transformation
- Clarity on the types of audiences you want to engage
- A website or speaker page with a few essentials on it
- Speech structure and content that *works*
- Effective use of amplifying aids
- A way for audience members to follow up with you

Great news! In the pages that follow, you'll find just what you need to fill your toolbox with all of these power tools.

## Before we go a step further...

Let's address the purple polka dot pig in the ballroom, shall we?

### Are you feeling a bit nervous about this speaking thing?

If you are feeling anxious at the thought of this whole speaking adventure, then welcome to NORMAL!

**Pretty much every single human being gets heightened energy when they are going to speak.** I've been speaking for over twenty years, have stood in front of hundreds of audiences, and I still get this heightened energy. At this point, I call this heightened energy anticipation and excitement. I bet you will, too, after you get out there speaking more regularly.

But for now, it might just feel like anxiety.

### So, I want to give you my three favorite anxiety-easing strategies:

1. **Belly Breathing** – this one is simple yet incredibly powerful. All you do is stop, take a deep full breath and send it past your chest and into your belly. Then, once your belly is full of that breath, pushing outward even – you release all of that air through your nose. Release more breath than you took in. It will take practice doing this because many of us are chest breathers, but once you train yourself you will find yourself taking belly breaths in so many situations. As soon as you hear that you will be presenting, start practicing your belly breathing. Speaking anxiety starts early for many of us.
2. **"It's not about me"** – speaking to a group of people is an opportunity to serve. The audience gathers because they want information, inspiration and insights that you have. Remind yourself that this is not about you performing, it is about them and how you can be of service to them. This will take the attention off of you and put it on preparing for them, decreasing your anxiety and increasing the likelihood of you preparing like crazy so you are most effective for them. *Remind yourself regularly, "It's not about me. It's about them and how I can serve them."*

3. **Happy Visuals** – picture yourself standing at the front of the room, smiling and engaging with the audience. See yourself feeling confident and at ease, sharing information freely and clearly. Repeat this visualization over and over, in between your many preparation and practice sessions. You invite yourself to have that kind of experience in real life when you do this.

This positive visualization leads to a bonus anxiety-easing strategy – the most important one there is:

## **Practice, practice, practice!**

**Nothing eases anxiety like knowing that you prepared like crazy for your presentation.**

Okay, now that we've acknowledged that pig in the center of the ballroom and given it a nice, relaxing mud bath of ease – let's move onto the details of your speaking plan.

Let's start with your clear message.

## Your Crystal Clear Core Message

At the core of every great speech is one crystal clear core message. The message drives the entire speech planning process, the decision on who to share the speech with and all of the elements of the speech content.

**Your core message is derived directly from your mission in the world, the impact you want to make.** While it may take a variety of forms and expressions in different speeches, it always comes back to the difference you are trying to make in the lives of others.

So, first let's get that articulated. What is your mission in the world? What impact are you trying to make?

And how will this make life better for those who engage with and take action on your message?

Now turn the answers to those questions into one statement that you want to use as the core message of your next speech (and likely set of speeches). State it with confidence and clarity, beginning with:

***What I know for sure is...***

*(first half of the statement is your mission, the second half is the benefit your audience will experience – all based on your answers above).*

**This is the basis for your thesis statement in your speaking outline.**

Our Core Message is a direct result of the Story of Transformation that brought us to this place. We know with this kind of certainty because we had a powerful experience. It's this experience (and the solution it included) that our audience and right clients so desperately want.

## Your Story of Transformation

**Ah, our stories. They are such a driving force in our lives.**

This is part of why our own story is the most powerful way that we connect with our audience, and especially our right clients who are sitting in that audience.

In order to make this kind of connection through our story, we must be crystal clear about the elements of the story that matter – and know how to tell it in a way that captivates and engages our audience.

That's what I'm going to share with you here. (This is so exciting – knowing your story will serve so many parts of your business and your life! I love that I get to share this with you.)

Here is the most critical thing to remember about telling your story in your speaking (this may sound kind of wacky):

***Your story is not all about you.***

What do I mean by this?

When we tell our own story of transformation with the intention to serve others, we tell it in the best way possible *for them*.

We share details that will resonate most powerfully for this audience. We do not misrepresent or intentionally leave out parts that truly matter, we just come at the telling of our story from the perspective of what this audience needs to hear in order to engage and be moved into action by our story.

Let's get specific so you can actually craft Your Story of Transformation. These are the three essential elements of Your Story of Transformation:

1. What it was like before
2. What happened that caused you to create your transformation
3. What it's like for you now, on the other side

The best way to begin crafting your story is to simply answer these three questions as fully and with as little filtering as possible. This is how you get your full story in play.

You might be wondering right now: Do we only have one story of transformation?

The answer is, no – we grow and change often, especially when we are on a personal development journey as many of your audience members and clients may well be (mine certainly are!).

The story of transformation we are talking about here is the overarching story that took you from your deepest state of struggle to the place of empowerment and Light in which you now live.

**Your Story of Transformation is the Big Story that changed everything for you.**

**Know this: your life does not need to be perfect in any way for your story to be powerful and transformational for your audience.**

In fact, they will connect with you more meaningfully if they can feel your humanity – even your imperfection - as you speak.

That said, your story must give them hope that they can realize the life they so desperately want for themselves. This is the story you tell them.

**Craft a draft of Your Story of Transformation with these prompts:**

I will never forget how I felt back then... (fear, struggle, worry, sadness, helplessness – whatever you felt)

Life just felt so hard in so many ways... (what was happening? Share details about life, health, the moments of fear and what was actually going on... if there is one moment when life was at its worst, be sure you share it)

Until finally, I simply could not stand it any longer... (what happened in this moment... share it in detail) OR, until suddenly and/or unexpectedly (or maybe gradually), this happened and I was taken on a whole new path...

And so I did this (what did you do at that moment when it got so bad you couldn't stand it any longer and took new action)...

And this is what happened as a result of me taking this important action... (what happened that took you to the other side of the struggle?)

Now, life is so much better. I never thought I'd get here when I was lost in that struggle, but here I am. It feels (how does it feel now in your life on the other side of the struggle...)

I know you can have this, too. Here's why I know that...

And there you have it – a detailed first draft of Your Story of Transformation. This is the story you will share to make a rich connection with your audiences.

It is also the story that help you decide just what kinds of audiences you can best serve.

**After all, your story is going to totally captivate and inspire certain groups of people more than you can even imagine yet.**

It is important to note that this same story will fall flat on or not appeal at all to other audiences simply because they are not experiencing this same struggle nor do they value the outcomes you have realized. This is perfect! It allows you to focus your energy where you can make the biggest impact!

## Finding the Right Audiences

First, let's revisit your reasons for speaking. Likely you want a combination of:

1. Make a difference in the lives of others with your story and expertise
2. Do work you love
3. Make good money doing the work you love

Given this, you want to be strategic about the audiences you choose for sharing your story and expertise.

Unless you are a New York Times bestselling author or otherwise already well known for your great work, you will probably begin by speaking for free.

Since great speeches take a lot of time and energy to prepare, you want to be sure that you are speaking to audiences with whom you are likely to have a positive experience and make a meaningful impact – and ideally attract some paying clients, too. (Though this may or may not be something you want to actively seek in your early speaking).

When you first begin, however, don't be too picky about where you speak. **Great speaking comes as a result of practice – lots of practice.** So, take advantage of some of these early opportunities that may not be a perfect fit to hone your skill and refine your message.

The fact is, even free speaking gigs can be difficult to get. Rightfully, groups and organizations are careful about offering the time and attention of their members. **They want to be sure that the person they bring in will provide real value and handle the powerful opportunity of the stage or front of the room with grace and thoughtfulness.**

You are most likely to get speaking opportunities through organizations and groups with which you are actively engaged. Start with a brainstorm of all of the organizations in which you are a member. Don't forget about PTA, church, non-profit organizations and boards on which you are a volunteer. Then, of course, there are your networking groups and hobby groups.

**Write out your group brainstorm here:** (don't filter! Right now, anything goes.)

Look over that list and determine which groups might be most fun for you to offer a talk. Here are some criteria to consider:

- Can I be of real service to this group with my message?**
- Are they warm and inviting, giving me the chance to test the waters safely?**
- Is my message something they will appreciate?**
- Will speaking for this group help get my name out as an expert to the right people?**
- Am I likely to get paying clients from this group?**

Think of other criteria you want to use to decide. **Please only choose a group that will help you feel good about yourself and your speaking.** The goal is to have you experience success as a speaker and feel confident about getting on more stages and in front of more rooms.

Once you have a working list of possible speaking opportunities, use the form on the next page to track the organizations to which you are going to offer talks. Make contact with those you know first, to establish a warm connection. Let them know why you are a good fit for their audience. Send them to your Speaker page or website (see page 9).

**While it can be tricky to get your first few speaking gigs, once you get a reputation for valuable presenting, you will quickly see how much a great speaker is in demand!**

**Speaking Opportunity Tracker**

Target Group or Organization	Contact Name	Date of Contact	Topics offered	Notes

## A Website or Speaker Page

Before you actually pick up the phone and call your contact at the organizations you've gathered on that list, you want to have a place to send them to learn more about your speaking.

If you are already well known in the organization and the program decision makers are already clear on your message and your style – and impressed with both – then this may not be required. But it is *useful* even for them. And for the other groups, this resource will be essential in helping you get speaking gigs.

### Here is what you want to have on your website or speaker page:

- Photos of you in action** – choose photos that show your facial expressions and energy so they will feel confident that you will bring liveliness to your presentation. You want them to be professional (not your water skiing photos – well, unless you are a water skiing expert, in which case those would be perfect!) but not stiff.
- A video clip of you speaking.** (I know you may not have this, but let this be an invitation to get one as soon as possible. It really helps the organizers decide that you are a great fit if they can see you in action.)
- A list of topics on which you can speak.** Turn your overall expertise area into a variety of speech titles that would fit with the audiences for whom you most want to speak.
- A short bio that highlights your speaking and expert experience.** This is not the place to share everything you've ever done, but do mention any and all speaking and facilitation in your background. Volunteer experience included!
- Testimonials from previous speaking, if you have any.** If you have spoken in any environment – a previous job, as a volunteer, in college even – then ask for written testimonials from those events. Your old boss, a colleague or a fellow participant can all give valuable feedback if you don't have testimonials from professional speaking events yet.

- **A warm written invitation paragraph for them to contact you to discuss speaking which shows genuine excitement at the opportunity.** Do not use business speak here – be conversational. They want to know you will be engaging as speaker and right now, especially if you don't have a video clip, all they've got is your writing to go on.
  
- **Contact info, including email and phone number.**

## Why Should They Care? Your Right Client & Ideal Audience

**Before you begin crafting your Speaking Outline, get crystal clear on these three things:**

**What is your purpose for speaking? What outcomes do you want from this?** (new sign ups to your email community, schedule a discovery session with you, for them to donate to an important cause...)

**What action do you want them to take after you speak?** (sign up for your newsletter? Join a club? Take action on a worksheet or exercise you share with them?)

**How will their life better after listening to you speak and then taking this action you desire?** (They will have an action plan started, they will have practical tools to reach a goal...)

Be sure that you make it very clear in your talk exactly how their life will be better after listening to you and taking the action you recommend. This is what inspires them to pay attention throughout your talk.

## A Speech Structure That Works

Without turning this into a whole course on how to create a speech (I do offer one of those courses at least once per year – stay tuned for the next session!), a few essentials will help ensure that your presentation is truly useful and memorable.

First, you need a structure that works. I'm going to give that to you on the next page. I created this outline with the I Get It™ intro after working with over 1,000 individuals on crafting their speeches. This is the structure that works the very best for connecting with the audience in a personal way, inspiring them with your story and/or rich experience and moving them into specific action.

Notice – there are three main points in this outline. Not 5 or 7 or 12. Three is a magic number. It provides variety and a rich solution yet it is simple enough for our brain to remember sets of three. Do your very best to stick with three main points.

Your goal is to give them the *right* amount of information - the amount that will serve them well, that they can take in, remember and use later. **If you tell them everything you know about your topic, you'll lose them for sure!**

**So, use the structure on the following page. Really – fill it in and use it!** If you include those elements in your speech, you will be sure to establish the kind of credibility and audience focus that is required of great speaking.

**\*\*\* Your Speaking Outline \*\*\***

(Use this for every speaking opportunity!)

**The “I Get It” Intro™**

The purpose of the I get it Intro™ is to let your ideal clients in the audience know that you understand what they are experiencing and you are qualified and ready to help. Approaching your introduction in this way encourages trust and connection, both very important for inspiring action and attracting the ones who are ready as clients.

After each section prompt, finish the quoted material with what you would say to an audience of your right clients.

**Their current reality:** *“I get it...” (describe what they are experiencing)*

**What they so want:** *“Yet you want...” (describe in detail what they want – and, if relevant, recognize that it’s really not that much to ask to want this...)*

**Why it’s hard for them:** *“You are not alone... this is why this is just a really hard problem for so many of us...”*

**How/Why You get it:** *“I know because I’ve been there...” (if this is true, share a an appropriate length version of Your Story of Transformation (length depends on time you have and the audience). Remember, it’s about her. Don’t get too caught up in details that don’t help create connection with her.) OR*

*“I know because I have helped many... “ (If you haven’t shared her specific struggle, share some stories of others who struggled similarly)*

**There is hope:** *“I’m on the other side...” OR “I’ve helped many people solve this... you can do this, too.”*

Here’s how to get what they want: *“Let me help you, starting now...” (Share your promise (thesis) and main points that begin the solution for her.)*

**Thesis:**

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**Preview of main points/messages**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

**Transition: (Let's start by talking about... refer to first main point)**

**Body of Your Presentation (Mix your content with story, data, examples – we need emotion and logic and credibility throughout)**

**Main point/Message 1.**

\_\_\_\_\_

Support a (story, example, statistic) \_\_\_\_\_

Support b (story, example, statistic) \_\_\_\_\_

**Transition**

\_\_\_\_\_

**Main point/Message 2.**

\_\_\_\_\_

Support a (story, example, statistic) \_\_\_\_\_

Support b (story, example, statistic) \_\_\_\_\_

**Transition**

\_\_\_\_\_

**Main point/Message 3.**

\_\_\_\_\_

Support a (*story, example, statistic*) \_\_\_\_\_

Support b (*story, example, statistic*) \_\_\_\_\_

**Transition**

\_\_\_\_\_

**Conclusion (summarize purpose and main points)**

\_\_\_\_\_

\_\_\_\_\_

**Impactful close (statement, rhetorical question, quote, request)**

\_\_\_\_\_

\_\_\_\_\_

**Some guidelines for filling in the outline framework:**

- **Before you write anything on the outline framework, do at least 10 minutes of true brainstorming** so that you are pulling from a large pool of information you could cover on your particular topic. The first three main points that come to your mind may not be the best three main points for your goal of this presentation. The goal is to share a new and exciting solution with your audience upon which they can take action right away.
- It is perfectly okay for your transition to sound like, “Now that we've talked about [point one], let's explore [point 2.]” Yes, ideally you will add some spice to this formula over time, but remember always: **Clarity over cleverness.**
- **Vary your support points between data, research findings (always cite sources for your research), and stories.** Most people need a mix of these types of information to be compelled to action. They need to *care* as well as “get it.”
- **Remind them as you close what you want from them.** What, precisely, are you wanting them to do, think, feel? Say it clearly. Give them tools to make it happen (a sign up form, a brochure, a website url on a business card.)
- **Close with *real* impact.** Make your close at least as powerful as your opening, possibly even more so, depending on your goals. Stories, rhetorical questions, shocking statistics are some ways to close with impact.

## Effective Use of Amplifying Aids

Have you ever been to one of those presentations where the presenter stands at the front of the room and reads his slides to the audience? Yep, me, too. Ugh.

**The problem is, when there are words to see, it's nearly impossible not to focus on reading them – even as the presenter!** (So don't beat yourself up if you've been that presenter before.)

We all know that this isn't an effective way to captivate and engage our audience, but **we have so few examples of how to create slides – or use other visuals and alternative amplifying aids – effectively.**

Well, that's all going to change for you now! Yay!

**The most effective and efficient way for me to teach you how to use engaging amplifying aids is to show you some of my favorite examples and resources.**

First, let me point you to **one of my favorite, completely unexpected and fabulous amplifying aid examples ever.** (It's also one of the best speeches I've ever seen.)

Click here to watch:

[http://www.ted.com/talks/jill\\_bolte\\_taylor\\_s\\_powerful\\_stroke\\_of\\_insight](http://www.ted.com/talks/jill_bolte_taylor_s_powerful_stroke_of_insight)

**The amplifying aid shows up just after the 2:00 minute mark.** If you have time, watch the whole speech. It's captivating.

Here's an example of **a short, pack-a-punch presentation done with effective slides:**

[http://www.ted.com/talks/derek\\_sivers\\_keep\\_your\\_goals\\_to\\_yourself.html](http://www.ted.com/talks/derek_sivers_keep_your_goals_to_yourself.html)

**The key takeaway here is that the amplifying aid – slides or otherwise - should engage your audience, delight them even, and then allow the attention to get quickly and solidly back into the message - and on you as *the presenter*.**

Okay – now you've got great content, including truly useful presentation enhancing amplifying aids. You've got contact lists and a proven speech structure for your content. You are ready!

## But wait!

**Before you hit those stages and rooms, you need systems in place for creating long-lasting, mutually rewarding relationships with the people in your audiences.**

You've got to make it easy for them to engage with you after your presentation. You do that with clear, specific methods for taking action.

Yes, you want to make an immediate and meaningful impact on real lives when you speak. You will create your speech with the intention of creating value in that experience, all by itself.

**But let's face it, you can do so much more if you have more time with the audience members.** If you were able to coach one-on-one with them, have them dig into your book and apply it in their own lives over time, or if they had you come in to facilitate a whole workshop – you would bring even more value!

## They should know this!

This is not about the hard sell from the stage. It's not about somehow manipulating them into buying your stuff. **This is about making it easy for them to get more help from you if it would serve them.**

Here are some ways you can make it easy for new clients, new fans and event organizers to become part of your ongoing business community and even hire you if it feels like a fit:

- **Invite them to go to your website and download your free gift.** Better yet, create a special free gift just for them and tell them where they can go to download it. Create special cards they can pick up that have the url on it. Set up an email list with an opt-in form so that when they go to your website they input their name and email to get the free gift, just like you did to get this **Speaking with Heart & Impact Guide**. Now, you can send them useful tips and continue to serve them through regular emails as well. They will also learn more about how you might help them in the future.

- **Create a fun giveaway for the event.** Maybe a pen, sticky pads or notebook with your website url and phone number on it. Make it colorful and fun – something they will enjoy using. They will think of you when they use it and be more likely to visit your website or call when they need your service.
- **Create special flyers to share that highlight the service that will most delight this audience.** Maybe you have a flyer for your custom workshops or a postcard about your coaching services. You might consider giving an event discount as well.

These are just a few ideas. **The key is to make it clear that you are here to serve and that they can engage more deeply if they'd like - always with integrity and the intention to give a complete presentation on the day of the event.** No audience wants to feel “sold to” from the stage. I know you don't want them to feel that either.

## A note to close...

You were made to do great work. People are out there, waiting for your story and your message and the uniquely-you, distinctive way you were made to help them. I want to keep telling you that over and over again because I mean it with all my heart.

I am thrilled that you are ready to spread your message further and wider by speaking to groups with heart and impact. The more people you can help, the better!

If I can be of service to you in any way, please let me know. You will find many [articles on my blog](#) to help you craft a room-moving presentation – deeper dives on some of the things we cover here. I have some cool free resources on my website. Be sure to take a look around.

My book, ***Soul Power to Your Message: The Presentation Skills Guide to Making a Real Impact with Your Life-changing Message***, [is available on Amazon.com](#) and [barnesandnoble.com](#). You can also [get it immediately on Kindle](#). That's a very low-cost way to get some very direct, step-by-step guidance on creating your speeches. I'm very proud of that book and I know you would find it immensely useful.

I also run my online speaking course, ***Speak So It Matters***, at least once per year, which you will hear about first because you are now in our email community. I work with a few one on one clients at a time – usually through Done In A Day VIP Virtual Retreat Day programs – and would love to talk with you more about that solution if it sounds interesting to you.

I'm honored we are connected and I look forward to serving you and your beautiful, life-changing message in every way I can.

My best to you always,



Michelle Barry Franco