



**IGNITE YOUR SPEAKING POWER
MODULE #1 OUTLINE
Melody Keymer Harper**

- I. Red Carpet SPEAK Formula Overview**
- a. **S** = Select the problem, Solve the problem
 - i. Clients pain points
 - ii. You have the solution
 - b. **P** = Prepare your Presentation
 - 1. Passion (from the heart)
 - 2. Positive (attitude and mindset)
 - 3. Promise (it to yourself)
 - 4. Prepare (for your audience, environment, and yourself)
 - 5. Practice (Practice, Practice)
 - 6. Persistence (and determination are the name of the game)
 - 7. Patience (don't give up before you cross the finish line)
 - 8. Present (your message with intentional focus.
 - 9. Persuade (with authenticity – TLC)
 - 10. Pay off (profitable for all)
 - c. **E** = Establish credibility using Entertainment
 - i. Website
 - ii. Demo Video
 - iii. Speaker One Sheet
 - iv. Other Marketing Tools



- d. **A** = Acquire clients & gigs, Ask for referrals
 - i. Booking process
 - ii. Decision makers
 - iii. Logistics

- e. **K** = Knowledge of next steps beyond the stage
 - i. Write a book
 - ii. Coaching
 - iii. Consulting
 - iv. Online Course
 - v. Trainings
 - vi. Membership community

BONUS

- f. **E** = Enrich others lives

- g. **R** = Reap the Rewards

II. 10 TIPS FOR RUNNING A SMALL BUSINESS

1. Treat this like a business

2. Set goals and write them down

3. Create systems

4. Work off the 80/20 rule

5. Have a long-term perspective

6. Think through your current exit strategy

7. Be persistent

8. Pay attention to your finances



9. Hire for areas where you're weak

10. Enjoy the journey

III. **5 TIPS TO GREAT PUBLIC SPEAKING (Using the Speak formula)**

1. (S)eeK a clear direction for your speech

2. (P)repare, prepare, prepare

3. (E)ntertain their hearts out

4. (A)cccept the current circumstances and move on

5. (K)eeP it real

IV. **Red Carpet Speakers Time Formula**

90 minutes

- ✓ Quote, Questions, Brief Story
- ✓ Full Signature Talk- all 3 content sections
- ✓ 8-10 minutes Personal Story

60 minutes

- ✓ Quote, Questions, Brief Story
- ✓ Full Signature Talk- all 3 content topic area
- ✓ 8-10 minutes Personal Story

45 minutes

- ✓ Quote, Questions, Brief Story
- ✓ Full Signature Talk- all 3 content topic area
- ✓ 5 minutes Personal Story



30 minutes

- ✓ Quote, Questions, Brief Story
- ✓ Full Signature Talk- all 3 content topic area
- ✓ 5 minutes Personal Story

20 minutes

- ✓ Quote, Questions, Brief Story
- ✓ Modified Signature talk- 2 content topic area
- ✓ 2 minute Personal Story

10 minutes

- ✓ Quote, Questions, Brief Story - short
- ✓ Enrolling Question

- ✓ What Do You Do- Step 1 Reason/Purpose
- ✓ 1 minute Credibility
- ✓ 1 Tip/ Content topic area
- ✓ Call To Action: Your compelling offer

3- 5 minutes

- ✓ Quote, Questions, Brief Story - short
- ✓ Enrolling Question
- ✓ "What Do You Do" System- Step 1 & 2 Reason/Purpose
- ✓ Weave in credibility in Step 2
- ✓ Call To Action: Your compelling offer

1 minute

- ✓ "What Do You Do" System
- ✓ Simple Call To Action