



**IGNITE YOUR SPEAKING POWER  
MODULE #2 OUTLINE  
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- I. RECAP: Red Carpet SPEAK Formula Overview**
  - a. **S** = Select the problem, Solve the problem
  - b. **P** = Prepare your Presentation
  - c. **E** = Establish credibility using Entertainment/Edutainment
  - d. **A** = Acquire clients & gigs, Ask for referrals
  - e. **K** = Knowledge of next steps beyond the stage
  
- II. Why Do You Want To Speak?**
  - a. Money
  - b. Build Credibility
  - c. Grow Audience (offline and/or online)
  - d. Promote or Sell your Product
  - e. Travel
  - f. Attend Conferences
  - g. Networking
  - h. Share Expertise
  - i. Fame & Notoriety
  - j. Build Authority
  - k. Make a Difference
  - l. Be on Stage
  
- III. What Should You Speak On?**
  - a. Experience
  - b. Expertise/Knowledge
  - c. Awards/Recognition
  - d. Passion
  - e. Enjoyment
  
- IV. Who do You Want To Speak To?**
  - a. Demographics/Age
  - b. Profession/Industry
  - c. Interest
  - d. Topic



## **V. Discovering Your Niche**

- a. Identify the talents and skills you're good at.
- b. What do you enjoy doing most?
- c. What do people need?
- d. What will people pay big money for?

## **VI. Discovering Client Problems**

### **a. Market Research**

- i. [www.freeconferencecalling.com](http://www.freeconferencecalling.com)
- ii. Identify Ideal client
- iii. Make list of 15-20 that fit your niche
- iv. Interview for feedback
- v. Record the call
- vi. Transcribe each call

### **b. Example Questions**

- i. What is your single biggest challenge?
- ii. What are your biggest areas that stress you out?
- iii. What are you most proud of?
- iv. What excites you?
- v. What do you wish would just go away?
- vi. What do you want more of?
- vii. What would you like to change or make better?
- viii. What do you want to learn more about?
- ix. If you wanted to find the best person to solve your problem, what words would you type into Google?
- x. What's the single biggest result you want to have?
- xi. What's the OMG, I can't believe that exists "dream solution" that you'd pay almost anything for?
- xii. What do you secretly fear may be true about your situation?
- xiii. What's the worst-case scenario?
- xiv. What will you be able to do, get or achieve if your fantasy situation comes true?
- xv. Where will you be more powerful and influential in your life if your fantasy situation comes true?



## **VII. You As The Solution**

- a. Select the problem(s)
  - i. What is it? (So they know what your talking about)
  - ii. Why it matters (Position it. Show the problem. Develop the pain)
  - iii.
  - iv. Teaching points (Go deeper. Teach them “How” you make a difference)
    1. Mention your clients
    2. Use client case studies
- b. Transition Point
  - i. Offer how to work with you
    1. Free consultation breakthrough call
    2. Coaching
    3. Webinar
    4. Workshop

## **VIII. Next Call – Module #3**

- a. Prepare your presentation

### **ASSIGNMENTS:**

- Identify:
  1. Why you want to speak?
  2. What should you speak about?
  3. Who is your ideal audience?
- List 15-20 people in your niche
  - Conduct 10+ research interviews (Within 30 days)
  - Summary of commonalities