



10-MINUTE TED STYLE TALK PREP SHEET



Table of Contents

You Everywhere Now 10-Minute Speech Prep	2
3 Parts to a Great Talk	3
Elements of Creating a Great Talk	3
Step #1: Brainstorm	3
Get Attention and Present the “Hook”	3
List Your Big Idea and “Golden Thread”	3
List 3-5 Objections People May Have to Your Idea	4
List 1-2 Main Points That Come From Your Big Idea	5
List Your Call to Action	5
List Some of the Benefits People Will Get From Your Talk	6
Step #2: Craft Your Talk	6
Introduction (1-2 mins)	6
Breakthrough Points (6-8 mins)	7
Call to Action (30 seconds - 1 minute)	7
The Ideal Pitch Formula (So, What Do You Do?)	7
Fast Tips for Giving a Great Talk	8
Judging Criteria	9

You Everywhere Now

10-Minute Speech Prep

One speech can define your brand, your career and make you famous! A #1 pop single can go viral and make an artist a star in a day, **a great speech can position you as an expert, authority, celebrity and get you on stages**, shows, connect you with rich and famous people and propel you to stardom and wealth!

This brief manual is designed to compress time and **give you the details you need to become a star in record time.**

As a member of Speak and Profit, you have an **opportunity to present a 10 minute talk on any topic or subject, post and receive feedback from the community.**

When your speech receives a score of 70 or higher by 5 or more people, it will be shared on the You Everywhere Now Facebook page so that you get exposure to our entire following!

Your powerful speech needs to share a **single breakthrough idea that can save or change a life**, is worth \$100,000 or more to the audience. Focus on teaching something that the audience can use immediately and positions you as an expert and authority in your unique field.

Done right, **this “signature talk” can be repurposed** into a book, product, seminar, interview, show, documentary or maybe a movie! That’s right - what if you could turn your life or life’s work into a movie!

Practice your talk so it is 9 minutes in length. That way, you’ll be inside the 10-minute limit.

Talks that exceed 10 minutes and 30 seconds will be disqualified and will not be

judged. Please be respectful of other speaker’s time!

PERFECTION IS YOUR ENEMY! Your goal is to get something done that’s “good enough,” brand representative, and fun. You’ll quickly learn that your speech will evolve over time.

You’ll add new insights, distinctions, stories, statistics and anecdotes every time you present it. So don’t stress this first talk. We’re all afraid the first time we present a talk. You’re going to get better and we’re going to help you with love and support!

Credit where credit is due: The original “10 Minute Talk” was created by my friend Joe Polish and the Genius Network.

To your Success & Profit,

Mike

3 Parts to a Great Talk

1. Introduction and Theme (1-2 mins)
2. Breakthrough Points (6-7 mins)
3. Call to Action (30 sec-1 min)

Elements of Creating a Great Talk

1. It's **packed with your authentic personality**, energy, enthusiasm and style
2. Create **the mindset in your audience**, *"I can hardly wait to hear what the speaker is going to say..."*
3. A clear **"Golden Thread" or theme**
4. How doable is this? Did you overcome my **objections, fears and insecurities?**
5. Does this apply to me?
 - a. "Six ways to write a book, six books you can start to write today that will generate more leads, grow your business and position you as an expert and authority"
6. **Can I make money, create clear impact doing this?** Activate the "greed glands" of your audience. Make it clear what the opportunity is and what the benefits are.
7. Is this speech or **topic valuable** to me or someone I know?
8. **Can I act on what you do / said?** Can I visualize myself doing this? Is my reaction to this speech, "I can do that."
9. **Great visuals.**
10. There's a **clear call to action** - what is the audience going to do?

Step #1: Brainstorm

Get Attention and Present the "Hook"

You need to **earn the attention of an audience**. This can be anything that

immediately grabs attention and puts everyone in a state in interest, intrigue and curiosity.

For example, Mike likes to wear his dinosaur "Disruptasaurus Costume", gold LED shoes, a stack of movie prop money or a walk on stage with a new tech gadget or camera.



List Your Big Idea and "Golden Thread"

What is this about and why should I care?

"Your time is the most valuable asset you have. The best entrepreneurs have the most control of their time. Today I am going to share with you 3 very powerful tips so you can get more done, in less time, with less waste that take less than 2 minutes to learn and implement each."

"You Everywhere Now - Today I'm going to show you how to build, engage and monetize an audience by getting you found, seen, heard, watched and read on any device, anywhere, any time and on demand."

A study by Microsoft, Published in Time Magazine reported that in the year 2000, the average attention span had dropped from 12 seconds to 8 seconds. A goldfish has a 9-second attention span! How are you

going to get your audience's attention,
interest and engage them long enough?

List Your Big Idea and "Golden Thread"

Your Big Idea:

1.

2.

3.

"Golden Thread":

List 3-5 Objections People May Have to Your Idea

E.g. "I've done that before and it didn't
work." "I am not technologically savvy"
etc...

The **typical objections** people have are:

- No time
- No money
- Limited resources
- Can't delegate
- Interrupted constantly
- Can't travel because...
- Health challenges
- Suffer from [insert excuse here]

List 3-5 Objections

1.

2.

3.

4.

5.

List 1-2 Main Points That Come From Your Big Idea

Create desire...

E.g. "Here are 2 fast tips on how to get the most done each day. First, schedule everything. Here is how I do this every day..."

List Main Points From Your Big Idea

1.

2.

List Your Call to Action

Your goal is to **whet the audience's appetite and get them hungry for more.**

If they're interested in your speech, you can get them to join you further with your call to action!

Here are two examples, tie your presentation promise and results into the free offer with a clear place to go to get your book, bonus, schedule an appointment or get inside your marketing funnel:

- "I'd like to give you a free copy of my latest book, "Take the Shot." To get your copy go to www.EdRush.com/book and

enter your information. In the book you'll learn how to get more done in less time, with less waste, finally allowing yourself the freedom to enjoy life."

- "To start getting and closing deals faster and with less work without requiring employees or expensive, complicated technology systems, visit www.GoMoneyPhone.com. There you'll get a copy of my latest bestselling book, a short training video, 1-page "cheat sheet" and every script you need to attract the attention, engage and close your audience in less than two minutes."
- My time efficiency coaches are available right now who will diagnose the 3 key areas of your life and mindset that are holding you back from increasing your income this year. It will take 13 minutes...and the assessment is free. Call (555) 555-1212 or visit www.YouEverywhereNow.com to begin."

List Your Call to Action (CTA)

List Some of the Benefits People Will Get From Your Talk

E.g. "In this talk you will discover how to get more out of your time, spend more time doing the things you love, and make more money doing what you enjoy."

List the Benefits People Will Get

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•

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Step #2: Craft Your Talk

Your talk is built using the brainstorming list above.

Introduction (1-2 mins)

- **The "hook"** - immediately grab the attention, interest and curiosity
- Tell the listener the things they will learn in your presentation. These are 2-3 short benefits.
- **Share a story** - usually your story. This story is often a "mess to success" formula where you share a story about how someone changed their health, wealth, happiness, or something else using your system, process or formula

Introduction (1-2 mins)

Breakthrough Points (6-8 mins)

- Share 1-3 objections in the form of “Mistakes People Make” or “Myths You’ve Been Led to Believe”
- Share Your Main Point(s) using examples and stories
- Take your audience on a journey with you...
- Teach with stories, examples, not bullet points
- Make your “life a laboratory”
- Share your emotional journey - wear your heart on your sleeve!

Breakthrough Points (6-8 mins)

[illegible]

Call to Action (30 seconds - 1 minute)

- List your Call to Action
- Use any of the example templates above

Your Call to Action (CTA)

[illegible]

The Ideal Pitch Formula (So, What Do You Do?)

- I Help [Ideal Customer / Avatar Market]
- Do/Get [Big Promise]
- Even If [Major objection / Challenge]
- So That You/They Can [Achieve Result / Outcome]
- What This Means is _____ .
- What This Really Means is _____ .

For example:

***"I help** small business owners, entrepreneurs, authors, experts, speakers, consultants, coaches and advisors **build, engage and monetize their audience, even if** they're tech-challenged, have limited resources, tools or money **so that they can** get found, seen, heard, watched and read*

on any device, anywhere, anytime and on demand. **What this means is** you can attract better customers, multiply your prices, become competition and recession-proof, impact more people and make more money. **What this really means is** you'll be more effective, work less and spend more time doing what you're great and and love to do with better customers. It's about impact, income and lifestyle."

Your presentation will be most effective if **you can clearly answer these questions from your ideal customer's point of view inside your presentation:**

- **Why should I care?**
- Then what?
- And then what?
- So what?
- What's **the first reason why [audience] needs this?** [Pain / Please / Outcome]
- What's the second reason why [audience] needs this?
- What's the third reason why [audience] needs this?
- What proof do you have that this works?
- What third party research supports your assertion that the audience trusts?
- **Is there an influencer / celebrity the audience trusts** who has endorsed you or the idea you are presenting?

NOTES

Step #3: Perform! Fast Tips for Giving a Great Talk

- **Be interesting.** Capture someone's attention and speak in a way that helps them.
- **Use stories and examples.** Nothing captures the heart of a listener than a good story or example.
- **Be the expert, but don't boast.** The talk is about you listener, not you.
- **Use humor.** Things like stories, funny pictures, or comic strips can be humorous...even if you aren't.
- **Speak directly to the listener.** Use the word "you" instead of "I" or even "we."
- **Focus** on solving problems.
- Give your listener **something they can do to see immediate success** with your idea or strategies.
- **Make eye contact.** Connect to the people you are speaking to, treat everyone as an individual, and deliver your address with caring empathy.
- **End on time.** A great speaker ends on time and on target.
- **No selling except for the allotted spot** for your Call To Action.
- **Don't read you talk.** You can have a set of bullet points or an outline. But don't read.
- **Don't memorize** your talk.
- **Practice** your talk.
- **Practice** your talk again.
- **Time** your practice.
- **Video yourself giving your talk when you practice.**
(Your iPhone will do the trick.) This is better than using a mirror...which can be distracting and can disrupt your flow.

Judging Criteria

SPEECH SECTION	Possible Points	Score
INTRODUCTION		
Is there a catchy title and "hook"?	5	
Did the speaker get your attention?	5	
Is there a clear "Golden Thread" or theme?	5	
MARKET		
Is there a clear, identifiable market? "This is for x who does y" "This is for you if..."?	10	
MEDIUM		
If the speaker used slides or props, were they professional, attractive and effective?	5	
MESSAGE		
Answers the question "why should I care?", "Does this apply to me?"	5	
Can I visualize myself doing this? How doable is this? Do I believe it is possible to achieve a result?	5	
Can I make money doing this?", Is it valuable to me? Can I act on what you do or said?	5	
Did the speaker effectively use statistics, endorsements or celebrity to increase authority or status?	5	
How well did the speaker use stories, transformations or anecdotes to connect with the audience?	10	
DELIVERY		
Is the speaker effective and achieve their goal?	10	
Is the speaker energetic, assured and enthusiastic?	5	
Appearance, body language and presentation style	5	
Voice - volume, variability, tonality	5	
Rapport with audience	5	
CALL TO ACTION		
Is there a clear CTA - "Call to Action" to do something?	10	
Total Points	100	