

BUILD YOUR  
BUSINESS  
WITH  
PUBLIC  
SPEAKING

In 5 steps

SPEAK UP  
★ LIKE A DIVA

# Build your Biz with Public Speaking Step 1

## STEP 1: MY BIG WHY FOR SPEAKING



### MY NOTES FROM THE TRAINING

### WHY DO YOU WANT TO SPEAK? WHAT ARE YOUR SPEAKING GOALS?

Here are a few examples:

Build my confidence

Raise awareness of a cause I support

Get more clients

Make more money

Fulfil a personal goal to share my message

**Write your answers in the box below.**

# Build your Biz with Public Speaking Step 2

## STEP 2: MY TARGET AUDIENCE

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MY NOTES FROM THE  
TRAINING

**WHO IS YOUR TARGET AUDIENCE? YOU MAY HAVE SEVERAL. WRITE THEM ALL DOWN.**

**NOW CHOOSE ONE FOR THE PURPOSES OF THIS WORKSHOP. FOCUS IS YOUR FRIEND; I PROMISE!!**

Some of the criteria you can use to narrow that audience down:

- Easy to reach/local
- I'm already part of the community/known within the industry
- They're the best fit for my product or service
- They can afford my products or services
- I understand them really well/I'm comfortable with them
- The organiser knows me

**My target audience for the challenge is:**

# Build your Biz with Public Speaking

## Step 3

### STEP 3: MY MESSAGE

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MY NOTES FROM THE  
TRAINING

WHAT'S THE OVERRIDING MESSAGE I WANT TO SHARE WITH MY AUDIENCE?

CAN IT BE BROKEN INTO 3 - 5 SPECIFIC POINTS? IF SO, WHAT ARE THEY?

# Build your Biz with Public Speaking

## Step 4

### STEP 4: MY SPEAKING OPPORTUNITIES



#### MY NOTES FROM THE TRAINING

#### SOURCES OF EVENTS:

Google  
Eventbrite  
Meetup  
Organisations you belong to  
Find people like you and see where they speak  
Create your own

#### AT WHAT KIND OF EVENTS WOULD I BE MOST LIKELY TO FIND MY TARGET AUDIENCE?

# Build your Biz with Public Speaking

## Step 4

**FIND 3 SUCH EVENTS - PREFERABLY RECURRING OR IN THE FUTURE, BUT THAT'S NOT 100% NECESSARY.**

**WRITE DOWN THE NAME OF THE EVENT AND ANY CONTACT DETAILS OF THE ORGANISER**

# Build your Biz with Public Speaking Step 5

## STEP 5: TIME TO REACH OUT



### MY NOTES FROM THE TRAINING

**TO GET STARTED, IT'S EASIER IF THE ORGANISER IS KNOWN TO YOU BUT IF NOT, DON'T FRET.**

Keep the email short and simple.

Make it focused on THEM and THEIR event.

Verify that they are the correct person to speak to.

End with a question that's quick and easy for them to answer.

Save your life story for later...for now, pique their interest and be respectful of their time.

**CHOOSE ONE OF YOUR EVENTS AND CRAFT YOUR EMAIL BELOW. USE IT AS A TEMPLATE FOR THE OTHER EMAILS.**



# Build your Biz with Public Speaking Final Thoughts

**WHAT WAS THE MAIN THING I GAINED FROM ATTENDING THIS WORKSHOP?**

**WHAT'S THE NEXT STEP FOR ME?**

**DON'T LOSE MOMENTUM. KEEP REFINING YOUR MESSAGE AND APPLYING FOR OPPORTUNITIES. GETTING SPEAKING GIGS REALLY IS A NUMBERS GAME.**

**WANT SOME SUPPORT TO HELP YOU GET OVER SPEAKING NERVES, DELIVER YOUR TALK LIKE A ROCKSTAR AND FIND MORE SPEAKING OPPORTUNITIES?**

**FIND OUT ABOUT THE GET CLIENTS WITH SPEAKING IN 60 DAYS GROUP PROGRAM.**

**[HTTPS://SHOLAKAYE.COM/60DAYS](https://sholakaye.com/60days)**

# Build your Biz with Public Speaking Final Thoughts

**WANT ALL THAT INCLUDING PERSONALISED 121 COACHING AND SUPPORT  
TO SET UP AUTOMATED SYSTEMS TO FIND FREE AND PAID SPEAKING  
OPPORTUNITIES ANYWHERE IN THE WORLD?**

**FIND OUT ABOUT MY SIGNATURE COACHING PROGRAM.**

**[HTTPS://SHOLAKAYE.COM/SIGNATURE-PROGRAM](https://sholakaye.com/signature-program)**



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