

HOW TO CHOOSE A MAGNETIC TOPIC AND CREATE A SEXY SPEECH TITLE



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How to Choose a Magnetic Topic and Create a Sexy Speech Title Report

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Whew.

Magnetic Topic Selection

Choosing a topic to speak or write about when you are an expert in a particular field is daunting. After all, there is SO MUCH you could discuss the people you are best suited to serve need to know. In fact, it's one of the most frequent discussions I have with my private clients. They want to know how in the world they are going to take what they see as their deep knowledge of diverse interests in their area of expertise and effectively communicate their messages in a non-confusing way. And they worry they might have to let go of a part of themselves they see as important but potentially unrelated to the audience.

***Here's the secret:
You're probably not as "all over the
board" as you may think.***

Here's the secret: you're probably not as "all over the board" as you may think. While it's true some of your interests may not go together as part of your business offerings, you just might be pleasantly surprised at how wide a net you can spread within your area of expertise.

Enter: The Magazine Test

Here's the way I explain it to my clients: If there could possibly be a print magazine that that would publish articles about every aspect of what you do and your interests, then you're not THAT all over the place. It means what you do speaks volumes to a particular audience. And that's GREAT news for you!

Let's take a solid example. One of my clients is a health and nutrition specialist and vegetarian cookbook author. She's also into Ayurveda, yoga & Reiki. But she's not just dabbling in each of them – she holds certifications in each one. This client KNOWS her

stuff. And she was concerned about how she might be able to include each one without seeming disjointed.

So now let's apply the Magazine Test... is there potentially a magazine with a readership that prints stories about:

- Vegetarian eating
- Ayurveda (a way of looking at your overall health & diet)
- Reiki (an energetic healing process)
- Yoga (exercise)

Absolutely! There are likely several like Vegetarian Times, Veg News, and Yoga Journal that are ALL ABOUT these exact topics on a regular basis. It would make sense that an audience who is interested in one of those areas would likely be interested in the others. At least they would be interested enough to discover more if you can draw the line to how it's relevant to the original topic they sought you out to begin with. Maybe a vegetarian doesn't do yoga, but could be interested in learning better breathing techniques for greater relaxation, for example.

Let's do the same Magazine Test exercise for you:

Step 1: Take a "bird's eye view" of your interests and areas of expertise: While you can't be an expert in everything – you can be an expert in a range of subjects related to your field. What are those subjects?

Step 2: Consider your audience. Those who are most interested in what you can do for them are likely to have an interest in similar areas. If you can provide that information, you're now filling a desire. When you know your audience and you can provide what they want, you'll boost your income.

Step 3: Connect the dots. It's your job as the expert to communicate effectively on how one area of your expertise relates to another, and further how they work together to help your clients achieve optimal results.

Don't be afraid to ask for help when you're trying to decide if your various messages make sense for your audience. For those of us with extroverted personalities, we need to talk these ideas out. That's the role of a good coach, mentor, or consultant. With experience in dialog with those you serve, you will come to understand exactly what those in your market want in a variety of areas. When you do, you'll get the opportunity to serve them with your varied skills and create a win-win situation.

A successful Signature Speech™ topic will be ALL of the following:

- Specific to what you do in your business.
- Something you know TONS about.
- Something you are passionate about.
- Something that you can recommend multiple resources for on a moment's notice or off the top of your head.
- Something that will resonate with your audience.
- Something that you have experience with and can share stories about (audiences LOVE great stories!).

Choosing Your "Sexy" Title

What You Call Your Signature Speech™ Makes a HUGE Difference!

You've probably heard the old adage, "You can't judge a book by its cover." Well guess what? People do exactly that all the time. And if your "cover," or in this case, your Signature Speech™ title, isn't what I call "sexy," your ideal audience

may never have the opportunity to truly experience you in your brilliance so you can help them move to their brilliance. And that's a shame because you know you have so much to offer.

Before I move on, just to clarify— by “sexy” title I do not literally mean having to do with sex, or anything whatsoever (unless that is actually the topic of your speech!). A “sexy” title is one that will draw the attention of your ideal audience so you easily will get booked and experience a full house at your events because your title is irresistible to the people you most want in the room or at the virtual event.

The key to a sexy title is coming up with a compelling name that will communicate the value of your information while at the same time being short enough to remember.

***The reaction you generally are looking for is,
“Wow! I really want that!”***

One past client is a mortgage broker – and in conversation even he confessed “mortgage broker” is one of the least sexy jobs out there (as if I didn't already know!). People aren't typically excited or compelled by mortgages. But what they do want is a home to live in and a way to finance it that meets their budget. So we worked on developing a sexy title for his presentation.

When he came to me, his title was “Home Buying Seminar.” Yawn. After discussing the content of his Signature Speech™ we brainstormed and he came up with “Today's Empowered Home Buyer.” Let's deconstruct why this title is

“sexy” and how you can make your own titles – whether it’s for a speech, ebook, webinar, or other product – sexy too.

- **Today’s:** Many industries are in a period of change and readjustment due to the economic conditions around the world. If things have changed in your industry, using a word like “today’s” or “now” says that you are current and up-to-date with what’s working, well, today – as opposed to a few years ago.
- **Empowered:** Using a positive word like “empowered” gives the reader the sense that they will leave with something that is going to make them experience that particular positive feeling. When you provide useful information to people, they can have a number of positive reactions. Use a powerful emotion-based word in your title for maximum impact.
- **Home Buyer:** This part of the title describes exactly who the target market is. It’s clear the information provided isn’t for other mortgage professionals, real estate agents, or commercial real estate developers, for example. It’s for people who want to purchase a home. When people can see themselves in your marketing materials, they more easily will take the step to do business with you.

Now it’s your turn:

What’s your hook you want to lead with? Who is your audience? And what is important to them on an emotional level?

25 Titles Exercise

To help you get creative when choosing a title, try this exercise. Open a new document and begin writing possible titles for your speech (or book or whatever).

Chances are you'll easily be able to whip off the first half dozen or so, but then, if you're like most people, the flow will slow and you'll have to start digging deeper to come up with the next title, and the next. Play with emotion words that have similar meanings, change out titles and subtitles, and try adding a promise to the title.

Title Don'ts	Title Do's
DON'T try to be so creative that your title doesn't make sense without having to explain it.	DO make your topic and general content speech easily identifiable by your title.
DON'T use the same title you've seen before that someone else used.	DO make your title unique to you and your business.
DON'T choose words, language or jargon because YOU like them.	DO use language that is specific to those in your niche or audience.
DON'T try to do it alone or ask family members or friends who are not in your market for help (including those on social media).	DO seek help from a coach, consultant or mentor, and ask some of your best clients what title might appeal most to them.
DON'T assume all your speeches will be booked by referral or your networking.	DO consider using keywords that meeting planners and audience members who have never met you will be using to find someone with your expertise online.

About the Author:



Felicia J. Slattery, M.A., M.Ad.Ed., is on a mission to motivate, inspire and train smart business owners and entrepreneurs to create meaningful connections through effective communication and public speaking. An internationally-acclaimed, award-winning speaker, #1 best-selling author, and the creator of the trademarked Signature Speech™ system, Felicia presents to audiences large and small on topics related to communication, speaking, and being a successful entrepreneur in spite of everything life can throw at you. As a cancer survivor, Felicia's enthusiastic passion for communication is contagious because she knows that one important message delivered with power can transform a life. She works with experts and entrepreneurs, as well as CEOs and celebrities to help them more effectively communicate their messages on and off stages while building and maintaining strong relationships locally, nationally, and globally, both in person and virtually using the Internet. You can find out more about Felicia at FeliciaSlattery.com.

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Speaker One-Sheet Templates: Once you've created your Signature Speech™, you want to get booked! This easy-to-use tool makes it cut-and-paste easy to look professional and market your speech to any meeting planner. See more at <http://SpeakerOneSheetTemplates.com>

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