



PUBLIC **SPEAKING** **SUCCESS** TOOL KIT



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Script for Booking Speaking Engagements

Script for speaking to chambers, associations, and organizations:

Hi, I am _____. My company is _____ what we do is _____
(Your name) (Your Company name)

(Your core message/elevator speech)

The reason why I am calling is to see if you invite guest speakers to come and speak to your group. Do you? (Silence).

(If yes) Great!

My most popular topics include (List 3 different speech titles):

- 1) _____
- 2) _____
- 3) _____

Which topic do you think would most interest your group?



Script for speaking to companies/corporations:

Hi, I am _____ . My company is _____ what we do is
(Your name) (Your company name)

(Your core message/elevator speech)

The reason why I am calling is because I am going to be in your area next week and I want to offer you a 30-minute complimentary presentation.

My most popular topics include (List 3 different speech titles):

- 1) _____
- 2) _____
- 3) _____

How do you feel about me coming out and speaking to your team?
(Silence)

Script for leaving a voice mail message:

Hi _____ . This is _____ from _____
(Name of person you are calling) (Your name) (Your company name)

I have a quick question for you. Please call me back today at _____, _____, Bye.
(give your phone number, twice).



Workshop Appointment Setting Script (You can give to your assistant to call for you)

Hi _____ . This is _____ from _____ .
(Repeat name if given) (Your name) (Your company name)

Maybe you can help me. (People love to help).

Who would I speak with in regards to being a guest speaker at your office?
(Let them respond.)

May I speak with _____ (say name of person in charge of the meeting).

(Person answers.)

Hi, is _____ (say name of person in charge of the meeting) in? (Let them respond.)

Hi, this is _____ .
(Your full name)

I represent _____ (name of person you are calling for). She/he has asked me to give you a quick call today and offer you and your team a 30-60 minute customized training at your office on the topic of your choice.

The workshop is free.

The benefit to you is:

1. Your team will receive a motivational, professional training from the _____ . She/he normally charges \$5,000 for a keynote speech. For a limited time, she/he is offering companies a free customized training on the topic of your choice for no charge. She is doing this to build up clientele in the area.
2. Everyone in the meeting will get at least one great idea they can immediately implement.



Workshop Appointment Setting Script **(You can give to your assistant to call for you)**

She/he is only able to do a limited number of these workshops. I do have calendar openings now. What day do you normally have your meetings?
(Let them respond).

How many people attend your meetings? (Let them respond).

If they say they have 5 or more people, say:

How do you feel about scheduling a workshop? (Let them respond).

If they agree to the workshop, say:

Great, what is the address where the meeting will be held?

What time does the meeting start?

I am going to send you out an email confirmation. What is your best email address?

Do you have other offices in the area?

If she/he were to be a guest speaker at all of your locations, who would the person be to give us the green light to do so?



Speaking Engagement Data Sheet

Your Speaking Date: _____

Organization: _____ Date of contact: _____

Contact name: _____ Phone: _____

Email address: _____ Cell Phone: _____

Meeting time: _____ to _____

Speaking time: _____ Length of talk: _____

(Circle one) Meeting: Breakfast, Lunch, or Dinner? - Speak before or after?

Address of speaking engagement:

* * *

Number of Attendees: _____ Men – Women - both

Profession of Attendees: _____ Approx. age _____

Title of Talk: _____

Sent speaker introduction?: Yes, or No

Number of Handouts needed: _____

Free raffle gift(s): _____

(Circle one) Is this a Free or Paid Talk? If paid, how much \$ _____



Arvee Robinson

The Master Speaker Trainer, International Speaker
and Author

How to Use Public Speaking as a Marketing Strategy and Grow Your Business FAST!

Are you missing out on a TON of business because you are not speaking in front of groups?

Many business owners and service professionals struggle with speaking in front of groups. They struggle because they don't know what to say or how to say it. They are afraid of looking foolish. Consequently, they give up before they even try.

Don't let this happen to you. Instead, learn how to grow your business by giving persuasive presentations that attract clients to you!

In this presentation, you will learn how to:

- Grow your business every time you speak.
- Build your database and market to it forever.
- Get more speaking engagements than you can handle.
- Generate unlimited qualified leads.
- Look like a seasoned pro even if you don't feel like one.

"Arvee Robinson is one of the top speaker trainers in the world. I highly recommend her programs to anyone who wants to become a great front of the room speaker."

- Eric Lofholm, Sales Trainer, Eric Lofholm International



Arvee Robinson is the Master Speaker Trainer, international speaker, and author. She teaches business owners, service professionals, and entrepreneurs how to use public speaking as a marketing strategy so they can attract more clients, generate unlimited leads, grow their businesses, and get their message out to the world. Arvee has delivered over 3,500 speeches, 500 seminars and countless teleseminars. As a high-energy motivational speaker, Arvee has shared the stage with speaking giants such as Mark Victor Hansen, Loral Langemeier, Chris Howard, and many more. Arvee offers private coaching, workshops, weekly teleclasses, and year-long mastermind programs. Her persuasive speaker training programs transform ordinary business owners into superstars in their industry and make money for the rest of their lives.



Speaker One-sheet Template:

(Your Name and Title)

Title of Your Speech

State the potential problem as a question. (Is this happening to them?)

State the pain and suffering caused by the problem and show understanding.

Solve the problem.

In this presentation, you will learn how to: (Outline or Bullet points):

Testimonial

Picture	Bio
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Add your contact information in the footer of the page



Speaker Introduction Template

I would like to introduce our guest speaker, **Arvee Robinson**. Arvee is a persuasive speaking coach, author and speaker. She teaches business owners and entrepreneurs how to generate unlimited leads, and have more business than they ever dreamed possible by delivering persuasive presentations.

Arvee is here today to share with us some great ideas on how you can **use speaking to market your business and attract new clients!**

Please join me in giving a warm welcome to **Arvee Robinson!**

I would like to introduce our guest speaker _____.
(Full name)

_____ is a _____
(First name) (Title and/or credentials)

(She/he) _____

(Core message/elevator speech)

_____ is here today to share with us _____
(First name) (Speech title/benefits)

Please join me in giving a warm welcome to _____!
(Full name)

Note: Bring your introduction with you to your speaking engagement even if you previously emailed it to the organizer. When you arrive at your speaking location, find the person who is going to introduce you and have them read your introduction in front to you at least once. This way you know they read through it, and if they have any questions you are there to answer them. Also, if necessary you can help them with the pronunciation of your name. This will set you up for speaking success!



Speaker Introduction Example

I would like to introduce our guest speaker, **Arvee Robinson**.

Arvee is The Master Speaker Trainer, international speaker and author. She teaches Business Owners, and Entrepreneurs how to attract more clients, generate unlimited leads, and grow their businesses fast by delivering persuasive presentations. As a high-energy motivational speaker, Arvee has shared the stage with speaking giants such as Mark Victor Hansen, Tommy Hopkins, Loral Langemeier, and many, many more.

Arvee is here today to share with us some great ideas on **How to Use Public Speaking as a Marketing Strategy to Attract High-paying Clients**.

Please join me in giving a warm welcome to Arvee Robinson!



Sample Speaker's Handout:

How Speaking Can Triple Your Business and Double Your Time Off!

Benefits of speaking:

1. Positions you as an _____
2. People get to _____, we buy from people we _____
3. People get to experience _____
4. It is an inexpensive _____
5. Easy way to build your _____ and market to them later

How do you get started?

1. Set a goal for _____ per month you want to give
2. Decide _____
3. Develop your _____

Where do you speak?

1. Local _____
2. _____ groups
3. Networking _____

Develop your talk:

1. Create a _____
2. Develop _____
3. Perfect the _____, give it _____



Arvee Robinson is the master speaker trainer, international speaker, and author. She teaches business owners, service professionals, and entrepreneurs how to use public speaking as a marketing strategy so they can attract more clients, generate unlimited leads, grow their businesses, and get their message out to the world. Arvee has delivered over 2500 speeches, 500 seminars and countless teleseminars. As a high-energy motivational speaker, Arvee has shared the stage with speaking giants such as Mark Victor Hansen, Loral Langemeier, Chris Howard, Jill Lublin and many more. Arvee offers private coaching, workshops, home study courses and weekly teleclasses. Her persuasive speaker training programs transform ordinary business owners into superstars in their industry.



Collecting Business Card Script

How many of you like free stuff, by a show of hands?

Great!

I would like to give away this (*book, CD's, DVD's, Starbucks card*), it contains _____ and sells for \$_____ (*\$ value*).

Everyone please take out a business card (*hold up a business card to show your audience*).

What I would like to do is add you to my database where you will receive a (*weekly/monthly*) _____ (*newsletter, video tip, quick tip*) on _____.

If you would like to be in the raffle but not on my list, simply fold the card in half. When I get to my office I will make sure you don't go in my database, sound good?

May I have a volunteer from the audience to help me collect the cards? (*Wait for someone to volunteer or pick someone*).

Great! What is your name? (*Ask the name of volunteer, shake hands and give them a collection bag, basket, or bowl*).

(*To the Audience*): (*If sitting at round tables*) Please pass your card to the person at your table with the longest hair or (*if it is a classroom setting*): pass the cards to the center isle and (*volunteer name*) will pick them up.

(*Volunteer*) will you please pick a winner! (*Never select card yourself*).

(*Volunteer picks and reads the name aloud*).

Great! Let's give him/her and hand (*applause*)

(*Give the volunteer the gift and you take the bag of cards and applause*)



Closing Script for Free Coaching

What I would like to do is spend a few minutes and share with you how it works.

I gave all of you a half sheet of paper. It looks like this (hold up the half sheet).
Take a moment and find your half sheet.

Olympic athletes all have one thing in common. Do you know what it is?

That's right, a coach.

How many of you would agree by a show of hands that you would be more likely to follow through on your goals and commitments if you were working with a coach?
(Lead them by raising your hand).

That is exactly why I offer my coaching program. To help people like you achieve your best. The free coaching session will last for 30 minutes.

At the end of the call I will share with you how my ongoing coaching program works.

There is no cost or any obligation to purchase coaching.

Take a moment right now and where it asks for your name, jot down your name.

See where it asks for your phone number, jot down the best number to reach you.

And where it asks for your email, jot down your email address.

Has everyone completed their form that would like a free coaching session?

Great. Take a moment and pass your coaching forms to the center isle.

Those of you who filled out a form will receive a call from my office in the next day or two to set up your coaching call.



Free Coaching Form Sample:

“No-obligation Coaching Registration Form”

Yes, I am interested in a FREE 30-minute coaching session. . . . I want to attract more clients today by learning the secrets of persuasive speaking. Also, I want to learn how to command my audience’s attention, gain confidence, deliver overwhelming value, and end with an ir resistible call to action.

CONTACT INFORMATION

First Name Last Name

Billing Address

City State Country Zip Code

Phone Phone (Alternate)

E-mail Address (PLEASE PRINT) Website Address

Best time to reach you:

Arvee Robinson, The Master Speaker Trainer, (909) 949-8527 www.arveerobinson.com