

Your Guide to the Perfect Script

The Problem Instant Attention

Grab your audience right from the start by addressing relatable issues. Highlight the problems and obstacles that seem to be in the way. Let them know you faced the same issues, but you're here to show them how to achieve success.

HINT

Have confidence in your expertise

2

Solution How to overcome

Explain the route to solving the problem. Specifically, how you or your company, can help them achieve this.

4

The Roadmap What now?

The journey begins, but how? Highlight ease and acceptance.

HINT

Aim for a script lasting 2 minutes

6

1

HINT

Don't be afraid to be vulnerable

Introduction Authentically You

Introduce yourself, your experience and what qualifies you as an expert in this area. Your audience needs to feel you are just like them, so be authentic.

3

Why / Achievement The desired outcome

What will success look like? What will it feel like? Why are you the leading person to oversee this transformation?

5

HINT

Just give a notion of the process

Results The achievement

Reinforce the achievement to be gained. The long lasting effects and career defining changes that can be realised.

