

# Visionary Ignition Switch

 *Fire Up Your Message, Money and Meaning In The World*


*with Amy Ahlers and Lissa Rankin, MD*



## ***Module 5 Rock The Mic:***

**Tips For Clarifying What You Want  
To Say, Overcoming Stage Fright,  
Attracting Paid Speaking Gigs,  
Selling From The Stage,  
& Hosting LIVE events**

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**BREATHE.**

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## The Elephant in the Room: Stage Fright

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**It's been said:**

**The #1 fear most people have is the  
fear of public speaking.**

**#2 is the fear of death.**

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## Lissa's story.

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## Tips for dealing with stage fright and TV anxiety:

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## Over-Prepare

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**Join Toastmasters to get more  
experience speaking in public.**



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Practice delivering your TV  
talking points to a video camera.

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Practice your speech or talking points in a peaceful place as a form of biofeedback.

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**Visualize yourself relaxed &  
delivering an AWESOME  
performance**

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Use Emotional Freedom Technique  
(EFT)

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The day of:

Meditate, exercise if you can, eat light & healthy, try to rehearse in the space with the equipment, pray “Make me a vessel”, BREATHE.

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**Run the worst case  
and best case scenarios...**

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Get underneath it to the core fear:  
Rejection? Not enoughness?  
Then work with that.

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**Tune into your Inner Wisdom.**



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**Feel the fear and do it anyway.**

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**Have FUN.**

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## Wisdom Spotlight:

Don't let stage fright get in the way  
of realizing your vision.

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The Super Useful Exercises You Can  
Use to Distill Down Your Message  
and Ramp Up Your Paid Speaking:

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## What's your last lecture?

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Ask someone skillful to interview you about your vision and record it.

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**Find your radical edge.**

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**What will you speak about?**



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**Be vulnerable and  
share your story.**

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## Wisdom Spotlight:

Get clear on your unique message.  
Touch First, Then Teach.

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## How to Get Started Speaking on Stage

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Get clear on the kind of speaking  
you dream of doing.

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**OWN that you're a public speaker,  
even if you haven't done it yet.**

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**Get your message out there.**

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**Say yes to everyone  
who asks you to speak.**

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**Tell everyone you know that you  
want to speak on stage.**



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**Get clear on your speaking goals.**

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**Pitch yourself.**

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**Ask for what you want.**

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**Reach out locally.**

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**Contact universities.**

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**Network with other speakers.**

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**Book a TEDx talk:**

**Attend a TEDx event and find out who books the speakers and introduce yourself. Ask how they select their speakers.**

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Speak via YouTube videos &  
Livestream



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## Wisdom Spotlight:

To get speaking gigs, go out and  
start speaking!

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## Hosting Your Own Workshops & Live Events

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## Upsides of hosting your own event:

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**Creative control.**

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## Bringing your tribe together live!

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**Freedom for back-of-room sales  
and upsells.**

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**Greater profit potential.**

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**Downsides of hosting  
your own event:**



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Getting bodies in chairs  
(marketing).

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**Managing the  
event-planning logistics.**

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**Financial risk.**

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Letting someone else manage  
the details has its advantages.

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**Doing it yourself gets your message  
out there NOW!**

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## Wisdom Spotlight:

Figure out if you like hosting your own events or letting someone else manage them.

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**How to Generate Revenue from  
Your Speaking Gigs,  
Even if They're Not Paying You**

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If you're not upselling to a back-of-the-room product at your speaking gigs, you're missing out on big money!



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**Know your objectives.**

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Offer a free gift in exchange for  
email addresses.

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What you **MUST** take off your table  
in the back of the room  
if you want to create income from  
your speaking gigs....**YOUR BOOK!**

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**When it's appropriate to upsell and  
when it's not.**

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## Tips for selling from the stage:

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Let your audience know from the beginning that you'll be making an offer.

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Seed your products/service/upsell  
throughout your talk.

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**Be Prescriptive and tell them who  
your product/service  
IS and ISN'T right for.  
(Be honest & specific!)**



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Offer something that is truly  
irresistible that  
is only available that day.

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**Be passionate and tell stories  
of your clients**

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**Reverse engineer it.**

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**Don't let them off the hook.**

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A phrase that works wonders:  
“I invite you to join me for xyz  
course/coaching/product but if you  
don’t make a decision to move  
forward with me, please make a  
decision now about what you will  
do....I want you to get xyz help!”

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**Study with the best!**

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## Wisdom Spotlight:

Sell from the stage with  
authenticity, grace and heart and  
all will be well served!

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## INSPIRED ACTION 1:

If you have stage fright, take action to begin to overcome it. Find a local Toastmasters and sign up!



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**INSPIRED ACTION 2:**  
Listen to Nick Ortner's EFT bonus  
expert interview and tap your way  
to success!

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**INSPIRED ACTION 3:**  
**Pitch yourself for a free or paid  
speaking gig you're coveting.**

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## INSPIRED ACTION 4:

Make a speaking rate card and start discussing payment when someone asks you to speak.

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## INSPIRED ACTION 5:

Figure out what you might sell to the back of the room... put together an irresistible offer.

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**INSPIRED ACTION 6:  
Listen to Arielle Ford and Lisa  
Nichols bonus expert interviews.**

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Inspired Action Meditation: What  
have you received today that feels  
inspired?

What gives you a full body yes &  
what feels delicious?