

How To Turn Interested Into Income After Every Speech



Magnetic Script to Generate More Leads



YOU MIGHT BE ASKING . .

WHY DO I NEED A SCRIPT?

The short answer is you don't, not really. However, in all the excitement of speaking in front of a group of your ideal target market and seeing them cheer you on, you might forget what to say to turn your audience from participants to prospects.

Believe me, I've made that mistake and it has cost me thousands of dollars of future business. Trust me. You want to use a well-oiled script!

With the right script, you will have the potential of generating three to five hot leads out of a small audience of 25 people every time you speak. How cool is that?! That's cool, right?

This guide will help you to create your own magnetic lead generating speaking machine.

Sound good? Let's get started.



FIRST THINGS FIRST . .

WHO AM I?

Hi, I'm Arvee Robinson. Great to meet you!
I'm so excited you're here.

Known as The Master Speaker Trainer, I teach business owners and entrepreneurs how to use public speaking as a marketing strategy so they can attract more clients, generate unlimited leads, get their message out to the world and make a difference.

I've given over 3,500 speeches around the world and have shared the stage with some pretty famous people.

I'm right on the stage with you, building my business by speaking. Having proven scripts and systems has helped me to turn every speaking opportunity into cash.

Now, let's create your magnetic script!

SCRIPT DELIVERY

SMALL ACTIONS MAKE BIG IMPACTS

DO THIS

Be where you said you are going to be after your speech

Greet your prospects with a warm smile and a firm handshake

Open and inviting body style

Ask if they have a question but don't answer it there

Ask for a business card and schedule an appointment with them later to answer their questions

Bend the corner of their business card to indicate it is a hot lead that you need to follow up with (without them seeing you do this)

Follow up within 24 hours of receiving the lead with a phone call

Schedule a one-on-one appointment with them to find out what they need

Be early to the appointment

Ask a lot of open-ending and probing questions

Close the sale

NOT THIS

Be somewhere other than where you said you would be after your talk

Ignore someone who approaches you or be too preoccupied you don't notice them

Close yourself off to anyone else or use a squared off body style with the person in front of you

Get into a lengthy reply to a question

Sell standing up (talking fees)

Give them your business card instead of asking for theirs

Group all your collected business cards together and forgetting which one wants the follow up call

Bending or demolishing their business card in front of them without an explanation

Not following up within 24 hours of meeting the prospect

Being late for the appointment

Talking too much!

No close

MAGNETIC SCRIPT

KEEP IT SIMPLE AND SINCERE



At the end of your talk, close your speech by saying:

“I know you have a lot of questions, and I want to answer them. I will be standing right here after the meeting, please feel free to come and talk to me.”

Why it works: This is a powerful invitation and you are giving your audience permission to approach you after the meeting. The individuals who take you up on your offer are people who are interested and are your *hot leads*.



When they approach you and ask you their question, reply:

“That is a great question! However, I am afraid we might get interrupted. May I have your business card and I will call you tomorrow and we will set up a time to talk. Would that be alright with you?”

Why it works: You do not want to sell or discuss prices at this time, save it for your follow up session.



ArveeTip! Take their business card and while you are still talking to them, hold it in the palm of your hand and without them seeing it, bend the corner of the card. This will remind you that it is a *hot lead* and you need to follow up with a phone call right away.



Call your *hot lead* within 24 hours of meeting them. If you don't, the hot lead will become stone cold. The purpose of the first call is to set up an appointment to talk to them later. During this initial call schedule a 30-minute strategy session, coffee meeting, or a virtual over-the-computer meeting.

“Hi hot lead's name! This is your name. We met at event. We didn't have time to talk without interruption after the event to answer your questions. I'm calling today to set up time for us to chat so I can answer whatever questions you may have.” Tell them how you want to meet and 2-3 dates/times you have available. Once the appointment is set, end the call in the manner you feel most comfortable.

Why it works: This meeting is designed to help you learn more about your prospect and whether or not you can help them. If it is the right fit – close them for business.



ArveeTip! Using technology such a Zoom allows you to have face-to-face meetings over your computer without leaving your office. This could increase your closing success rate.

HAPPY ATTRACTING

**PEOPLE NEED YOUR PRODUCTS AND SERVICES,
THEY JUST DON'T KNOW IT YET!**

I hope you found this guide helpful and you're ready to step on stage and try it out. Using a powerful, magnetic script like this will radically transform your business - I know it did for me. You will be able to generate unlimited leads every time you speak. It's like turning on the faucet and getting a flood of clients any time you desire. It is that easy. Need more clients? Step on stage, deliver great content, use this script and *poof* . . . clients!

If you're ready to take your speaking to the next level, shoot me an email at arvee@arveerobinson.com and let's chat.

Passionately Speaking,



Arvee Robinson
The Master Speaker Trainer,
International Speaker, and
Author of Speak Up, Get Clients

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