

Talk Title & Taglines

Let's discuss your Talk Title and Tagline. And this is all before you've written a single word of a speech. Because I like to reverse engineer this whole process. Most speaker training starts with writing your talk or your speech.

But I'm not going to do that. My process is business training through speaking, where we use speaking as the speed and simplicity model for growing your income to six and seven figures. And I start with value propositions, captivating angles, collecting stories, and booking speaking gigs. Because a speech is worthless if you have nobody and nowhere to give a speech.

So it's important to have your talk title and tagline first, rather than the actual speech. Another reason to have it is because when you go to book gigs, or get invited to gigs, you will be asked to give your talk title. And even when you're planning your own masterclasses, webinars, or events, you will need your talk title ready as well.

Don't get stuck on this part though. Your talk title and tagline can change, and WILL change, based on your audience. Your speech may not change, but you can change up the title and tagline at any point.

Creating a Title and Tagline for Your Talk

1. Address Your Specific Audience (Being vague or general = boring university)
2. Highlight the Specific Benefit or Outcome They Desire
3. Highlight the Specific Pain They Most Want to Avoid
4. Create Curiosity
5. Add Urgency

So once you've found a captivating angle, you can plug and play it into great talk titles and taglines, as long as you're addressing the steps above.

And to help with that, here are the

The 20 Most Influential Words according to David Ogilvy.

(And I'd highly recommend that you Google him if you've never heard of him before.)

- Suddenly
- Now
- Announcing
- Introducing
- Improvement
- Amazing
- Sensational
- Remarkable
- Revolutionary
- Startling
- Miracle
- Magic
- Offer
- Quick
- Easy
- Wanted
- Challenge
- Compare
- Bargain
- Hurry

Tagline examples:

The World was engrossed/ obsessed by [Person's] [Action] in/at [Place]

(i.e. 'The world was engrossed by Dr. Christine Blasey Ford's testimony in the Brett Kavanaugh hearings.')

How I Made a [Gain] With a [Simple/Crazy/Wild Idea]

(i.e. 'How I Got My Newborn to Sleep With a Cherry Red Gibson Guitar')

Are You Still [Painful/Embarrassing Things]?

(i.e. 'Are You Still Biting Your Nails?')

There Are Only/Always [Number] Types of [Avatar] You Ever Want To [Result] – Which Group Are You In?

(i.e. 'There Are Only 4 Types of Employees You Ever Want To Hire – Which Group Are Your Employees In?')

To People Who Want To [Avatar's Action] – but Can't Get Started

(i.e. 'To Young Mothers Who Want To Have Their Own Business While Raising Their Kids – But Can't Get Started')

So today, take what you've learned and work on your talk title and tagline. And remember, you don't have to invent anything new here. Nothing has to be complicated. Use one of the tagline examples above and include some of the influential words and design what works for you and the problem you solve.