

Sue Bryce's
SPEAK
workbook

TIME TO SPEAK UP AND
put yourself out there!

THERE ARE **MANY** WAYS TO BE A
speaker
HERE ARE 9:

stars
charisma

networking

Connections &
Relationship building

marketing

Reels
Vlog
Audience Building

hosting

Podcast
Show
Events

masters
mastery

**workshop/
masterclass**

In-Person + Online

craft

Instructor
Presenter

mentor/coach

Systems
Support
Accountability

creators
content curators

keynote

Speaker 90 Minutes

education

Platform
Community
Support

broadcast

Channel
Weekly Content
Monthly Content

do I have to be
the expert?

on being *the expert*

DO YOU HAVE TO BE **THE EXPERT**?

no.

DO YOU HAVE TO BE **AN EXPERT**?

yes.

I mastered my craft of photography and then I taught that.

I mastered posing, direction and holding space for people, then I taught that.

I mastered my business and then I taught that.

I mastered my mindset and then I taught that.

I mastered my money and then I taught that.

I mastered public speaking and now I teach that.

What have you mastered?

Speak to that - that is what you are being called to.

map your
timeline
OF GROWTH, MASTERY, PRODUCT AND INCOME

understanding your *timeline*

Facts only. In linear order.

Write out every year that you've been in business/life/experiencing this narrative. Define and understand your value as a speaker on this subject!

Acknowledge the timeline in which you grew and developed - connect all the stories, the lessons, the knee scrapes, the smackdowns, the challenges, the achievements, the wins big and small.

- **TIME** - how long did it take you to master that? How long did it take you to create that, build that, grow that? How long did it take you to earn that income?
- **HOW** - how did you develop this content / skill / style / product / service / business / income / systems?
- **WHY** - why did you develop those things?
- What is your depth of knowledge and experience around this subject?
- What are the systems + steps you created?
- How does it work or help? What problem does it solve?
- What evidence, success story, or social proof can you share?
- What success have your clients/audience had with it?

The timeline of HOW you achieved anything, with the steps to walk forward, the evidence of how you grew...THAT'S YOUR STORY!

Know your story inside and out and backwards and sideways. Every narrative has a timeline. This is YOUR experience + timeline of growth. As you build this narrative, this is the path you walked.

What is your Brand / Artist / Business STORY?

content OWNERSHIP

lived experience *over accreditation*

You don't need a certificate to speak from your truth. You need to have lived it.

- People are craving real, not rehearsed.
- Lived experience carries weight, trust, and connection that accreditation alone can't give.
- "You actually lived this—you know the way forward."
- If you want to earn \$1 million in your business, follow someone who's done it—not just someone who's read about it.
- If you have walked the path and you have knowledge to share—you are valuable.

You don't need permission to teach what you've survived, healed, or mastered. Your journey is the proof.

owning your identity *as a speaker*

You don't have to be 'THE expert'—you have to be yourself, with your story, your lens, your lessons.

- Your voice and delivery style are part of your brand.
- Your audience connects with your energy, not just your expertise.
- Be clear: You are not trying to be all things to all people. You are guiding the people who need your version of the story.

Ask yourself:

1. What have I overcome or figured out?
2. What am I qualified to teach because I've lived it?

the fear of *giving it away*

The biggest myth is: “If I give my content away, I’ll lose it.”

The truth is: The more you give, the more you get.

- Hoarding content comes from fear and scarcity.
- When you hold it too tightly, it stagnates. When you share it, it multiplies.
- Your content is not finite. The more you serve, the more clarity and direction you get.

The greatest lesson I’ve learned in 15 years is the more I give, the more I receive.

community *creates content*

Working with people gives you endless insight.

- Your audience’s confusion becomes your next piece of clarity.
- Feedback, stuck points, repeated questions—these are doorways into your next talk, post, offer, or framework.
- Stay in motion: Share, listen, create, repeat.

If you’re afraid your best content will be stolen, just remember this—your lived experience can’t be copied.

the Shuhari *philosophy*

The word Shuhari roughly translates to “first learn, then detach and finally transcend”

Learn the rules. Break the rules. Be the rule.

Studying Martial Arts I learned theres a Japanese philosophy called Shuhari (守破離): The Stages of Mastery

Shuhari is a traditional Japanese concept that describes the stages of learning to mastery, particularly in martial arts, but it’s widely applied to any craft—including business, art, and personal growth.

It breaks down into three phases:

1. **Shu (守) - “Obey” or “Protect” - Learn the rules.**
In this stage, you find a master, follow their teachings closely, and absorb the foundations without deviation. The focus is discipline, repetition, and humility. You’re protecting the tradition and honoring the form.
“First, follow the path. Don’t question it—just embody it.”
2. **Ha (破) - “Detach” or “Break” - Break the rules.**
Once the foundation is internalized, you begin to experiment and adapt. You start questioning the form, exploring what works for you, and understanding the deeper principles beneath the techniques.
“Now that you’ve mastered the form, start bending it. Make it yours.”
3. **Ri (離) - “Transcend” or “Leave” - Be the rule.**
In the final stage, you go beyond your teacher’s style and develop your own expression of mastery. The form is now second nature—you move intuitively, with fluidity and originality.
“You become the source. You no longer follow the path—you are the path.”

breaking down
content

breaking down *content*

Is this content connected to you?

1. Your area of knowledge
2. Your experience and depth of knowledge
3. How excited are you to teach it, coach it or create content for it?
4. How do you want to teach, present, share it? What is your mode of expression?
5. Who do you want to teach, coach, empower?

Once you know these 5 things, you can start to really refine your content.

my speaker path

This is the path I took as a speaker:

1. Marketing videos, BTS and sales videos on social
2. Coaching 1-on-1 and group coaching in-person and online
3. Teach an in-person workshop, 20 students for 2 days
4. Teach an online workshop
5. Live broadcast weekly to community
6. Speak on stage as an instructor and a keynote speaker

That was my progression: every stage the audience got BIGGER and BIGGER. Every step connected me to an audience, every step is a product.

Which ones call to you, what is your mode of expression?

clarity

TITLE

DESCRIPTION

SUBJECT

CATEGORY

GENRE

LEVEL

INDUSTRY

PRODUCT OR SERVICE

IDENTITY

define your *role*

1. Identify the **type of speaker** you are: are you an Educator, Instructor, Ambassador, Coach, Keynote Speaker, or something else?
2. Choose a **Title** that aligns with your expertise and brand (your 3x3)
3. Specify your content type / **genre**.
4. Clarify what you speak about. Is your focus Business, Money, Self-Development, Craft, Leadership, or another area? Your **niche** defines your value proposition.
5. Pick an **Industry** and **Audience** - choose the field your content resonates with - Corporate, Creative, Education, Wellness, etc.
6. **How** did you develop this Content / Skill / Style / Product / Business / System and **WHY**?
 - What is your depth of knowledge and experience?
 - What are the systems + steps you created?
 - How does it work? How does it help? What problems does it solve?
 - What evidence, success story, or social proof can you share?
 - What successes have your clients/buyers had with it?
 - What is your Brand / Artist / Business STORY?

challenge

10 QUESTIONS, PROBLEMS, OBJECTIONS

what do they *need*

99% of the people I mentor tell me they can answer ANY question.
That's why these people thrive on Podcasts and Interviews and
Panel discussions.

The biggest objection I hear is: "I can answer ANY question in my
field/genre/industry, BUT HOW do I curate a full talk?"

IF YOU REALLY KNOW YOUR AUDIENCE *what do they need?*

What are the 10 biggest **QUESTIONS** you want to answer?

What are the 10 biggest **PROBLEMS** you solve?

What are the 10 biggest **OBJECTIONS** you hear?

What are the questions that **POSITION** you and your product?

What are the consistent **SELLING** objections you hear?

Pick the best 5-10 and start your flow.

creating your
outline
(THE BONES)

Bullet Time *Rules*

- **No fluff: Main points only!** This is the foundation of your talk, what you want to share.
- **Write by hand:** Handwriting helps your thoughts and creativity flow more naturally.
- **Keep everything:** Save all ideas, even if they don't make the final cut. Content builds and is always useful.
- **Explore:** Be curious and let your creativity flow. Imagine all possibilities—there are no limits here you are creating. Have fun in the multiverse!
- **No comparison, no competition, no ego:** Don't create from competition, focus on your unique perspective.
- **Next congruent steps:** Think about the linear order, the flow of your content.
- **There are no rules:** let authenticity lead the way.



STEPS to *Create Your Outline*

How to Create an Outline (The BONES)

To start creating a Keynote, Sales Page, Vlog, Presentation, Book, Coaching Track, Masterclass, Social Video, or Brand Story, you need a solid outline. I call this the BONES of your content.

Work in this specific order:

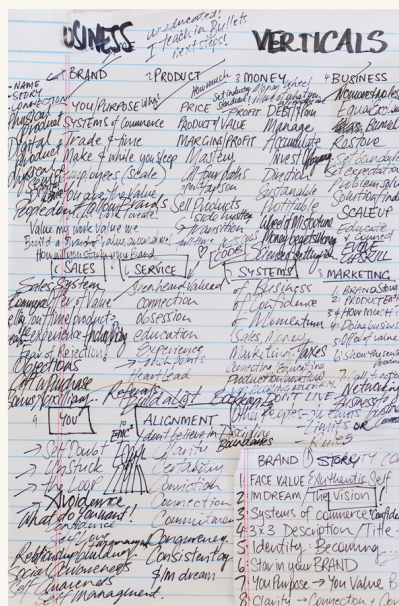
1: *Brain* Dump

The first step to building your bones is the BRAIN DUMP.

Start with an empty page, write the subject at the top, and then in your handwriting, dump everything out onto that page. This is messy, unorganized, and without parameters or limits.

Write everything you know on this subject.

Don't worry about the flow or the structure - you are creating a reservoir of information that will help you create your bullets and your flow.



2: *Bullet* Time

- Write down the core ideas you want to cover. These should be the foundational elements of your talk or content.
- Choose the best content from your brain dump and create a bullet point list.
- Organize them in a linear list.
- Plump the list - what else needs to be added?



3: *Categorize*/Amalgamate



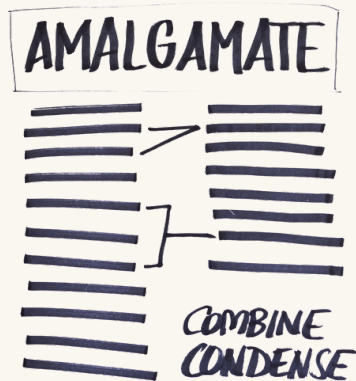
- Start to organize the content, categorize it, and see where you can group content.
- Group similar ideas together to create a cohesive structure.
- Categorize anything that belongs together into segments, next steps.

4: *Organize* Flow

- Follow a timeline that guides your audience from the beginning to the end of your story. Each point should build on the last, creating a natural progression.
- Change the order of the bullets to create your flow in order in next steps, how I did it, the linear process.
- Rewrite your list as often as needed.
- All of the points that belong together should flow together.
- Organize it down to your final list.



5: *Trim+Refine*



- The bullets are your main points, edit out anything unnecessary. Focus on clarity, impact, and relevance.
- Each time you rewrite your list, trim and refine - cut it down, combine it, condense it.
- 20-30 main points (or whatever number makes sense for your content size).
- Refine and trim over and over until your list is clean and solid.

the
bones

20-30 *POWERFUL* bullets

Now that you have your strong bullets and final list, ask yourself:

- Is it segments to a workshop?
- Is it videos in a video series?
- Is it book chapters?
- Is it slides to a keynote?
- Is it a class? Is it a series of classes?
- Is it a digital product?
- Is it a coaching track?

Because it's all of those things. You've just defined your knowledge on the topic, you decide how it wants to be presented.

To Expand Content:

For each bullet, flip it to the top of a new page.

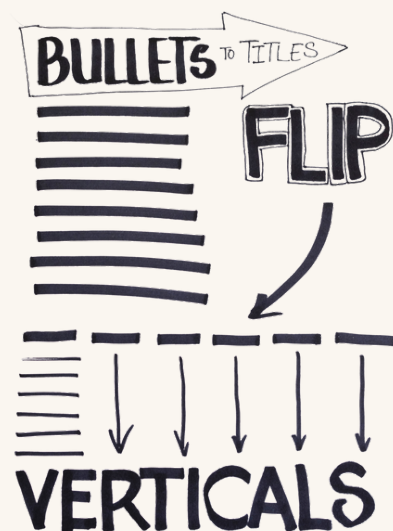
Each bullet is now a title of a new vertical list.

Grow Your Verticals

Add everything you know to those verticals. How deep can your verticals go? What is your depth of knowledge and experience?

Bank Your Content

Don't forget to keep ALL of your content, even if you aren't using it all right now! Don't overgive content, bank the extra for another time.



weaving a
narrative

weaving a *narrative*

Your main points form the BONES of your content, but the narrative brings it to life. Here's how to craft a compelling and engaging presentation:

The BONES - 20-30 POWERFUL bullets - ASSIGN one to each slide

- Add a STORY - a visual reference photo or video
- Add a STUDY - a graphic that's providing context and evidence
- Add an EXAMPLE
- Add SOCIAL PROOF - show credibility with photos, videos or testimonials
- Add a DATA POINTS graphic - validate your expertise with real world data
- Add a BEFORE + AFTER - highlight transformations, tangible results
- Add NEXT STEPS - provide actionable steps or options for them to move forward
- Add a JOKE - create connection with a light-hearted moment or funny anecdote
- Add HEART NARRATIVE - take them on a journey with a story

Heart Narrative does not mean this is emotional crying content. Passion, Enthusiasm, and Action have as much power as tears, so does laughter - it's AUTHENTICITY, you can feel connection.

What I did - How I did it - How you can too!

It's important to TELL THE TRUTH!

structure

content & time

TIMEplates Templates

The structure for content is timing around consumption.

You use time in your marketing (ie we have over 1000 hours of content), you use time in your presentations (ie 20 steps in 20 minutes), you use time in your coaching systems (ie 28 days, 12 weeks, 12 months).

Time is used in value. Here's how to break it down:

VIDEO content

- 1-3 minutes: reel or brand story
- 1-10 minutes: promo sales video
- 10-13 minutes: TedTalk
- 10-20 minutes: tutorial, lead capture, intro or bonus video
- 20-45 minutes: craft instruction, demo, product video
- 60-90 minutes: keynote

Example: A one day workshop is four segments, each segment is a 90-minute keynote. A three day workshop is twelve segments, that's twelve 90-minute keynotes.

Word Count vs Time

The word count for a presentation depends on your speaking speed.

The average person speaks at a rate of 130–160 words per minute, but this can vary depending on pauses, emphasis, and interaction with the audience. Here's a general guideline:

- 15-Minute Presentation: 1,950–2,400 words
- 30-Minute Presentation: 3,900–4,800 words
- 60-Minute Presentation: 7,800–9,600 words
- 90-Minute Presentation: 11,700–14,400 words

These numbers are on the high side, and are based on **READING** your presentation (and we don't read keynotes!).

I adlib and tell many stories so my word count is often half these numbers for the same time.

The only thing worse than running out of TIME is running out of CONTENT to fill the time.

HOT TIP: If you have 12k+ words already written and you need to turn it into a presentation, use AI to help you break it down into main points, action points, next steps, narrative, and turn those main points into your slides.

on stage it's
NOT
about *you*

IT'S ABOUT WHAT YOU CAN DO FOR THEM

golden rule: people are selfish

**They are the customer. They are the consumer. They are who we serve.
They want you to *talk to them*.**

Remember this when you feel insecure - it's not about you.
When you feel self doubt creep in, stop, ground yourself, and say "it's not
about me, it's about what I can give to them."

educate / empower / engage / entertain

I **EDUCATE** with my main points. I **EMPOWER** with next steps. I **ENGAGE**
with narrative. I **ENTERTAIN** with stories and humor.

You will have all four, but which will you **DOMINATE**?

Ask yourself:

- Who is this presentation for?
- What is the title?
- Is it empowering?
- Is it educational?
- Is it engaging?
- Is it entertaining?

Find which of the four is the strongest theme and push into that to create a powerful presentation.

great tips

for delivering a powerful talk

tips for a *powerful presentation*

1. First line - last line

Start and finish strong, the most important lines are the first and last.

First line: Your opening sets the tone and grabs attention. Avoid starting with, "Today I want to teach you..." Instead, make a bold statement, ask a compelling question, or share a powerful insight.

Last Line: Finish your speech! You cannot get a standing ovation on "Any questions?"! Leave a lasting impression. End with a statement that resonates deeply or inspires action. Finish strong, bow and say thank you, show your last slide with a call to action. Then ask for questions or direct people to the meet and greet area afterwards (usually it's in the room or just outside the room).

2. Teach, don't announce!

Dive straight into the content rather than preamble. Don't say, "Today I want to talk about..." or list out your topics.

Stop outlining and start teaching. Show them the value immediately by engaging with the core message or actionable steps. Show a slide with 5 strong points, start delivering on number 1.

3. Offer value your audience wants

People crave substance. Focus on delivering value and content. I call this meat and potatoes.

- Actionable steps.
- Tangible results.
- Service, support, and guidance.
- A sense of community and connection.

tips for a *powerful presentation*

4. Be Entertaining, Engaging, Educating and Empowering

Be all four, but if there is one lacking, work on that area. Strive to captivate your audience while delivering meaningful, transformative insights. Balance humor, emotion, and actionable takeaways.

5. Leverage visuals effectively

Use slides as a visual aid to reinforce your message—not as a script. A well-designed visual keynote can enhance engagement and help your audience retain key points. Use graphics, before and afters, video.

6. Beta test your content

Test your material with smaller audiences before launching it widely. Gather feedback, refine, and ensure it resonates. Develop your content, then beta test, always - don't launch content until you have beta tested it.

7. Make your words memorable

Don't overquote others. Share your own insights, stories, and ideas. When your audience takes notes, make sure they're writing down your original quotes—they will remember you for them.

warm up

BREATH, VOICE, ENERGY & PRESENCE

1. BREATH: *your first and greatest tool*

Before you speak, before you step on stage, before you even say your name — breathe.

Your adrenaline is already in fight or flight. If you're not breathing deeply, your voice will crack, your throat will tighten, and your delivery will suffer.

Start your breathing exercises.

- Long, low belly breaths.
- Stay grounded.
- Keep your breath calm and steady throughout your talk.
- Shallow breath is the enemy of clear communication—you'll hear it on the mic and feel it in your nerves.

Rule #1 of speaking: Never stop breathing.

2. VOICE: *warm it up like a pro*

Your voice is your instrument. Treat it with love.

Do your warm-ups.

- Mouth, face, and lip exercises.
- Practice your projection, test your volume.
- Use your breath to fill your voice—speak from the belly, not the throat.

A warm, relaxed voice is your power tool. It doesn't need to shout — it needs to connect.

3. FIGHT SONG: *activate your power center*

Choose your power song. This is your walk-on fire.
Put in your earphones. Tune out the world. Go within.

When I press play on my fight song, I step into alignment. The lyrics anchor me. The rhythm focuses me. The repetition builds subconscious power.

Your power song trains your brain to associate music with personal power.

Use it before you walk out. Use it to walk through fear. Program it in. Let it guide you to center.

4. INTENTION: *speak with purpose*

Before I speak, I set an intention — not just for me, but for everyone in the room.

Here's mine:

"I speak heart. I speak my highest truth.

I trust my voice. I trust that everything I say is for the advancement of every soul in this room.

May they find connection and value."

Make your own. Let it be authentic, grounded, and in service.

5. MANTRA: *your self-belief, spoken out loud*

Your mantra is yours. It's not for the audience—it's for you.

When I started speaking, I was terrified. My first mantra sounded like this:

"I am not here to make people like me. Some won't.

I am not here to make people like my work. Some won't.

And that's okay.

I am here to GIVE.

I am here to show people WHY I love what I do, HOW I'm successful at it, and HOW they can be too."

Now my mantra is:

"I love you. I am proud of you. I have so much to give and share

I feel blessed beyond measure to share my gifts with the world."

Write your mantra. Speak it every time. Let it evolve with you.

how to
feel
prepared
before a talk

prepare your *content*

Fill it with: Action • Empowerment • Love

But above all—know that it's enough.

Instead of asking, "Am I good enough?", say:

"I want to free someone today." "I want to empower someone today."

"I want to change someone's life today."

prepare your *keynote*

Practice it. Then again. Then one more time.

Know it inside out. Make it beautiful. Make it informative. Make it you.

Your keynote should:

Engage | Entertain | Educate | Empower

prepare your *breath*

Use box breathing (this will save you):

Inhale for 4 → Hold for 4 → Exhale for 4 → Hold for 4

Visualize a square in your mind. Repeat until your heart slows and your breath deepens.

prepare your *mind*

Return to your mantra.
This is your belief anchor. Speak it until you believe it.

prepare your *body*

I know what my body needs to handle adrenaline:

- Wear something you feel amazing in—but can move in.
 - Prepare for mic packs and lapel mics.
 - I don't eat before, but I bring protein and water.
 - Cotton mouth is real. Hydrate.
-

practice *again and again*

The best talk I've ever given was the ninth time I had delivered it.
Polish comes from repetition.
Confidence comes from showing up repeatedly.

learn to *MOVE* adrenaline

Adrenaline is energy. **Move it.**
Bounce • Jump • Shake your hands • March in place
Side-step • Ground your feet

Fear and excitement feel the same in the body. The only difference is
your inner monologue. Choose it wisely.

speaker MISTAKES

speaker *mistakes + traps*

Mistakes we all make, but they are easy to avoid!

1. Stop overgiving content! You are enough, solve one problem.
2. No selling from stage, if you're selling you're repelling, CONNECT!
3. Possessiveness of content = I can't give it all away. DON'T HOLD BACK THE TRUTH OF THE CONTENT!
4. Do your research and know your audience, and the other speakers.
5. STOP talking about yourself, unless it's to benefit your audience.

Comparison will make you believe you're greater OR lesser than your competition. Competition is the opposite of creation. I saw the best speakers in my industry in the world and I visualized standing beside them on stage.

YOU decide if you measure up, YOU are the one comparing. Just remember regardless of what others say it comes down to what you feel and believe about yourself. If you have something to give you are valuable!

seeing & hearing
yourself on camera

getting comfy *being on camera*

Seeing and hearing yourself on camera or on stage is really hard at first. Practice this:

1. Film it - get your phone and good light, and speak for 2 full minutes on a topic you are passionate about
2. Watch it - watch yourself with and without sound, with and without visuals
3. Feel it - what do you feel as you listen and watch yourself?
4. Accept it - this is you, release those negative judgements
5. Love it
6. Embrace it
7. Value it
8. Share it

If it's not authentic, you can't watch it.
You'll know, and so will everyone else.

If you fail at any level, go back to level 1 and start again.

Take up space. BE seen. Many people in this world wonder if their voice, their body, their knowledge is ENOUGH? **You are enough.**

If you have something to give you have a product of value, if you feel connected to this product and service YOU are valuable.

your **voice** is an
INSTRUMENT

your voice

You don't need to sound like anyone else.

You need to sound like you – grounded, clear, confident and present.

Let's talk about how to use your voice like the powerful tool it is.

CORE ELEMENTS OF VOCAL PRESENCE

tone – This is the emotional feel behind your words. A warm, calm tone builds trust. A flat or sharp tone pushes people away.

Pitch – This is how high or low your voice is. Too high = anxious. Too low = flat. Learn to vary your pitch to keep attention.

Volume & Projection – Loud enough to be heard. Not so loud you're pushing. Project from your belly, not your throat.

Cadence & Melody – Your rhythm, your musicality. People stay with you when you're not rushing or dragging. Let your voice rise and fall naturally.

Breath – If you stop breathing, your voice gets shaky. Breathe low and slow to stay grounded and calm.

Vocal Fry – That creaky tone at the end of a sentence. Don't do it, it makes you sound disconnected.

Filler Words (Ums & Ahs, like) – These are habits, not flaws. Practice pausing instead. Stop, breathe. Silence gives power to your message.

Enunciation & Articulation – Say your words clearly. No mumbling. Speak like you mean it. (Especially if you have an accent.)

Intonation – The rise and fall of your voice. A strong finish sounds confident. If your sentence ends like a question? It sounds unsure.

FINAL NOTE:

You don't have to be perfect. You have to be **authentic**.

You simply have to be present, practiced, and connected to your message.

People don't remember perfect voices. They remember how you made them feel. People love to be entertained, empowered, engaged in your narrative and educated.

using a
keynote
to elevate your talk

creating your *keynote*

A great keynote doesn't speak for you—it speaks with you. It flows. It supports. It visually lifts your message.

Your keynote is part of your performance. It requires preparation and practice.

“You don’t want to read your keynote. You want to dance with it.”

your keynote is *a product*

Your visual keynote can stand alone as its own offer.

Turn it into a downloadable PDF or freebie to use in email exchange or lead generation.

visual *storytelling*

A strong keynote is rooted in visual storytelling:

- Photography
- Graphics
- Before & afters
- Short video clips
- Emotional triggers
- Data visualized simply

Design Tip: Use Canva or other third-party apps to create clean, beautiful slides. Stay on-brand with your fonts, colors, graphics and tone.

don't *read* your *keynote*

SLIDES ARE NOT SCRIPTS - they are PROMPTS

Use your slides as reinforcement, not narration. Don't write a speech like it's a book to be read behind a lecturn.

The main points of your talk become your slides. Every bullet point becomes a Statement, a Question, a Problem, or a Solution.

Each slide should do one of three things:

1. Support your story
2. Highlight a transformation
3. Clarify a key idea

Assign one of your 20-30 powerful bullets to each slide

- stories
- studies
- examples
- evidence
- social proof
- data points
- before and afters
- information
- structure
- education
- next steps
- a joke
- funny story
- sad story with a great ending
- no SELLING
- all GIVING

Use the speaker notes area to add context, reminders and key points. You can view this next to your keynote as you present. This means you don't need to memorize your speech, you'll have main points and prompts.

types of keynotes (*show, don't tell*)

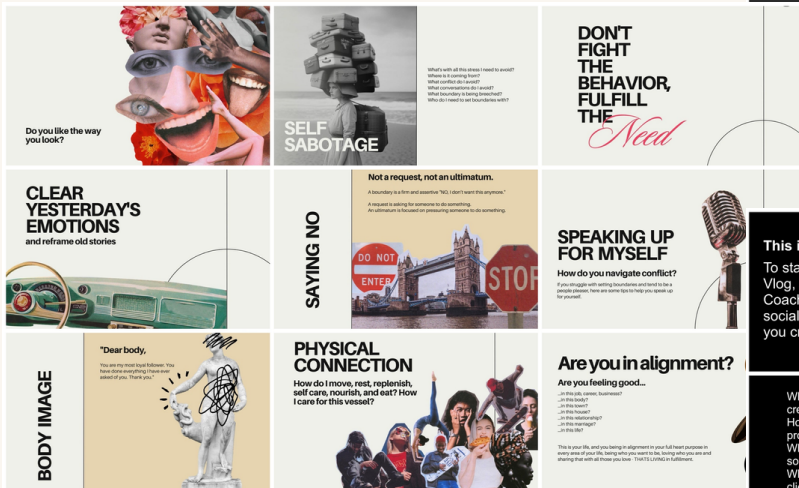
This is a *photo* keynote



This is a *business* keynote

WHEN YOU STARTED YOUR BUSINESS, YOU DIDN'T THINK YOU WERE GOING TO BE A CEO bookkeeper money manager payroll accounts receivable tax accountant	WITH NO EXPERIENCE <i>price yourself competitively</i> IN YOUR MARKET WITH A <i>profit margin</i> OR YOU WILL NOT <i>be sustainable</i> <i>you will not get paid</i>	GO TO IN-PERSON <i>networking</i> PUT YOURSELF OUT THERE WORK ON YOUR <i>business to business</i> RELATIONSHIPS
NOW YOU'RE A <i>content curator</i> YOU HAVE TO • CREATE MARKETING COPY • FILM AND EDIT REELS & CAROUSELS	YOUR <i>PR advertising and publicity</i> ARE NOW ALL ON SOCIAL MEDIA RUN BY YOU Remember, you have the same hours in the day as Beyonce	NOW BE A <i>product designer</i> CREATE • A PRODUCT OF VALUE • AN EXPERIENCE FOR YOUR CLIENTS
BUILD A <i>list</i> AND GROW A <i>following</i> BUILD A <i>website</i> BUILD A <i>better tomorrow</i> STAY GROUNDED <i>stay connected</i> DO YOUR <i>S/O</i>	You will learn to build <i>systems</i> and <i>manage people</i> . You will become <i>HR</i> , hiring and firing. Dip your toe in <i>legal, contracts</i> and <i>copyrights</i> to protect yourself.	FOCUS ON TIME MANAGEMENT FOCUS ON CLIENT MANAGEMENT CREATE CUSTOMER SERVICE SUPPORT BE A SOLUTION FINDER SET CLEAR EXPECTATIONS HOLD SPACE FOR YOUR CLIENTS SET BOUNDARIES BE VALUABLE

This is a *self value* keynote



This is an *ugly* keynote

This is how you create an outline. To start a Keynote, a Sales page, a Vlog, a Presentation, a Book, a Coaching track, a Masterclass, a social video, your brand story first you create the outline I call this	Bullets are the MAIN POINTS of your talk Bullet - plump it up Categorize / Amalgamate Organize - Flow (linear order) Trim it down / Refine	DO your own timeline first! How did you develop this CONTENT SKILL STYLE PRODUCT BUSINESS SYSTEM and WHY? What is your depth of knowledge and experience?
What are the systems + steps you created? How does it work, help? What problems does it solve? What evidence, success story, or social proof can you share? What Success have your coaching clients had with it? What is your Brand / Artist / Business STORY?	WEAVE A NARRATIVE Through your main points The BONES 20-30 POWERFUL bullets ASSIGN one to each slide	Add a STORY Add a visual reference photo or video Add a STUDY graphic Add an EXAMPLE Add Social Proof visual reference photo, video or testimonial
Add Data points graphic Add a Before & After Add options for them to move forward NEXT STEPS Add a Joke Add Heart Narrative	Don't read your keynote - DON'T Write a speech and read it standing behind a lectern or bullet the main points of your talk. The main points of your talk become your slides. Now every bullet point becomes a Statement, a Question, a Problem, or a Solution. To the notes of each relevant slide add	Heart Narrative does not mean this is emotional crying content. Passion, Enthusiasm and Action have as much power as tears, so does laughter it's AUTHENTICITY you can feel connection.

Final thought: Practice the Click

Whether it's a stage clicker, a remote keyboard, or your finger on a screen—practice your keynote flow until it's seamless.

Your talk should be alive - with the keynote acting as your visual amplifier.

preparation *checklist*

preparation checklist

- ☐ **Speaker Fee**
Confirm your speaking fee in advance. Be clear about payment terms and any additional expenses covered by the event organizer.
- ☐ **Product Trade**
If applicable, negotiate product trades or services in exchange for your presentation (when 'exposure' is the speaker payment).
- ☐ **Product Ambassador %**
Explore opportunities to earn a percentage for promoting products or services during your talk. (Do not rep products you don't love or use!)
- ☐ **Download Gift (Stay Connected)**
Offer a free downloadable resource (e.g., guide, workbook, bonus content, and/or your keynote slides) to keep the audience connected to you and your brand. (You get their email in return)
- ☐ **Sponsors**
Secure sponsors for your presentation to offset costs or enhance your content. Acknowledge them during your talk if agreed. (I would take an affiliate % over sponsorship)
- ☐ **Call to Action**
Include a clear and compelling call to action at the end of your presentation to guide the audience on their next steps. (On the LAST slide)
- ☐ **Meet and Greet**
Plan a post-presentation meet-and-greet session to engage with the audience, build relationships, and connect.
- ☐ **Merch Table**
If applicable, set up a merchandise table with books, courses, or branded items for sale after your presentation. (Physical products always move in person)

presentation *checklist*

presentation checklist

☐ **Sit / Stand**

Decide if you'll sit or stand during your presentation. Consider comfort and audience engagement. (Standing is always preferable)

☐ **Lectern or Walk**

Choose between using a lectern for notes or walking the stage to connect with the audience. (Walking is always preferable)

☐ **Mics**

Lapel or mic stand. Wear clothing appropriate for a mic pack (on your belt or waist band), a neck line stable enough to support a lapel mic or a lavalier that wraps around the ear. (You can purchase your own)

☐ **Screen / Notes**

Confirm your slides are ready and the screen setup works. Know where the keynote monitor is and ensure you can read your speaker notes.

☐ **Clothes / Mic / Sweating**

Wear comfortable, professional clothing that accommodates microphones and nervous sweating (clothing that breathes). Consider the color of your stage set up and stage lighting, bring alternates!

☐ **Jewelry**

Avoid distracting or noisy jewelry that could interfere with microphones. Necklaces and bracelets that jingle must be removed.

☐ **Laptop / Dongle**

Bring your fully charged laptop with your presentation preloaded and the correct dongle for the venue's projector system. Be prepared with multiple cord/connector types.

presentation checklist

☐ Slide Remote

Bring your own. Test your remote and bring spare batteries to ensure smooth slide transitions.

☐ Backup Presentation

Save your presentation on a USB drive, email a copy, and store in the cloud/dropbox as a precaution against technical or connectivity issues.

☐ Are they recording audio?

Verify if the event is recording audio and ensure access to the files for later use. Use it as voiceover on your b-roll.

☐ Are they recording video?

Confirm video recording plans. If possible, negotiate for the footage to repurpose for your content. If this is recorded they might be selling it as a product, this will require signing a copyright, release or license.

☐ Who is doing your b-roll filming?

Arrange for someone to capture b-roll (behind-the-scenes footage) for social media and marketing.

☐ Copyright or License

Clarify who owns the rights to the recorded materials (audio, video, and b-roll). Ensure you have usage rights for your brand.

lights camera *action*

HOW TO PREPARE YOUR VISUAL + AUDIO
PRESENTATION FOR STAGE,
BROADCAST & ONLINE

lights

Lighting transforms everything.

Natural Light (Window):

- Best and most beautiful (especially diffused with a sheer curtain)
- Be mindful: Sunlight shifts! A passing cloud can change your exposure 3-4 stops.

Pro tip: The reason people like filming selfie videos in cars? 180° soft, even light + tinted windows = perfect portrait lighting.

Ring Light:

- Budget-friendly and compact (\$60-\$600)
- Choose one with warm + cool temperature options
- Combine with natural light for a beautiful combo: ambient + facial focus

Constant Light:

- Explore soft, continuous lighting like the Aputure Light + Lantern Modifier
- Use soft modifiers to diffuse and wrap the light around you (This mimics professional beauty lighting)

camera

Smartphone:

- Ideal for reels, lives, behind-the-scenes, and quick delivery
- If you're within 2-3 feet, most newer phones don't need an external mic in a quiet room.

Computer Camera:

- Built-in webcams are usually low quality
- Upgrade to a dedicated webcam or DSLR setup

DSLR with Camlink Adapter:

- Game changer. Turns your DSLR into a full video camera
- Use the Camlink (\$110) to plug your DSLR into your computer
- Record via QuickTime or Zoom with Shure M7 Mic = studio quality

Pro Tip: Don't record on your camera. Plug your DSLR into a camlink adapter into your computer and your Mic. Open QuickTime → "New Movie Recording" → Select your camera + mic. One-click recording. Minimal editing. Maximum quality.

This will record your content from the camera and the audio at the same time. Quick time will produce an instant video with audio so one editing is required. You do have trim the start and finish but you can do that right on the QuickTime app when you save it and you will need to edit any breaks of mistakes of you made them. But this is the easiest and fastest way to produce outstanding quality videos from home.

microphones

Smartphone Mic:

- Under \$30 and plugs directly into your phone
- Comes with 2 mics = Perfect for interviews

Great sound = great content. People will forgive bad video, but never bad audio.

Lavalier / Lapel Mic:

- Stage and hands-free presentations
- Belt pack lets you move freely—so body language and expression come alive
- Essential for public speaking, events, and filmed workshops

Podcast Mic (Desk):

- Perfect for coaching, courses, live broadcasts, and sales videos
- Sue's choice: Shure MV7 for podcast-level quality
- Clean, warm, and rich—sets a tone of authority and intimacy

Reminder: Sound is emotional. The better your audio, the more trust you build.

teleprompter

Teleprompters can help—or hurt.

Pro: They keep your eye contact to your audience and, your thoughts in order

Con: If you read, it looks like reading—and it disconnects the audience

Tips for Teleprompting Like a Pro:

Write like you speak. Your words will flow better.

Don't script every word. Use bullet points or reminders instead.

Speak in stories and narratives—they're 100% more powerful than paragraphs.

production team VS *home studio*

production team

Ideal for workshops, masterclasses, live events, keynote tapings

Most provide:

- Content coaching
- Event production
- Producers and Direction
- Camera/sound/editing

You can hire teams to come to you or rent a production studio

Investment varies based on location, time, and services.

home studio setup (*Sue's studio*):

- Canon 5D Mark IV DSLR
- Shure MV7 Podcast Mic
- TV screen behind camera (for keynote)
- Aputure Constant Light
- Sound tiles + insulation for clean audio
- Used for reels, member content, coaching, sales videos

tech suggestions

Ring Light

DSLR Battery Adaptor

Teleprompter

Aputure Constant Light

Phone Gimbal

Teleprompter Foot Pedal

Aputure Lantern Softbox

Phone Mic

Sound Panels

Aputure Light Dome

Lapel / Lavalier Mic

Sound Blanket

Cam Link

Shure Podcast Mic

building a
speaker
BRAND

building a *speaker brand*

1. Define your role

Identify the type of speaker you are: Are you an Educator, Instructor, Ambassador, Coach, Keynote Speaker, or something else? Choose a title that aligns with your expertise and brand.

2. Specify your content type/genre

Clarify what you speak about. Is your focus Business, Money, Self-Development, Craft, Leadership, or another area? Your niche defines your value proposition.

3. Pick an industry and audience

Industry: Choose the field your content resonates with—Corporate, Creative, Education, Wellness, etc.

Audience: Define who your message is for—beginners, advanced professionals, small business owners, executives, or niche groups.

4. Visual branding

Create a suite of professional speaker visuals:

- Headshots: High-quality, branded images
- Personal Branding Images: Capture your essence and personality
- BTS (Behind-the-Scenes): Authentic moments during preparation or workshops
- Onstage and In the Wild: Dynamic photos that show you speaking and engaging live audiences

5. Craft a compelling speaker bio

Develop a strong bio using the 3x3 method: who you are, what you do, and who you do it for. Add testimonials to establish credibility and highlight your impact.

building a *speaker brand*

6. Develop a speaker reel

Dynamic Highlight Reel: A 1-3 minute video showcasing your presence, energy, and impact on stage.

Full-Length Sample: A 5-10 minute recording of you delivering a talk to showcase your expertise and delivery style.

7. Create your top 5 talks

- Identify and package your best presentations:
- Name: A captivating title for each talk.
- Tagline: A concise, compelling one-liner.
- Description: A short paragraph describing the content and outcomes. These are your products as a speaker.

8. Streamline your online presence

Ensure cohesive and connected branding across platforms: Link your website, social media profiles, and booking information into a clear and unified Social Triangle.

Maintain consistent messaging, visuals, and tone across all channels.

9. Set up booking systems

Create a professional email specifically for speaker bookings or management inquiries.

Consider setting up a clear booking page on your website with an inquiry form.

10. Start applying

Proactively reach out to opportunities: Apply to conferences, summits, networking events, podcasts, and industry gatherings.