



DISCOVER YOUR 'Secret Sauce' AS A SPEAKER

Create Epic Speaking Content and Get Booked Over and Over Again to Deliver It!



CRITICAL REFRAME

If I know my ideas can improve people's

_____,
it's NOT an

_____ but rather a

Are you making any of these mistakes?

» Getting trapped in _____.

» Not understanding how to make _____.

» Operating like a _____.

» Not surrounding yourself with _____.

» Listening to _____.

Questions to *Slay* Self-Doubt

» What's the

» How does your

DISCOVER YOUR 'Secret Sauce' AS A SPEAKER

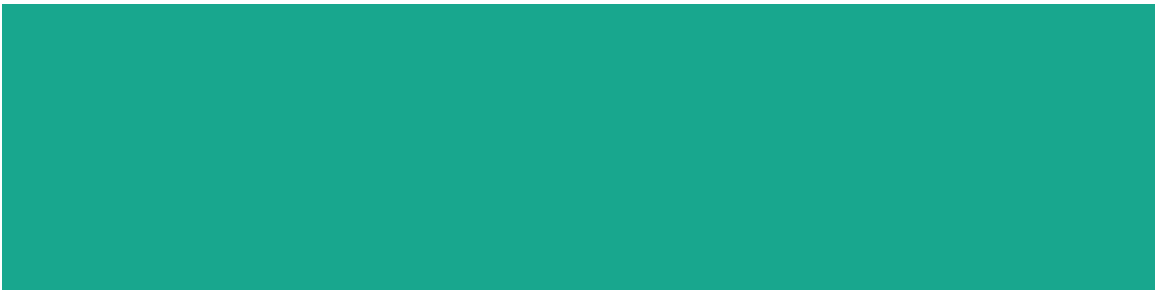
© Alexia Vernon Empowerment, LLC 2020

How to *Slay* Speaking Self-Doubt

1 From Fear to Sensation



2 Role Play vs. Ruminates



3 Connection Over Perfection



4 Don't Do It Alone



How to Create Epic Presentations

» Have a super-duper clear: _____

» Speak to the conservation: _____

» Call people to: _____

1. What do you want an audience to....

3. What really bugs you....

2. What is often left out...

4. What are the questions...

What is your top goal for this "season"?

(Yes, you can only check one!)

Get Comfortable with Visibility

Connect with Private Clients

Secure Organizational Opportunities

Establish One's Self as a Thought Leader

DISCOVER YOUR *'Secret Sauce'* AS A SPEAKER

© Alexia Vernon Empowerment, LLC 2020

How to Go from a Hobbyist to Pro with Your Speaking

1.

3.

2.

4.



If you want to strategically book virtual and
live speaking engagements, you must...

DISCOVER YOUR *Secret Sauce* AS A SPEAKER

© Alexia Vernon Empowerment, LLC 2020

Secret Sauce Pitching Mad Lib

Dear _____,

I have a hunch that you _____

and you also _____.

Your audience members expect _____

because they want to figure out _____

so that they can _____.

I understand this struggle _____.

For the last _____ years, I have _____.

And I know that _____

because _____.

In my signature presentation, _____

I show _____ how to _____.

By the end of our time together, my audience discovers how to:

1. _____

2. _____

3. _____

4. _____

I have had the opportunity to _____

and you can see _____.

I'd love to learn more about your _____

and share with you more about how I can _____.

Want to _____ on a call?

Here is a link to my call scheduler.

[Insert Your Name]

DISCOVER YOUR *Secret Sauce* AS A SPEAKER

© Alexia Vernon Empowerment, LLC 2020

TODAY'S SPECIAL OFFER
»» Including 2 Programs for the Price of 1! ««

ABOUT ALEXIA

Branded a “Moxie Maven” by President Obama’s White House Office of Public Engagement for her unique and effective approach to women’s empowerment, Alexia Vernon is a sought-after speaking and leadership coach to female (and male) executives, entrepreneurs, coaches, consultants, media personalities, and change makers who want to spread their ideas, positively impact people’s lives, grow their businesses, and advance their thought leadership. Alexia is the creator of the Spotlight speaking community, and she has supported thousands of speakers through her online trainings, live events, The Spotlight Speaker Accelerator coaching program, and her premier masterminds and mentorship programs. A renowned women’s empowerment speaker who has committed her life to showing women how to “step into their moxie”, since winning the Miss Junior America competition as a college freshman, Alexia has delivered transformational keynotes and corporate training for Fortune 500 companies, college campuses, professional associations, the United Nations, and she is a TEDxWomen speaker. Alexia has gotten her gab on with media such as CNN, NBC, ABC, CBS, Forbes.com, Inc.com, European Business Review, and Women’s Health Magazine. She is the author of the new book, **Step into Your Moxie: Amplify Your Voice, Visibility, and Influence in the World.**



DISCOVER YOUR *Secret Sauce* AS A SPEAKER

© Alexia Vernon Empowerment, LLC 2020