

# 5 Step Speech Structure that sells!

Use the speech structure below to organise your content so that your audiences see you as an expert and invests in your products and services.

## Opening

Get the attention of the audience and relieve any tension they might be experiencing.

STEP  
01



STEP  
02

## Your Story

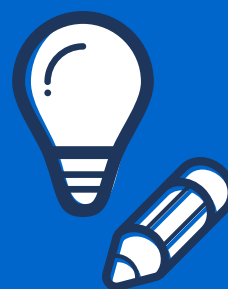
Share your story to establish credibility and build rapport.



## The Content

Deliver valuable content that is actionable by your audience. Teach the What!

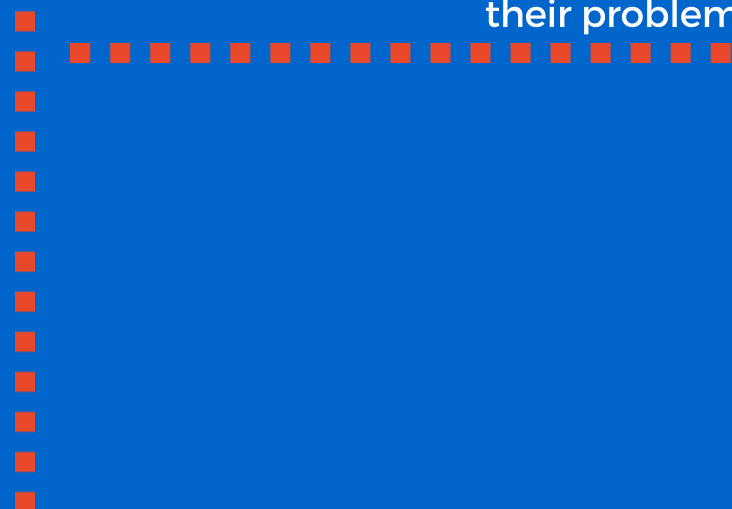
STEP  
03



STEP  
04

## The Close

Re-introduce the problem and how your product/services will enable your audience to overcome their problems



## Q&A

Address and questions and congratulate those that have bought your product/service

STEP  
05

