



Yes Yes Marsha's Keynote Outline Template

1. Opener: Pattern Arrest

(Eg story; song; arrive on a horse)

This is anything that makes them go, "WAIT, WHAT?" Depending on the audience, you may need a sentence or two beforehand to lead into this, explaining what they'll learn today as it relates to their pain points and desires (just so they know this isn't only an Inspirational Motivational Speech!)

2. Lay out your basic hypothesis

Just a few lines, one paragraph max.

3. Explore the audience's problem that needs solving (Pain Points)

Here, you're showing the audience that you get them and you get where they are (and how much it hurts!) This could be started with a story.

4. Explore audience's potential bright future (Benefits)

This part is SHORT. Here, you're showing the audience that you know where they want to be, and that you can get them there.

IMPORTANT NOTE: we're not talking about what will be different for them immediately after the talk. We're talking about where they'll be IF they take all of your advice AND keep taking it AND all the other stars align and no spanners get thrown in the works.

This could be started with or even mostly done via a story.

5. Teaching Portion (1-5 steps/lessons/points)

LESS IS MORE!! ALWAYS!!! Much better to fully explain fewer points, they'll be much more likely to take action than if you stuff their brains with a million. Think: what is the best way to get them STARTED on taking the right action?

Yes Yes Marsha's Keynote Outline Template cont..

5. Teaching Portion (cont...)

For each lesson/step/point:

- i) *Lay out what your point is (eg "Be Humble.")*
- ii) *Illustrate what you mean by that. This can be done with the help of a story, but also must include the explanation of what you mean (eg "Don't act as if you're God's Gift know more than they do")*
- iii) *Then, if necessary, explain how to do this in practical terms.
(Eg explain that this means "don't talk at length about how amazing you are, acknowledge that you're keen to learn from them and grow.")*

6. Reminder of the hypothesis and the promise/benefits

In a sentence or two

7. Smallest possible step

This could just be a reminder of the first part of #5 above. A very simple, small step that they can do either immediately, or as soon as they get home. As Pat Flynn says, "If you want to change someone's life, first change their day."

8. Call to Arms

This is the part where you get them standing on their chairs with their fists in the air (((in their hearts, at least.)))

How do you write this?

Ask yourself why you REALLY care about what you're teaching.

What's at stake in the world if they don't do what you're suggesting?

What could be possible if they do?

Make sure that this ends on a positive. You want this part to lift them up, make them feel a bit good now, but make them feel like they're future selves could CHANGE THE WORLD, if only they do what you're suggesting.

Leave them feeling powerful! YEAH!!!!

Want some help writing your talk, keynote or TEDx?

Let's chat! Book in a free, no obligation call here: [yesyesmarsha.com/call](https://www.yesyesmarsha.com/call)

Marsha Shandur (of Yes Yes Marsha) is a Storytelling and



Speaker Coach and Trainer. She has worked with hundreds of individuals and groups of executives, entrepreneurs, students and professionals across Canada, the US and the UK, including keynotes at World Domination Summit in Portland

and at Women's Executive Network events across Canada, and through working with clients like Royal Bank of Canada, United Way and HelloFresh. She is the host, organizer and Storytelling Coach for True Stories Toronto, the city's largest storytelling show.

Before launching Yes Yes Marsha and her career as a Storytelling Coach and Speaker, Marsha spent 15 years working as a Radio DJ, where she gained a powerful understanding of how to tell stories in a way that fosters connection, trust, engagement and loyalty. Her work has been featured in Forbes, BBC and Mashable.

Find out more — and see Marsha in a LOT of wigs — at YesYesMarsha.com

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