

ROBIN CREASMAN PRESENTS

Rock Your
Performance

ROCK YOUR KEYNOTE
to BOOK MORE GIGS!

*You'll Stand Out On Stage, Wow Your Audience,
& Grow Your Business*

WELCOME

**I'M GLAD
YOU'RE HERE!**

I'm glad you're here and that you've decided to Stand Out on Stage so you can Book More Gigs, Make A Lasting Impression, and Grow Your Business.

I'm going to do my best to show you how to be a Really Good speaker with a Rock Star Keynote.

Because, Really Good speakers, just like Rock Stars, know the power of performance. They know that standing center stage delivering a knocked-out rock-the-house presentation is what it's all about. It can turn an average audience member into a committed fan.

And when you have fans, your days of selling are over. You are now the chosen one... the one who gets the gig.

ROCK YOUR KEYNOTE TO BOOK MORE GIGS!

WELCOME

**I'M GLAD
YOU'RE HERE!**

Audience members will want to tell others about you and have you speak to their group. And meeting professionals will tell their peers about you and why they should book you for their event. Plus, you get awesome testimonials.

So today, I'm going to share with you how to Stand Out on Stage. How to refresh, refine, and refocus your keynote presentation so audience members and meeting professionals will rave about you as their speaker and want to book you to speak to their group.

WELCOME

A word about PERFORMANCE

I'm going to break down each of the 5 Principles sharing 2 or 3 elements for each one that you need to implement in order to Stand Out on Stage. You can follow along here and take notes if you'd like.

But, there's one thing I want to say before we get started... I've heard some speakers and presentation skills coaches talk negatively about the word *Performance* when it comes to speaking. I don't get this line of thinking. In my opinion, I think it's hogwash! I don't think they understand the nature of performance as I see it. Maybe because they don't have the background in entertainment that I do. I'm not sure, because we all watch performers every week on television, in movies, at concerts, comedy shows, and more.

WELCOME

A word about PERFORMANCE

For me... A great performance should NEVER feel staged, awkward, weird, or forced. Every movie & tv show has actors who deliver a scripted performance and we believe them to be real in every episode which keeps us coming back week after week to watch more. So, if someone thinks a speaker shouldn't be a Performer, then I think they're confused or aren't willing to put in the time to be great on stage.

Performance is about knowing your material so well, it's built into your bones. It becomes a part of you and no one would ever think it's not totally natural.

So, just to be clear... my message is all about being authentic, transparent, real, and likable, along with being totally prepared and confident that you know that you know your material like the back of your hand. When you do, you'll rock the stage.

Let's get started.

ROCK YOUR KEYNOTE TO BOOK MORE GIGS!



THE 5 CORE PRINCIPLES OF ROCK YOUR KEYNOTE

- #1 THINK LIKE A PRODUCER
- #2 STAGE LIKE A DIRECTOR
- #3 WRITE LIKE A STORYTELLER
- #4 REHEARSE LIKE AN ACTOR
- #5 PERFORM LIKE A ROCKSTAR

ROCK YOUR KEYNOTE TO BOOK MORE GIGS!



THE 5 CORE PRINCIPLES OF ROCK YOUR KEYNOTE

#1 THINK LIKE A PRODUCER

ROCK YOUR KEYNOTE TO BOOK MORE GIGS!



THINK LIKE A PRODUCER

WHAT IS A PRODUCER & HOW IS HE OR SHE DIFFERENT THAN A DIRECTOR?

In Television, the Producer is responsible for the overall creative vision of the entire show and often writes the episode scripts. The Director is usually only responsible for the filming or taping of a single episode. The Director works for the Producer, but the Director is hired because of her vision so the Producer supports that vision in every decision he or she makes.

The Director is responsible for delivering the vision working with the actors and crew while on location to make sure it all comes to life as the script says.

ROCK YOUR KEYNOTE TO BOOK MORE GIGS!



THINK LIKE A PRODUCER

WHAT IS A PRODUCER & HOW IS HE OR SHE DIFFERENT THAN A DIRECTOR?

On a tv series, it's not unusual to have different directors directing different episodes throughout a season, but the producer is the consistent leader throughout. It's his or her creative idea and direction that leads the way.

Ultimately, it's the Producer who is the one behind the scenes who is responsible for the success of the project, but often doesn't get the publicity like the actors & director.

ROCK YOUR KEYNOTE TO BOOK MORE GIGS!

THINK LIKE A PRODUCER

NOTES

What Is A Producer & How Is He Or She Different Than A Director?

THINK LIKE A PRODUCER

NOTES

What Does It Mean To Produce A Presentation &
Why Do You Need To Do It?



THINK LIKE A PRODUCER

3 ENTERTAINMENT INDUSTRY ELEMENTS You MUST *PRODUCE* to Stand Out!

1. The Open
2. The UnPlugged (aka, the Memorable Middle)
3. The Close

ROCK YOUR KEYNOTE TO BOOK MORE GIGS!

THINK LIKE A PRODUCER

The OPEN

The Open is Crucial! How you spend the first minute after your name has been introduced “Please Welcome....” sets the tone for what’s to come. Your audience is making a judgement on you to see if they are going to be interested in you or not.

This is a VERY DIFFERENT MINDSET from the audience who has PAID to see you. Those audience members are excited to be there and are looking forward to seeing something they have anticipated for a while. But, in our case as speakers, most times the audience has no idea who we are, what we’re going to talk about, or anything about us personally or professionally.

So... the first impression we give our audience will set the tone for them to make their decision.

THINK LIKE A PRODUCER

NOTES

The OPEN

THINK LIKE A PRODUCER

The UnPluggged

aka,
The Memorable Middle

The Unplugged element in a music concert is where the band interrupts the normal flow of the full band show and usually goes out in the middle of the auditorium and plays two or three songs Unplugged with Acoustic instruments. It breaks up the flow and energy, which gives the audience a break, and gives the band a 2nd opportunity to build up the momentum again when they go back on stage.

So, think of a way to do the same for your show. Go out into the audience and engage them in a Q&A. Or pick out someone to do an exercise of some sort. Walk around the room while still talking, but engage people while you're doing it. Or invite someone up on stage with you for an exercise or Q&A. Or, play a video or song and use it as an example for one of your points.

Bottom line, do something unique that breaks up the routine of you standing on stage talking the whole time. This will give the audience a break and allow you to build momentum a 2nd time leading to your close.

ROCK YOUR KEYNOTE TO BOOK MORE GIGS!

THINK LIKE A PRODUCER

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The UNPLUGGED
aka, The Memorable Middle

THINK LIKE A PRODUCER

The CLOSE

The Close is the most important part of your presentation. It's the last chance to make an impactful impression on your audience. Many speakers have failed at this at one time or the other. I know I have. It's a bummer too! Because even after a really good program, you can lose the impact by not leaving the stage in a powerful moment.

What is a powerful moment?

It can be many things. A moving story of inspiration. A high note of fun and laughter. A Song. A Poem (not my favorite, but can work if done right). A group action where everyone does something together.

But NEVER end with Q&A. If you have to do one, insert it before your final piece of content. You want to deliver the closing line of your speech and then say, "Thank You!" Your CLOSE needs to be memorable and impactful.

THINK LIKE A PRODUCER

NOTES

The CLOSE



THINK LIKE A PRODUCER

INSIDER SECRET...

The Success Roadmap (tv show formula) Producers Use to Produce their Hit Television Shows that YOU can use too to Craft YOUR Speech that rocks!

ROCK YOUR KEYNOTE TO BOOK MORE GIGS!

THINK LIKE A PRODUCER

Insider Secret

Hit television shows, whether they are 30-minute sitcoms or 60-minute dramas, all have a proven formula in their structure of how to present their story and keep viewers interested. Most hour-long programs actually only have 40-45 minutes of programming. Half-hour shows only have 18-22 minutes of programming.

So, how are they structured around commercials to keep the viewer engaged enough to start watching at the beginning and keep them watching to the end with all of the interruptions? That's the big question. The structure I'm going to share with you is one you see every night on shows from every genre. Why? Because it works.

Every show is dealing with the same issue – short attention spans, too many choices, too many distractions, too many different interests, tastes, and interest levels. So, this structure has proven to be the best attempt to capture, hold, and leave the viewer being satisfied with the time invested in watching.

THINK LIKE A PRODUCER

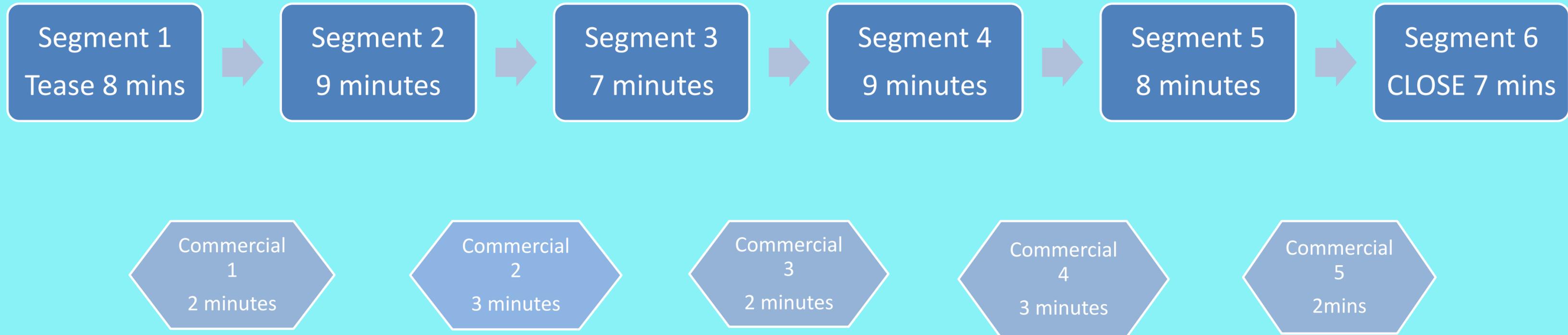
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INSIDER SECRET... The TV Success Roadmap

THINK LIKE A PRODUCER

60-Minute TV Show Formula

48 Minutes of Content – 12 Minutes of Commercials

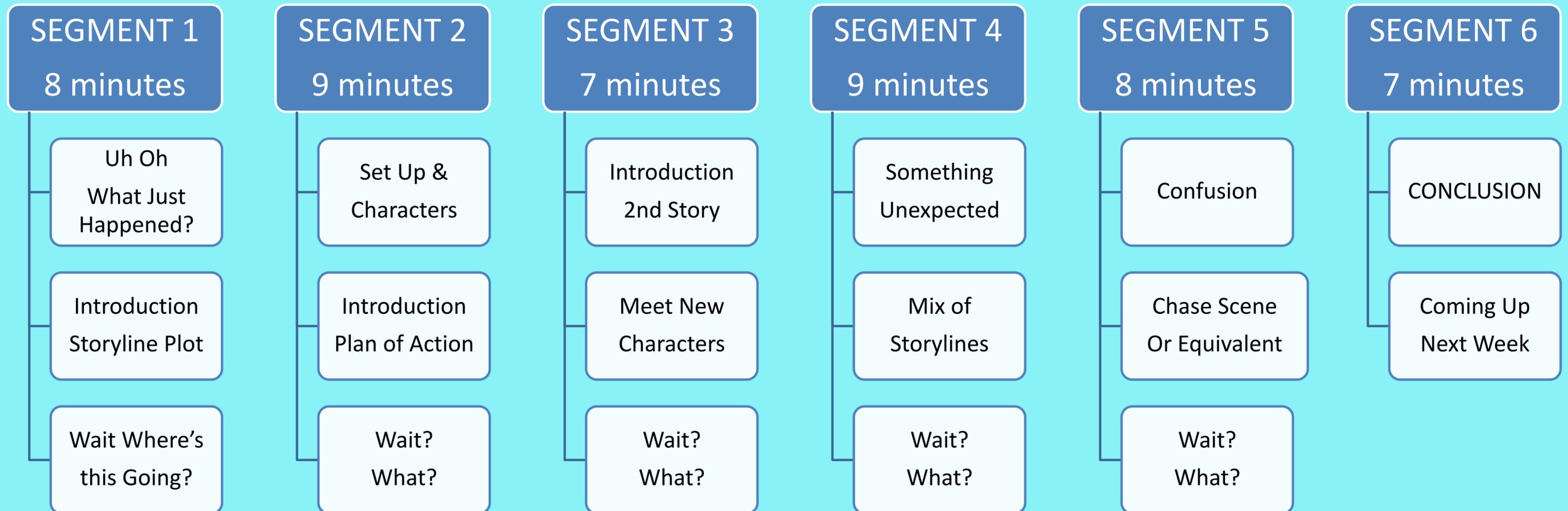


ROCK YOUR KEYNOTE TO BOOK MORE GIGS!

THINK LIKE A PRODUCER

60-Minute TV Show Formula

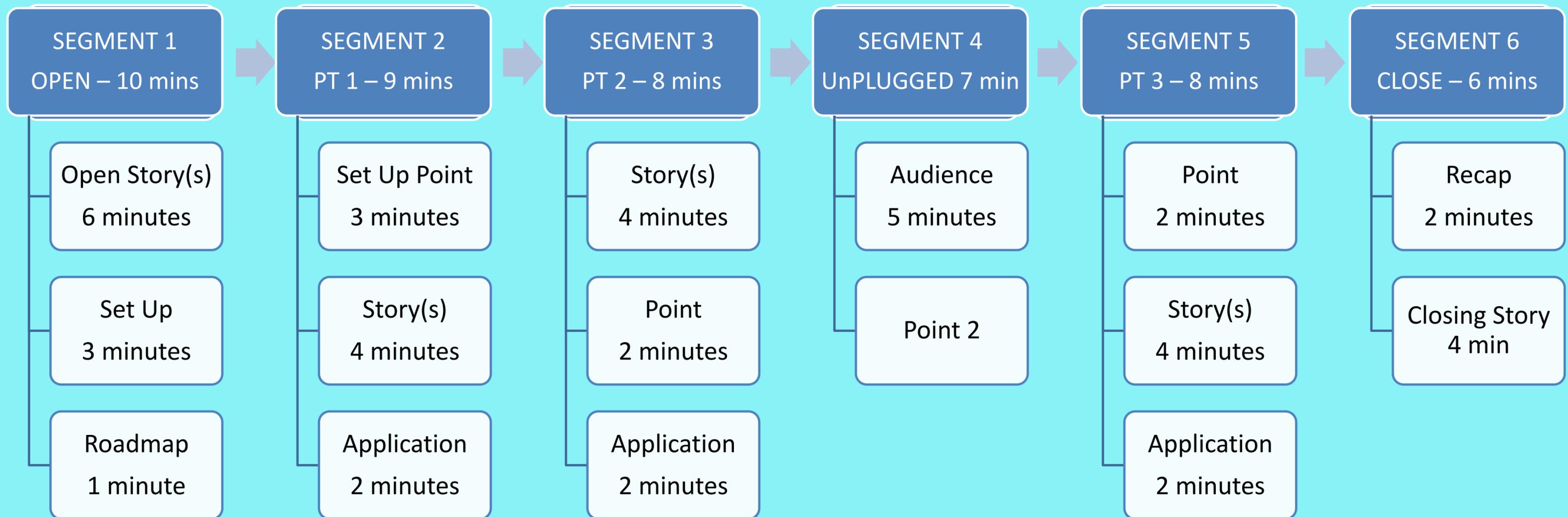
48 Minutes of Content – 12 Minutes of Commercials



THINK LIKE A PRODUCER

60-Minute Keynote Speech Formula

48 Minutes of Content – 12 Minutes of Grace



ROCK YOUR KEYNOTE TO BOOK MORE GIGS!

THINK LIKE A PRODUCER

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INSIDER SECRET... The TV Success Roadmap

THINK LIKE A PRODUCER

Q & A

1. Is your formula the only formula we should use to craft our keynote?
2. What if my topic and style doesn't lend itself to Producing my speech?
3. What if I don't have control of elements I want to incorporate?
4. What if I don't think I have the gift or time to Produce my keynote?

THINK LIKE A PRODUCER

NOTES



THE 5 CORE PRINCIPLES OF ROCK YOUR KEYNOTE

#2 STAGE LIKE A DIRECTOR

ROCK YOUR KEYNOTE TO BOOK MORE GIGS!



STAGE LIKE A DIRECTOR

WHAT IS THE ROLE OF THE DIRECTOR?

The Director will work with the Producer to develop the look and feel of a television show or film and has input on the shooting script and any revisions. He or she then digs deep into the theme, character development, and storyline to determine how everything will be shot.

He or she visualizes the script and decides how best to put that vision onto the screen considering who will be cast, how to direct the actors, all technical elements, staging, lighting, blocking of actors, special effects, etc.

Bottom line, the director (with the Producer's input and agreement) is responsible for bringing the story to life on the screen.

ROCK YOUR KEYNOTE TO BOOK MORE GIGS!

STAGE LIKE A DIRECTOR

NOTES

What Is The Role Of The Director?



STAGE LIKE A DIRECTOR

3 PRODUCTION TIPS THAT WILL SET YOUR PRESENTATION APART FROM OTHER SPEAKERS

1. Room Dynamics & Technical Issues you Need to Know so you can Use the Room for Impact
2. How to Produce Your PowerPoint to Wow!
3. Special Instructions for AV/Video Team to Maximize your Presentation & Production of Your Videos

ROCK YOUR KEYNOTE TO BOOK MORE GIGS!

STAGE LIKE A DIRECTOR

Room Dynamics & Technical Issues you Need to Know so you can Use the Room for Impact

Try to control the setup of the room. This is not always possible, but when you can, choose to be in a smaller room so it feels full. Try to get seating in Theater Style instead of Rounds. No Aisle in center, but 2 Aisles in V shape from Stage. A Center Aisle diminishes engagement.

Play cool music in the room prior to event starting. Possibly, hold the doors until there is a full entry from all instead of people entering one at time. Request music or bring your own on a Flash Card.

Consider tweaking the lighting for the Stage and Room. Full Wash on Stage is typical, but tweak as it works for you.

Talk with AV about Lighting & Sound if you plan to go out into the Audience to engage with them (you should!). Make sure everyone (including videographer) can see you and that your microphone doesn't feed back through the PA System. Do your best to control room dynamics as much as possible. Or at least "tweak" them to your liking.

ROCK YOUR KEYNOTE TO BOOK MORE GIGS!

STAGE LIKE A DIRECTOR

NOTES

Room Dynamics & Technical Issues You Need to Know
So You Can Use the Room for Impact

STAGE LIKE A DIRECTOR

How to Produce Your PowerPoint to Wow!

Producing your PowerPoint is like having your very own Audio/Video Engineer who travels with you. After I've written out my stories and have practiced them so much that I can tell them the same way every time, I begin to produce my PowerPoint based on that timing. I add music which is timed to the story. I add photos to help tell the story and those are timed as well. Ultimately, with all my stories "produced" in this manner it feels like a "real" production versus just a speaker and a slide deck.

The music and appropriate photos will enhance your story so much people will be fully engaged and they'll remember your message so much more. Hire freelancers at Fiverr or do it yourself. NEVER SKIP SOUND CHECK! Very Important to work out all technical issues first!

Audio Software for editing Audio - Audacity Audio Editor - <https://www.audacityteam.org>

Video Software for editing Video on Mac or PC – Camtasia Video Editor - <https://www.techsmith.com/video-editor.html> or

Screenflow Video Editor for Mac - <https://www.telestream.net/screenflow/>

PowerPoint Freelancers – Fiverr - <https://www.fiverr.com/gigs/powerpoint>

Karaoke Tracks - <https://www.karaoke-version.com/custombackingtrack/>

STAGE LIKE A DIRECTOR

NOTES

How to Produce Your PowerPoint to Wow!

STAGE LIKE A DIRECTOR

Special Instructions for the AV/Video Team to Maximize your Presentation & Video

You need to ALWAYS try to get Video Shot at every presentation. Add it to your Contract.

When talking to your videographer, tell him/her to shoot like a “one take live production” with no editing. That means he won’t be jumping around trying to get different shots. You want him to follow what you’re doing in a single take. Be the eyes of the viewer. If something is happening in the audience, widen out to cover that, but do it seamlessly.

Make sure he get’s the Open & the Close. Start wide and move in to Waist Up. On ending widen out to cover the applause.

Ask him to shoot Testimonials at the End of your presentation. Give him the questions to ask the attendee. If there are 2 videographers, have one of them follow you on stage at the beginning and shoot from behind you to see all the audience. IF NOT, then give your Smart Phone to someone on staff or audience to do the same. That shot is Magic and you can use it for editing your Demo.

ROCK YOUR KEYNOTE TO BOOK MORE GIGS!

STAGE LIKE A DIRECTOR

NOTES

Special Instructions for AV/Video Team to Maximize
Your Presentation & Production of Your Video

STAGE LIKE A DIRECTOR

Q & A

1. Do you pay extra for the AV/Video Team to shoot your video or help with special lighting? If so, how much?
2. Are there copyright issues with using music in your PowerPoint? Photos?
3. What is your suggestion on Stage Lighting? I've been asked by the Meeting Planner how they should adjust the house & stage lights.

STAGE LIKE A DIRECTOR

NOTES



THE 5 CORE PRINCIPLES OF ROCK YOUR KEYNOTE

#3 WRITE LIKE A STORYTELLER

ROCK YOUR KEYNOTE TO BOOK MORE GIGS!



WRITE LIKE A STORYTELLER

WHAT DOES IT MEAN TO WRITE LIKE A STORYTELLER?

From my experience of speaking in front of hundreds of audiences, I have learned that stories are memorable because of the images and emotions contained in the story. The lesson of the story sticks because it's embedded in an image. The image isn't a still picture; it's a movie. While you're listening to a story, you're simultaneously watching the story on the movie screen in your mind, in your imagination. And a movie – works better than a still picture image.

ROCK YOUR KEYNOTE TO BOOK MORE GIGS!



WRITE LIKE A STORYTELLER

WHAT DOES IT MEAN TO WRITE LIKE A STORYTELLER?

Our brains remember pictures first. Then it remembers the emotional context, and finally, it remembers language. That explains why a friend of mine who was an audience member in one of my presentations over ten years ago made a comment on Facebook recently about Rock Your Keynote that said, “I still remember your Paul McCartney story to this day.” But it’s what she said next that proves the effectiveness of great stories. She said, “What would Paul Do? Put others first and make it about them.” That was the hook of the story. Stories Work!

ROCK YOUR KEYNOTE TO BOOK MORE GIGS!



WRITE LIKE A STORYTELLER

WHAT DOES IT MEAN TO WRITE LIKE A STORYTELLER?

The purpose of a speech is to move people to action. You point an audience to a place where they want to be, a far away place, a better future, overrun with customers, more money. You make them dissatisfied with where they are now and tempt them with a ‘dream tomorrow’ – and then you’ve got to show them how to get there. Or at least, that’s what really good speakers do.

Most presentations are boring, irrelevant, too wordy and filled with jargon. So instead of being “that speaker,” write like a storyteller and keep your audience engaged and entertained. They’ll love you for it!

ROCK YOUR KEYNOTE TO BOOK MORE GIGS!

WRITE LIKE A STORYTELLER

NOTES

What Does It Mean To Write Like A Storyteller?



WRITE LIKE A STORYTELLER

3 WAYS TO MOVE YOUR SPEECH FROM GOOD TO REALLY GOOD TO AMAZING!

1. How to Craft Your Whole Speech Like a Story So it's Memorable
2. Why it's Important to Script vs. Bullet Pt Your Speech. (Not what you think!)
3. How to Turn Your Life Situations into Stories with a Message

WRITE LIKE A STORYTELLER

How to Craft your Keynote like a Story to be Memorable

First of all, before you open PowerPoint or a Mind Map Program, put on your Producer's Mindset to make sure you know that you know the Who, What, Why, How, & WOW of what you want to share. Many times we miss this first step and we don't quite offer what it could be.

Remember the TV Roadmap and define your One Big Idea. Then determine the 3 Points that will showcase the One Big Idea. Then, get out the Roadmap and begin to fill in the blanks. Once you have the basics down, now think like a Storyteller and a Songwriter.

Now craft the message in an interesting way that is memorable, surprising, and engaging. Think Harder and Think Different. Don't settle on the first, second, or even third version. Keep working on it until it flows and tells a great story that is captivating.

Think about the magic of a hit song! Universal theme, but personal. One idea – the Hook (Chorus). Three Verses and the Bridge (Unplugged). Add it all up & you've got a great presentation.

ROCK YOUR KEYNOTE TO BOOK MORE GIGS!

WRITE LIKE A STORYTELLER

NOTES

How to Craft Your Whole Speech Like a Story So it's Memorable

WRITE LIKE A STORYTELLER

Why it's important to Script your Speech vs. Bullet Point

This is real simple. The reason I believe it's vitally important to Script Your Speech vs just doing Bullet Points is so you'll know what NOT TO SAY!

Once you've scripted out your message, you'll most likely find you're saying too much and it's not succinct enough to have impact. Remember, Songwriters & Comedians... they work really hard to eliminate as many words as possible, but still be clear on the message. The only way to do that is to put down on paper what you're wanting to say, then tweak it until it's Really Really Good.

But, here's where people have problems with this line of thinking. They believe that just because you've scripted your speech you're supposed to Memorize the Script. NO, NO, NO! You just script so you'll know what you NEED to say and what you're NOT going to say.

Then, it's just a matter of rehearsing each segment until it is so NATURAL that you can say it in your sleep in an authentic & believable way. (Use [Rev.com](https://www.rev.com) for transcriptions)

ROCK YOUR KEYNOTE TO BOOK MORE GIGS!

WRITE LIKE A STORYTELLER

NOTES

Why it's Important to Script vs. Bullet Pt Your Speech. (Not what you think!)

WRITE LIKE A STORYTELLER

Steps to Turn your Own Life Situations into Stories w/a Message

People love listening to personal stories based on the experience of the speaker, especially stories which they can directly relate to. Great speakers use their own personal stories – taken from their years of experience. All of us have stories we can use during our presentations but we do not realize it.

I suggest you keep a book and write down things that have happened to you, happened to your kids, your wife, friends, neighbors, people you've worked with, and even clients.

Some stories could be over 25 years old but still have a relevant point, as well as, you could have stories that happened to you last month. You may not know what stories you can use, where to use them and when they will be the perfect story for the moment, but the important thing is to write them down.

WRITE LIKE A STORYTELLER

Steps to Turn your Own Life Situations into Stories w/a Message

When you have time, sit down and try and record all the details you can remember. When did things happen, who was there, what happened, why were you there and any other details you can remember – the more detail the better.

What is the point? What do you need to do to enhance or adapt for your message? Massage it as needed to clearly make your point and then LEARN IT WELL. Practice it on others over & over.

WATCH Jerry Seinfeld's - Comedian - to understand the struggle & power of scripting and being intentional on what & how to say something. – Netflix - <https://www.netflix.com/title/60024976>

Next you need to think about how you will tell these stories to other people. What will you say, who will be in the story, what details are you willing to add to the story to make the story come alive.

WRITE LIKE A STORYTELLER

Steps to Turn your Own Life Situations into Stories w/a Message

Regardless of what story or stories you decide to use, you need to develop, prepare and practice telling your stories so they create interest or the effect you want it to give. Many aspiring speakers have asked, “Do we really need to use stories? The typical respond to this question is, “If you want to get paid you do!”

Really good speakers, learn to become really good storytellers and use stories all the time. The more you practice telling your stories the better they begin to sound and the easier they become to tell.

Really good speakers do this all the time and put a lot of thought into the stories and how they can use these stories to not only connect with the audience, but how to use these stories to make a point. It is key that you use stories to make a point and help the audience relate more easily to your message.

WRITE LIKE A STORYTELLER

NOTES

How to Turn Your Life Situations into Stories with a Message

WRITE LIKE A STORYTELLER

Q & A

1. I have 3 main presentations I give on a fairly regular basis. Should I not use the same stories in all three? I change the point and message for each, but still use some of the same stories.
2. What's your opinion of using a story found in Readers Digest or online somewhere?
3. What's your thought on me making up a story to work for my speech if I don't have one myself?

WRITE LIKE A STORYTELLER

NOTES



THE 5 CORE PRINCIPLES OF ROCK YOUR KEYNOTE

#4 REHEARSE LIKE AN ACTOR

ROCK YOUR KEYNOTE TO BOOK MORE GIGS!



REHEARSE LIKE AN ACTOR

WHY SHOULD I REHEARSE LIKE AN ACTOR VS. KNOWING MY STUFF LIKE AN EXPERT?

Why? Because you're being paid to give your speech. Not to read your book. You need to know what you're going to say and what you're not going to say in order to say your best. Remember, it's only 48-minutes and it needs to be amazing. So, rehearse like an actor who gets paid. Preparation is crucial to delivering a knocked-out presentation that showcases your expertise.

This also gives you confidence that you can handle anything during your presentation. The point is not to MEMORIZE, but to KNOW your material so well that it's a part of who you are. You can vamp and stay on-track with ease because you are prepared and ready to rock.

ROCK YOUR KEYNOTE TO BOOK MORE GIGS!

REHEARSE LIKE AN ACTOR

NOTES

Why Should I Rehearse Like An Actor
Vs. Knowing My Stuff Like An Expert?



REHEARSE LIKE AN ACTOR

2 WAYS TO PRACTICE LIKE AN ACTOR AND A TOURING MUSICIAN

1. Know Your Speech Like an Actor Knows their Script
2. Move from 2D to 3D when Telling Stories

REHEARSE LIKE AN ACTOR

How to Know your Speech Like an Actor Knows their Script

Think about a Stage Actor. Most Broadway plays are performed 8 times Per Week! Crazy! And this can be for weeks, months, or even years at a time. Do you think people walk out of the theater saying, "Oh, that felt so rehearsed"? NO! Because if they did the show would close down.

An example of real rehearsal is that of a touring musician who's performing 18-25 songs/night, night after night. They have to OWN each song to its fullest so they can perform it like a rock star. The only way an actor or a musician can deliver a rock star performance is by knowing their material so deeply that it becomes second nature. They don't have to think about ANYTHING! They know it SO WELL they can commit 100% to delivering an AMAZING PERFORMANCE.

That's how we need to rehearse our material. Think of each of the Six Sections in our Roadmap as Songs in a Set List. Practice each section like a musician learns a new song - Over and Over and Over again until you know each segment deep in your bones. NOW you can deliver like a rock star.

REHEARSE LIKE AN ACTOR

NOTES

Know Your Speech Like an Actor Knows Their Script

REHEARSE LIKE AN ACTOR

How to Move from 2D to 3D When Telling Stories

When telling a story you have a choice to be a “talking head” or a “visual storyteller” – 2D to 3D. The difference is energy, visual description, movement, action, use of the stage, etc. You bring the story to life in a way that it becomes like a “movie” versus reading it off a page in a book.

Anyone can do this if they rethink what’s actually happening in the story and then tell it in a visual, descriptive, and entertaining way. Feel free to move and be animated in how you describe the situation. Use the stage to show depth, placement, different rooms, furniture, etc.

Experiment with telling the story while video recording and then watch it back to see how it feels, how it can be improved, and if what you’re doing is actually helping or hurting.

Keep working on it until it feels natural and engaging. It will transform how your audience “hears” your message and will make it memorable for years to come!

REHEARSE LIKE AN ACTOR

NOTES

Move From 2D to 3D When Telling Stories

REHEARSE LIKE AN ACTOR

Q & A

1. What is the best way to know if I sound too rehearsed or slick when giving my speech. Has anyone ever told you were too slick?
2. I don't want to feel like I'm acting because I'm not very good at it. So, how can I be fully rehearsed and not sound like I'm giving a canned speech?
3. What do you do when something happens unexpectedly in the middle of your speech and it throws you off? How do you recover and not look like a deer in headlights?

REHEARSE LIKE AN ACTOR

NOTES



THE 5 CORE PRINCIPLES OF ROCK YOUR KEYNOTE

#5 PERFORM LIKE A ROCK STAR

ROCK YOUR KEYNOTE TO BOOK MORE GIGS!



PERFORM LIKE A ROCKSTAR

WHAT DOES IT MEAN TO PERFORM LIKE A ROCK STAR? I'M GIVING A SPEECH!!

Here's the interesting thing... If you apply everything we've discussed so far in crafting your presentation, preparing your technical elements, and rehearsing your delivery, then you've done the hard work and are ready to stand center stage and deliver a rock star performance.

It's just a matter of being very clear on the Craft of the speech, the Creative of the PowerPoint, and the Confidence of the delivery. If everything has been prepared according to plan, then you will be awesome.

If you are not fully prepared, then go back and dot every "i" and cross every "t" so you will can check every box it takes to Stand Out on Stage!

ROCK YOUR KEYNOTE TO BOOK MORE GIGS!

PERFORM LIKE A ROCK STAR

NOTES

WHAT DOES IT MEAN TO PERFORM LIKE A ROCK STAR?
I'M GIVING A SPEECH!!



PERFORM LIKE A ROCKSTAR

3 WAYS TO STAND OUT ON STAGE TO BE CONSIDERED A ROCK STAR SPEAKER

1. Don't show ego. Show up early. Network. Meet people. Engage
2. OWN your Message & Deliver your speech w/100% confidence in an authentic, engaging & entertaining way.
3. Stick around afterwards & speak to as many people as possible. Debrief w/Planner. Offer to do more.

ROCK YOUR KEYNOTE TO BOOK MORE GIGS!

PERFORM LIKE A ROCKSTAR

Don't show
ego. Show up
early.
Network.
Meet people.
Engage

How you present yourself in the booking, vetting, and follow-up process can make or break whether you get the gig or not, so go out of your way to be available, friendly, and responsible. It will speak volumes about you, so don't blow this.

Over-Deliver and go the extra mile in ALL things for your Meeting Professional. From the time you're at your local airport until the time you're booked into your Hotel, communicate with your Contact the whole time so they can rest easy you are not having any travel problems.

Also, attend any Pre-Event gatherings and network the whole time. I know it can be tiresome, but your planner will make note of it and will be impressed. Also, show up early for a sound check on performance day and let your planner know you are on site.

Lastly, offer to do both Pre & Post event Promo videos or webinars to promote & support the audience. All of this will be remembered and make a positive impression on everyone.

ROCK YOUR KEYNOTE TO BOOK MORE GIGS!

PERFORM LIKE A ROCK STAR

NOTES

Don't Show Ego. Show Up Early. Network. Meet People. Engage.

PERFORM LIKE A ROCKSTAR

OWN your
Message &
Deliver your
speech w/100%
confidence in an
authentic,
engaging &
entertaining
way.

Show up in confidence that you know that you know your message, your audience, their needs, your solution, AND exactly how you're going to present it in such a way that it will Wow, Woo, & Win your audience and meeting planner where they will want to book you over and over again.

With that kind of preparation, intention, and rehearsal you should not be anything but 100% ready to rock-the-house.

That's when you'll get more business, make more money and be more successful.

PERFORM LIKE A ROCK STAR

NOTES

OWN Your Message & Deliver Your Speech w/100% Confidence in an Authentic, Engaging & Entertaining way.

PERFORM LIKE A ROCKSTAR

Stick around
Afterwards &
speak to as
many people as
possible. Debrief
w/Planner. Offer
to do more.

Be intentional in letting your audience know that you speak for a living and you'd love to speak to their group. During your Recap/Summary before your Closing Story, be very specific in telling them this and mention that you will be at the back of the room immediately after you finish and you'd love to meet them. Ask them to drop off their business card or leave a note with you that has their recommendation and contact number.

Also, have your Smart Phone out and when they start telling you how great you were, ask them if they would say that on camera. Start recording on your camera, ask them to say and spell their name and THEN have them start their testimonial. Have them say something like... "I just saw "your name" speak and he/she was outstanding. The big take-away for me was "_____". I can't wait to tell my "president, boss, company, or whoever" that they need to book "your name" for our next event. This was fabulous." Have them be as specific on their "take-away" as much as possible to add value. Also, debrief w/your Planner immediately after your speech. If she's happy, ask her to give you an introduction and testimonial as well.

ROCK YOUR KEYNOTE TO BOOK MORE GIGS!

PERFORM LIKE A ROCK STAR

NOTES

Stick Around Afterwards & Speak to as Many People as Possible.
Debrief w/Planner. Offer to Do More.

PERFORM LIKE A ROCKSTAR

Q & A

1. Okay, I appreciate your personality and style as a speaker, but you are so different than I am and I don't think I can do what you do on stage. What's the solution?
2. How can I get comfortable in spontaneous interaction with my audience? I want to engage, but I feel hesitant in case something happens and I don't know how to handle it.
3. You mentioned something about Introductions. Can you share with us what makes a good one versus a bad one?

PERFORM LIKE A ROCK STAR

NOTES

RECAP & SUMMARY



KEYNOTE REVIEW - \$2500 - Full Keynote Review and 3 Video Calls to go over what you're doing right, how to improve what needs to be tweaked, and a game plan for how to move it to from Good to Really Good!

KEYNOTE MAKEOVER - \$7500 - 4-week program to build a Rock Star Keynote based on Rock Your Keynote w/8-10 60-minute Video Calls of Deep Coaching with homework. You'll end up with a Rock Star Speech that will pay for itself over and over again!

ONE DAY IN-PERSON LIVE COACHING - \$5000 - Come to Austin or San Antonio and spend an evening and full day in-person with me where we'll break down your keynote and build it back up again to Rock-the-Stage!

ROCK YOUR KEYNOTE TO BOOK MORE GIGS!

RECAP & SUMMARY



If you would like to Schedule a Call with me to talk about one of my VIP Coaching Programs to see if one would be a good fit for you, you can book a time with me at <https://calendly.com/robincreasman>

If you would like to add a Personal Coaching Call with me to this Course, you can still do so if you purchase your call at my online payment center below for the discounted investment of \$250 vs \$500.

Go to robincreasman.com/payment-center and write \$250 in the Payment Field, then continue to pay via Credit Card. Once complete send an email to me at Robin@RockYourKeynote.com & we'll schedule the call.

ROCK YOUR KEYNOTE TO BOOK MORE GIGS!



**ROCK YOUR
KEYNOTE**

TO BOOK MORE GIGS

THANK YOU!

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ROBIN CREASMAN PRESENTS

Rock Your
Performance

ROCK YOUR KEYNOTE
to BOOK MORE GIGS!

*You'll Stand Out On Stage, Wow Your Audience,
& Grow Your Business*