



SELLING FROM

LIVE & VIRTUAL

STAGES SERIES

PRACTICAL

WWW.SELLFROMSTAGEACADEMY.COM

WELCOME

I'm so glad you're here to learn how to speak and sell from a live or virtual stage. Print this workbook out and use it as your personal guide to capture the valuable ideas that you'll discover during the workshop series.

Welcome to the Selling From Virtual & Live Stages Workshop Series Workbook

This training is specifically designed for you if you are a Speaker, Entrepreneur, Course Creator, Expert, Coach, or Educator.

Inside the training you'll discover:

- The secret to designing presentations that lead to a flood of clients (even if you've tried and failed before)
- The "Infusion Selling Method" - The most effective way to speak so that people are asking to enroll in your programs....before you've even made your pitch
- The #1 mistake people make with their signature story and how you can craft yours so that it truly resonates with your audience
- You'll leave the training series feeling confident, clear and excited to use virtual stages to grow your business and make the impact you've always desired

What to do right now?

1. Print this workbook out so you can complete it as you move through the training
2. Join the Exclusive Facebook Group: This group is where all the extra-training, community, and replays will be held.
[CLICK TO JOIN TRAINING GROUP](#)
3. Schedule the training dates in your calendar below:

Training 1: The Speaking Mindset

[ZOOM LINK for SESSION 1 on Monday Feb 2nd at 1pm Pacific, 3pm Central, 4pm Eastern, 9pm London, 8am Tuesday Sydney](#)

Training 2: The Conversion Secrets

[ZOOM LINK for SESSION 2 on Wednesday Feb 4th, at 1pm Pacific, 3pm Central, 4pm Eastern, 9pm London, 8am Thursday Sydney](#)

Training 3: Speaking Profit Formula

[ZOOM LINK for SESSION 3 on Friday Feb 6th, at 1pm Pacific, 3pm Central, 4pm Eastern, 9pm London, 8am Saturday Sydney](#)

Training 4: Implementation & Interactive Q&A

[ZOOM LINK for SESSION 4 on Monday Feb 9th, at 1pm Pacific, 3pm Central, 4pm Eastern, 9pm London, 8am Tuesday Sydney](#)

We do have a main directory page which will be updated as each training is released with replays etc
[Click to see training directory page](#)

SESSION 1

THE SPEAKERS

MINDSET

The 3 Success Frames:

You are _____ already

_____ the Process

Commit to your _____

Q. What is your big driver/s or reason to learn how to speak and sell confidently from a stage?

List your big reasons below:

SESSION 1: MINDSET MASTERY

Your mindset forms the foundation for all success when you're selling on a virtual stage. This session will reveal the strategies for mastering your confidence and how to step into the authority that you truly desire.

The breakthrough idea:

You are one _____ away from your _____

The 2 Types of Stages:

A stage definition: A leveraged verbal & visual communication platform.

1. _____ Stage

K _____

W _____

S _____

2. _____ Stage

W _____

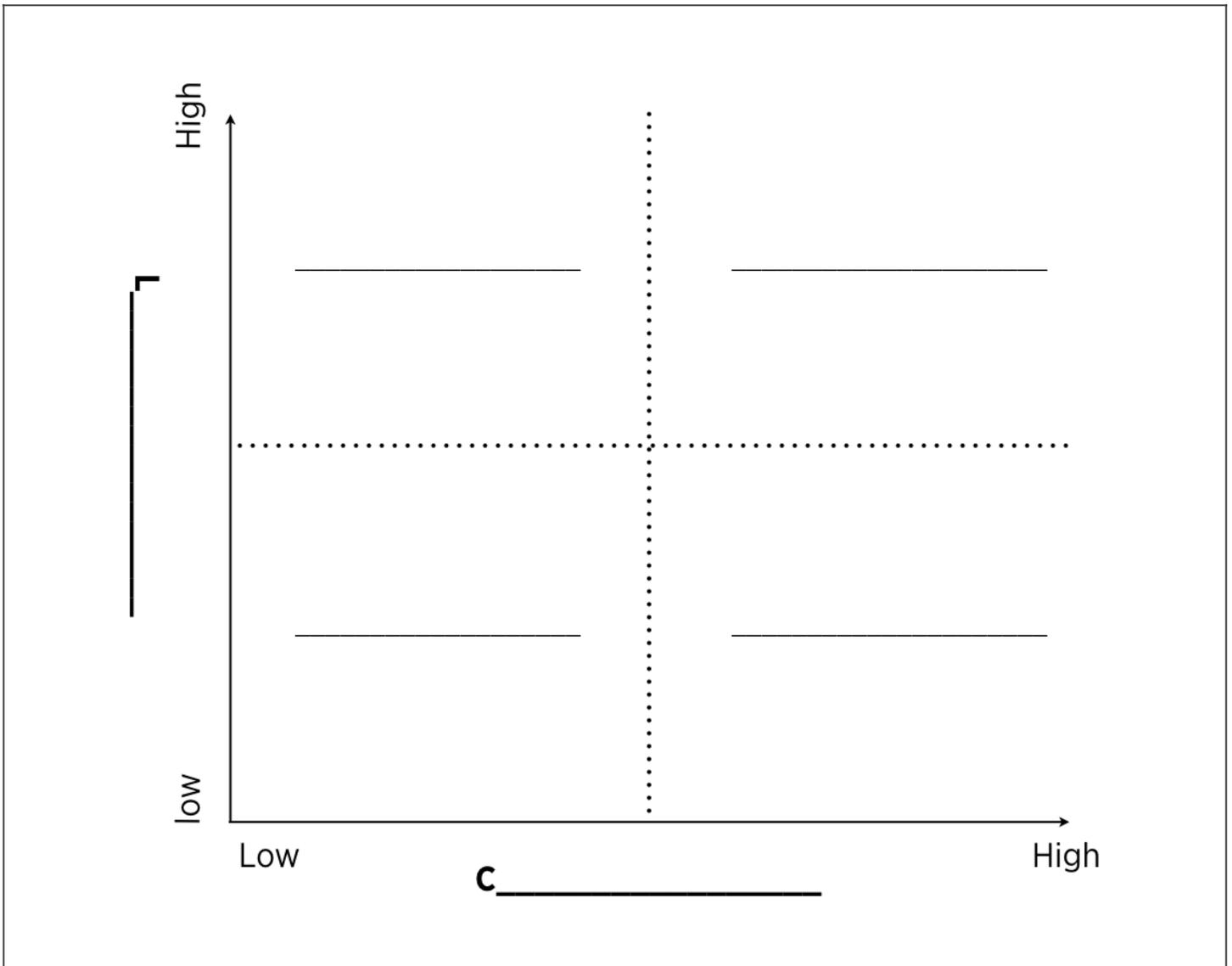
V _____ E _____

L _____ V _____

Stage definition: A leveraged visual and verbal communication platform that connects with your audience in an authentic way.

THE ACCELERATED GROWTH MODEL

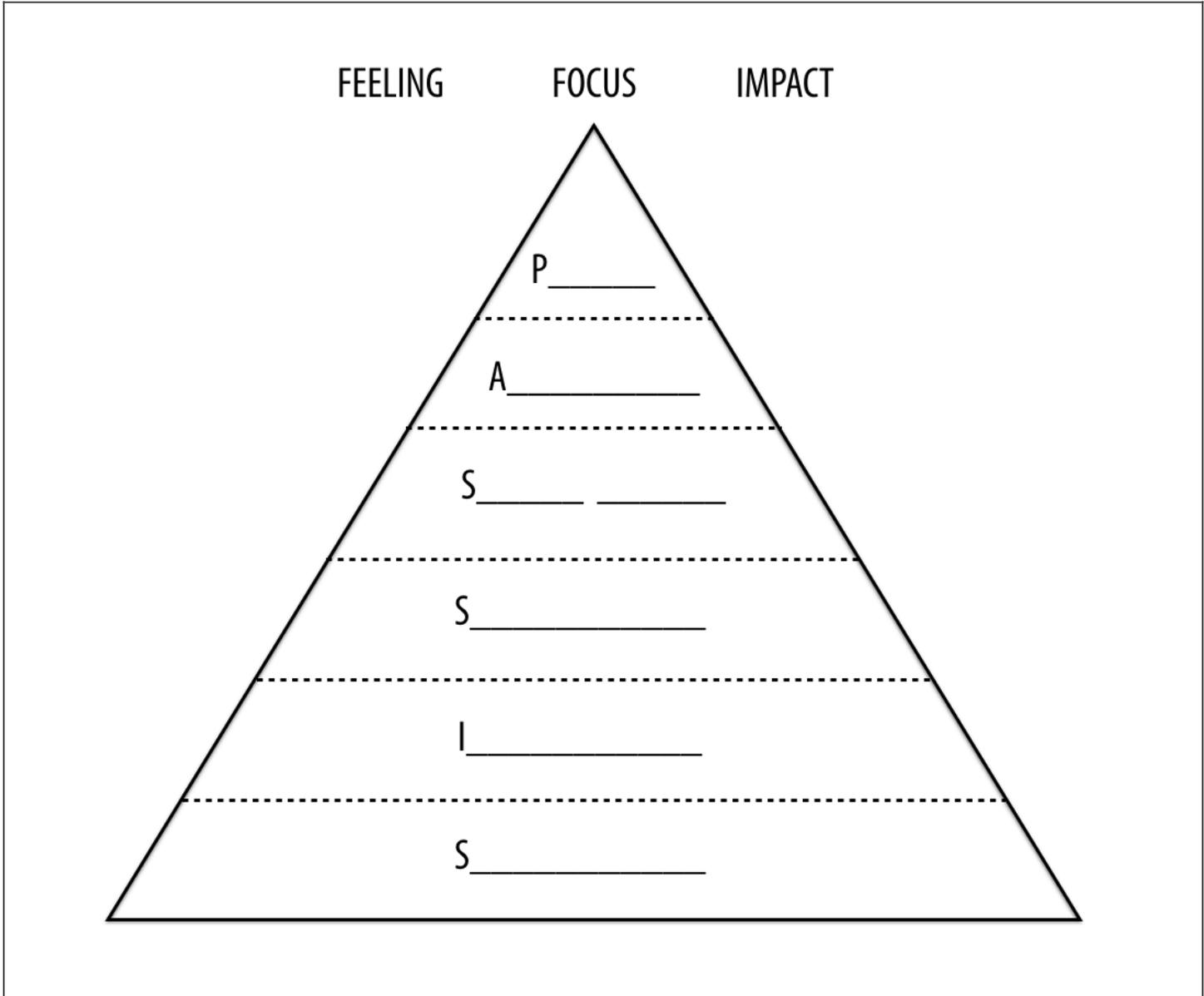
Essentially, there are four ways to grow your Expert business. This framework outlines these four ways and will help to identify whether you are using the most effective growth strategy for your business.



Write your notes here:

THE SELL FROM STAGE JOURNEY™

Below is the journey you are moving through related to mastering speaking and selling on stage. Make sure to note each level so you get clear on the journey towards commanding the stage.



Write your notes here:

THE 4 MINDSET MASTERY STRATEGIES

There are four mindset shifts you must make to start really growing your expert business and commanding the stage. Use the worksheet below to identify those four shifts and how that applies to you.

The 4 beliefs of successful expert business owners

1. Speaking is _____
2. Selling is _____
3. Amplify your _____ - ness
4. Choose your _____

Actions and Takeaways:

What was most helpful from the training so far?

What decisions do you need to make right now, to create more success in your business?

SESSION 2

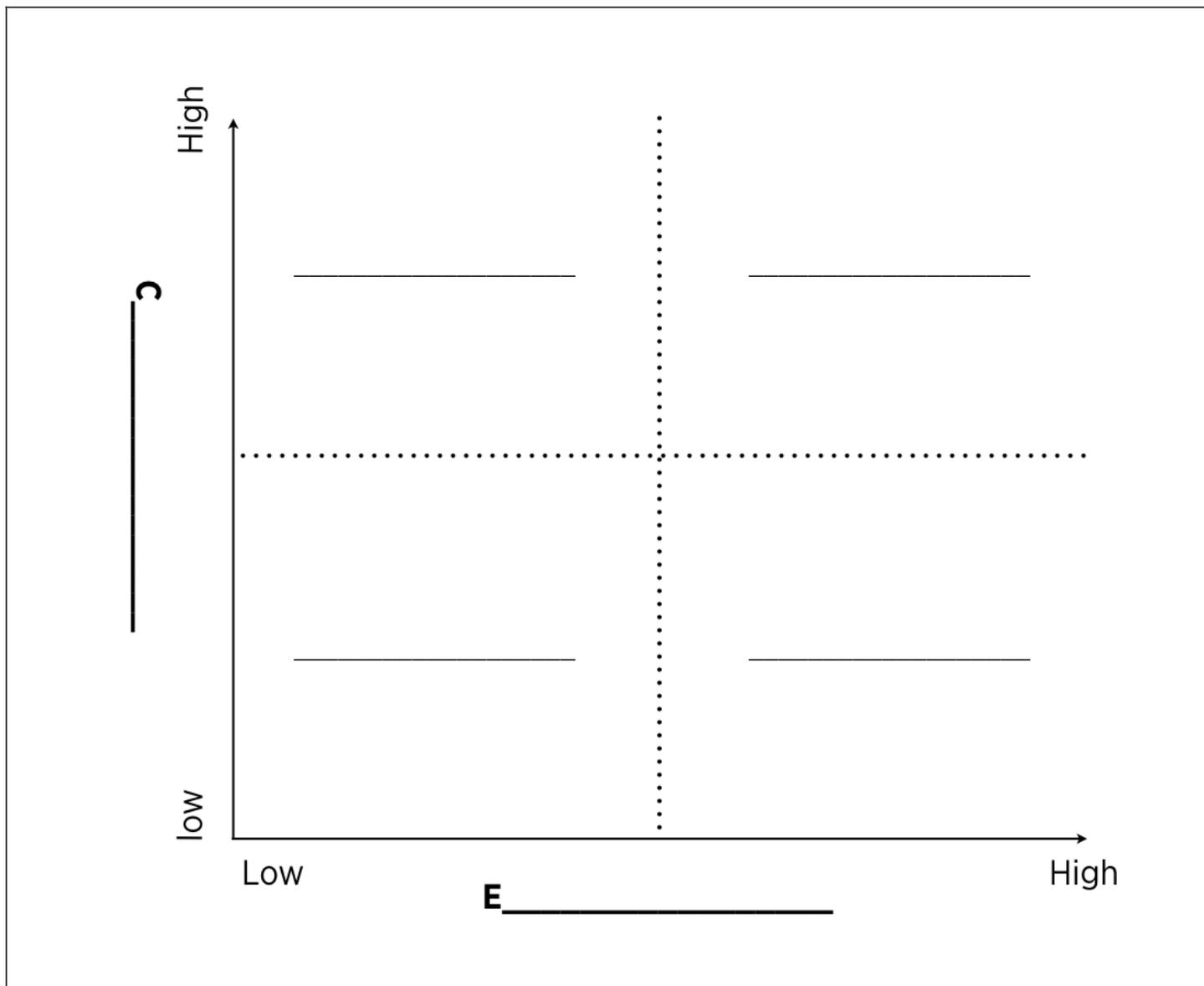
THE SPEAKING

CONVERSION SECRETS

Q. What's the hardest part about getting clients from a presentation for you?

THE SPEECH CONVERSION MODEL™

There is only four types of content you'll be presenting on your webinars and speeches. The Speech Conversion Matrix will help you to identify what type of content you're sharing and some simple tweaks you can make to ensure that it not only entertains your audience but also lead to clients. Complete the table below during the training and apply it to your content right now.



Where are you currently, based on the speech conversion matrix?

THE SPEAKING CONVERSION SECRETS

The goal of this session is to show you how to speak in a way that authentically moves your audience towards your offers, without being pushy and sales-y. This session will reveal the biggest mistakes that cause low conversion rates on your virtual presentations and exactly how to fix it.

MISTAKE #1

_____ and _____

MISTAKE #2

Loosing _____ and _____

MISTAKE #3

Telling the _____ _____

THE SPEAKING CONVERSION SECRETS

The goal of this session is to show you how to speak in a way that authentically moves your audience towards your offers, without being pushy and sales-y. This session will reveal the biggest mistakes that cause low conversion rates on your virtual presentations and exactly how to fix it.

MISTAKE #4

_____ at the _____

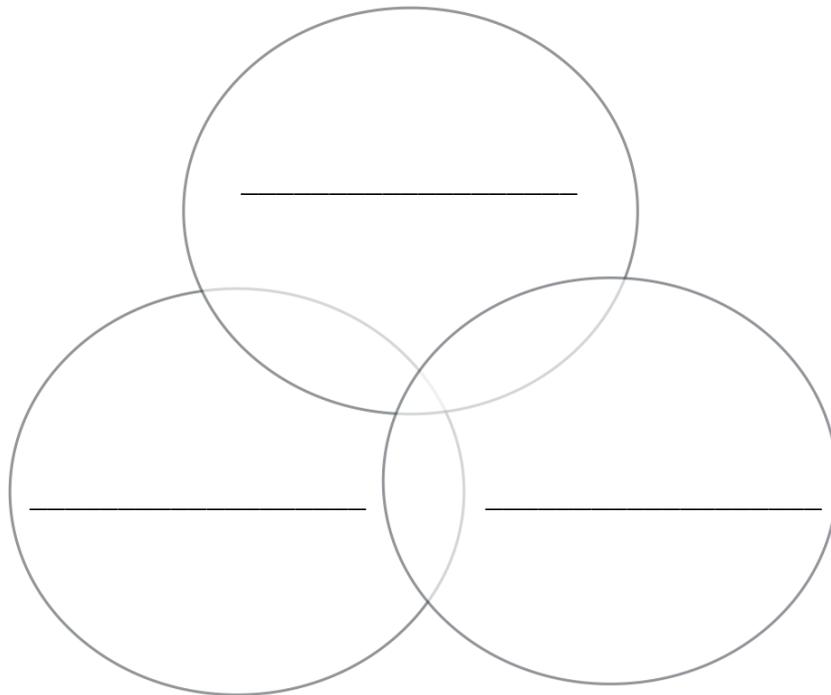
MISTAKE #5

Following _____

THE SPEAKING CONVERSION SECRETS

The goal of this session is to show you how to speak in a way that authentically moves your audience towards your offers, without being pushy and sales-y. This session will reveal the biggest mistakes that cause low conversion rates on your virtual presentations and exactly how to fix it.

The Signature Talk Framework



MISTAKE #6

Waiting till your _____ is _____

SESSION 3

THE SPEAKING

PROFIT FORMULA

Write your notes here:

THE SPEAKING PROFIT FORMULA

To master virtual and live stages you must move through five key phases. Once you build this into your business, your growth and success is inevitable. Use the space below to identify each phase and apply them to your business now.

1. Build your I _____ O _____

2. Create A _____ A _____

3. S _____ T _____ D _____

The 3 Types :

A. The _____ Sell

B. The _____ Sell

C. The _____ Sell

THE SPEAKING PROFIT FORMULA

To master virtual and live stages you must move through five key phases. Once you build this into your business, your growth and success is inevitable. Use the space below to identify each phase and apply them to your business now.

4. Uplevel your S_____ C_____

5. S_____ it to M_____ P_____

Extra notes here:

SESSION 4

SPEAK & SELL

Q&A IMPLEMENTATION

Write your questions and notes here

IMPLEMENTATION QUESTIONS.

Getting clear on where you are and where you want to go is the first foundation for creating any momentum in your business and your life. Use these questions to identify the goal, focus, and reasons for why mastering speaking is a must for you this year.

What is your goal revenue in the next 12 months?

What is the offer that you would like to sell from Stage? Name and price.

On a scale of 1 to 10, currently, how confident are you in your ability to sell from stage?

What are the specific skills and strategies that will get you to where you want to go?

Why is this a must for you?

ABOUT COLIN BOYD

Colin is your go-to guy when you want your live and virtual presentation to get clients, not just claps.

He's advised the biggest names in the industry to speak and sell from both virtual and live stages, including Amy Porterfield, Jenna Kutcher, Anthony Oneal, Julie Solomon, Carrie Green, and hundreds of other entrepreneurs worldwide.

Colin is a Certified Speaking Professional, who has been on the professional speaking circuit for over a decade.

He's best known for his signature program called Sell From Stage Academy®, which helps coaches and course creators turn every presentation into a money-making machine. He lives with his amazing wife and two little kids between Newport Beach, California & Sunshine Coast Australia.

If you are serious about selling from a stage make sure to join the [Sell From Stage Academy® VIP waitlist](#)



Here are some of the people who work and trust Colins process...



CARRIE GREEN

*"I worked through **Colin's webinar process step-by-step. It not only led to a high-converting webinar but gave me more confidence!** I highly recommend his process!"*
- Carrie Green, Female Entrepreneur Association



JAMES WEDMORE

*"The more I SPEAK, the more money I make. Therefore **I ALWAYS go to the best for the coaching and support I need: Colin Boyd. Colin is the real deal.** He's had almost a decade of experience in the expert industry and knows how to run a successful expert business.*
-James Wedmore (Colin's Fan Boy) & Creator of Business By Design



BRITT SEVA

*"**It's made me a confident communicator, it's made me feel really good about selling without feeling scam-y and it has completely changed the outlook of my business.**"*
- Britt Seva, Business and Marketing Strategist



RICK MULREADY

*"My **webinar conversions increased dramatically** after using Colin's Sell From Stage Formula!"*
-Rick Mulready, The Art of Online Business Podcast)