



*Susan  
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**Award Winning Speaker.  
International Best-selling Author.  
Master Speaker Trainer.**

Committed to honor, belonging and enchanted play, Susan has a Divine gift for translating your unique message into a memorable talk that consistently has audiences saying to themselves, "I Want That!"

During her 25-year speaking career, Susan has worked with publicly traded companies, international training organizations and icons of public speaking.

An award-winning speaker who has transformed over 15,000 lives from stage, she has written countless talks with clients in over 20 different industries.

After losing her home and a lifetime of possessions in a wildfire, Susan shares her own growth through transition and the importance of speaking your light and sharing your unique story to inspire others.

**[www.speakandshineyourlight.com](http://www.speakandshineyourlight.com)**

## 10 Steps to “I Want That!” Quick Start Guide

	<b>Step 1</b> Connect eye-to-eye and soul-to-soul.
	<b>Step 2</b> Two questions or a quote that inspires “I want that!”
	<b>Step 3</b> Welcome to [your talk title].
	<b>Step 4</b> Acknowledge host. Acknowledge participants.
	<b>Step 5</b> Ooo! Ooo! Can I tell you why I am so passionate about [refer to your talk title]?
	<b>Step 6</b> I’m going to give you everything I can now, and for those of you who know you want more, don’t worry, I’ll let you know how we can work together further!
	<b>Step 7</b> Share your core message.
	<b>Step 8</b> Imagine you have been living [your core message] for a year? And where are you now?
	<b>Step 9</b> Wanna know my secrets?
	<b>Step 10</b> I have an offer!

## 10 Steps to “I Want That!”

**Thank you for downloading and reading my one-page 10-Steps guide.**

As a bonus I have included more details for the first 3 steps.

Personally, I love step 4, acknowledge the host and acknowledge the audience. When done right, it’s mind-blowing the impact this can have. It’s far beyond a simple “thank you” to the host and audience. It’s a deep and true appreciation that really connects with your audience and sets you up as a deeply heart-felt and engaged speaker.

**Would you like to discuss how you can make your next talk compelling, engaging, and have your audience say “I want that!”?**

Schedule time with me for a free, no-obligation 30 minute chat. I would love to connect with you and help you with your next talk.

As a Master Speaker Trainer, I work with inspired coaches and business owners to answer the question “What’s my message?”, craft compelling talks and lead powerful multi-day events.

Schedule your time with me here: <https://susankerby.youcanbook.me>

## Step 1: Connect



### **Connect Eye-to-Eye and Soul-to-Soul.**

- Silently say, “I see you.”
- Silently say, “I am glad you are here.”
- Silently say, “I love you.” .
- And, most importantly, **RECEIVE THE LOVE FROM THE AUDIENCE!**  
They already want you to be great.

## Step 2: Two Questions or a Quote That Inspires “I Want That!”



### Start With Inspiring Their Desire.

- Who wants \_\_\_\_\_ ?  
(include a keyword from the name of what you are offering at the end)
- Who wants \_\_\_\_\_ ?  
(the entire question above PLUS words that take it to the next level)

OR

- Use a quote that inspires desire and makes the point you are making in your talk
- Easy way to find a great quote do a Google search: Enter your talk title, or main theme and then type “quote”.

### Step 3: Welcome



#### Welcome Your Audience.

- Welcome to [your talk title]

**Hint:** Incorporate the promise of hope for your clients in your talk title.

- What words do your clients use to describe their problem?
- What promises a solution to their problem?
- How can you use less words to communicate more?
- What will they learn?
- Keep it simple.

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Would you love to know more detail about step 4 and beyond?

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