

# THE HIGH IMPACT KEYNOTE TEMPLATE

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**DEEP  
THOUGHT**  
STRATEGY

# THE HIGH-IMPACT KEYNOTE TEMPLATE

## INTRODUCTION

This template is designed to help you craft the outline of your signature talk.

### THE HIGH-IMPACT KEYNOTE TEMPLATE

On the following page you'll find a graphic of the High-Impact Keynote Template. You'll notice that there are eight circles which represent the eight markers of your talk. You'll also notice that the entire talk is built around a single primary story broken down into three story segments; conflict, decision and discovery. All eight template markers and the three story elements are explained in detail in the video training (if you haven't been tagged in the video training in our Facebook group, please reach out to our team).

### TALK OUTLINE TEMPLATE

Use the fields in this template to enter only the most basic information about your talk.

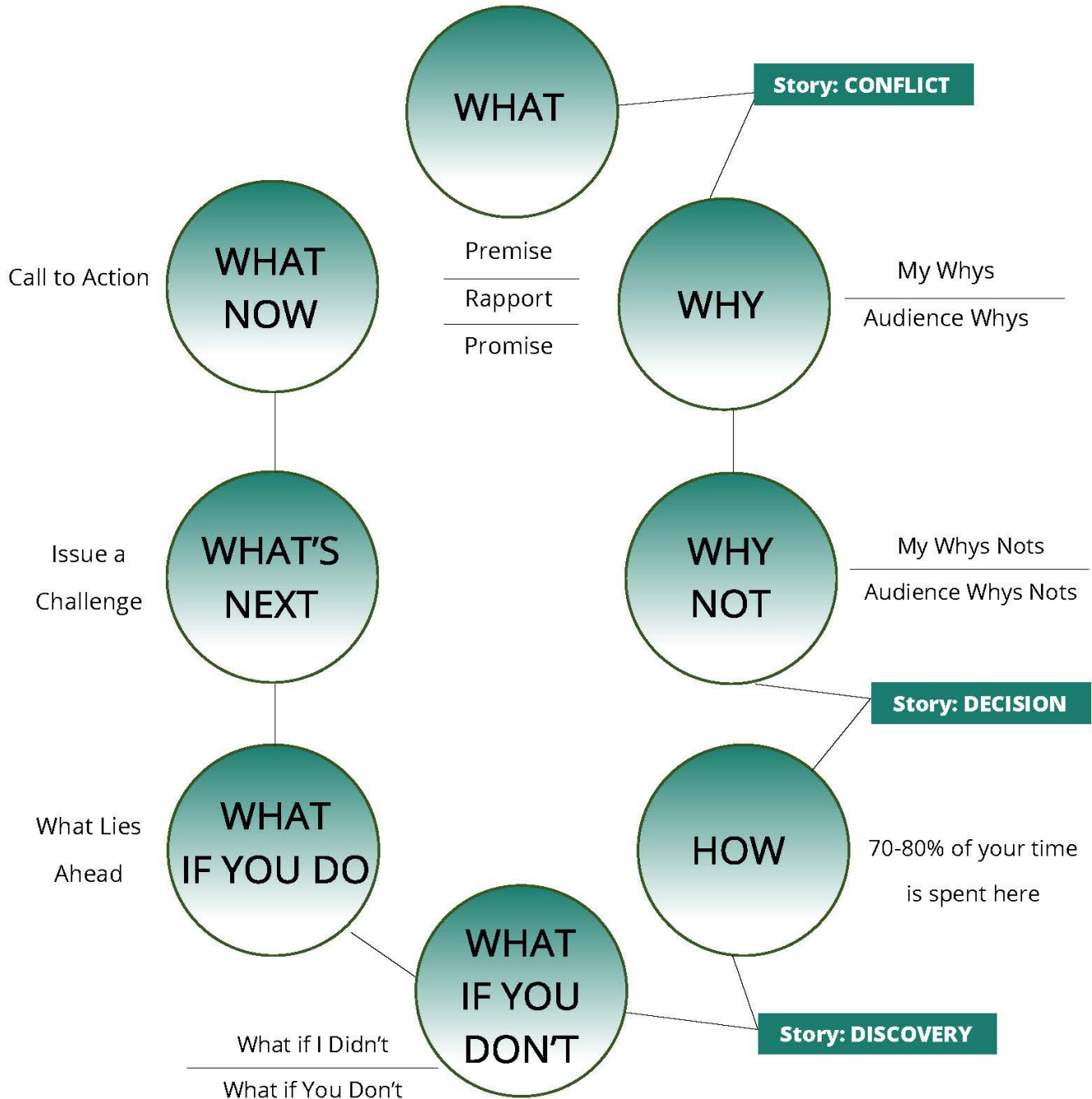
The hardest part of creating a great signature talk is selecting only the most important content first, and then building out the content from there. To help you with reducing the talk to its most important elements, each field is restricted to a certain number of lines in order to force you to reduce the amount of information and select your words very carefully.

Take your time with this section. Select your content carefully so that your talk outline contains only the most important information. You'll be able to add details and additional stories later. This template is about building the skeleton upon which you will then add the body of the talk.

**Remember: This tool is designed to build the outline of your talk, not the entire talk.**

Have fun!

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**What's Your Talk Title?**

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**Let's create your signature talk!**

## The WHAT circle

**Premise:** Provide your audience with a very brief indication as to what this presentation is about. Options include a question, a short story, a visual, a statement or anything that gives them a clue.

You want your audience to think **"OK, I have a basic idea of what we're going to talk about here.**

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**Rapport/Credibility:** Give your audience a single sentence that let's them know that you are qualified to speak about this subject. Don't provide your resume, just a brief statement that indicates your expertise or experience

You want your audience to think **"OK, this person is the right person to speak about this."**

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**Promise:** Let your audience know what they will be getting in return for their time and attention. Make it as simple and as clear as possible.

You want your audience to think **“Yes! I want those results!”**

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## **STORY - Conflict**

Take the audience directly to the point in time where the conflict occurred. Ideally you want the conflict to be something your audience can relate to or be sympathetic to. Remember to use visual and emotional language and keep it in motion. Provide only the detail that's required to make the point, no more.

You want your audience to think **“That's just like me!”** or **“Wow, that's so much worse than me.”**

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## The WHY circle

**My Whys:** Provide 2 or 3 reasons why you needed to get out of your state of conflict. Make your reasons positive and relatable to the audience. Example “I wanted to spend more time with my family” is positive, “I didn’t want to be alone so much” is negative.

You want your audience to think **“That sounds like what I want too!”**

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**Audience’s Whys:** These are common reasons why people in general should want to get out of their state of conflict. Include reasons that were not included in the “My Why’s” section, but are very common. Make these reasons positive and relatable to the audience.

You want your audience to think **“That’s very much what I want too...maybe I need to get out of this conflict as well.”**

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## The WHY NOT circle

**My Why Not(s) (excuses):** What excuses did you use to keep yourself stuck in your conflict? List only those things that you will later be able to overcome in this presentation. List 2 - 4, make them relatable to your audience.

You want your audience to think **“that sounds like me!”**

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**Audience’s Why Not(s) (excuses):** this is a critical spot! This is where you are going to call out any other excuses that people typically use to keep themselves stuck. List several here and rhyme them off quickly.

You want your audience to think **“Shoot! They just called me out! I can’t use that excuse anymore!”**

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## STORY - Decision

Take your audience directly to the point in time where you made your decision. Be brief and passionate. Explain any risks that you accepted with this decision or any controversies, challenges or issues that your decision might have created. This should be a big decision; one that was designed to change the trajectory of your circumstances.

You want your audience to think **“Maybe I could make a decision like the speaker!”**

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## The HOW circle

Here is where you will spend most of your time when you present; possibly up to 80%. This is where you get to teach your principles and concepts.

For each point, detail briefly what you did to overcome your state of conflict. Make each explanation simple, clear and explain each one within the context of your story.

Here you can include additional roadblocks, challenges and failures along the way. This is the hero's journey section of the presentation. Feel free to list possible additional examples but be VERY careful; do not take the main focus off of your own story. Don't lecture, share your story instead.

Alternatively, you could include your Expert Insights system here. Use your story to highlight how your Expert Insights system solved a major problem for you or your client. This is a great place for you to demonstrate your unique knowledge and position yourself as a true authority in your field.

You want your audience to think **“Maybe I should do these things! If the speaker can do it, maybe I can do it too!”**



# THE HIGH-IMPACT KEYNOTE TEMPLATE

## POINT/LESSON #1

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## POINT/LESSON #2

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## POINT/LESSON #3

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# THE HIGH-IMPACT KEYNOTE TEMPLATE

**What if YOU (Audience) Don't?:** Ask the audience (rhetorically) what their circumstance will be like if they don't follow the steps you just shared. Provide some examples of a painful future that could be in store for them if they don't act. Keep it short, 3 or 4 quick points is all you need.

You want your audience to think **"Yup! I better get off my butt and take action right now!"**

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## The WHAT IF YOU DO circle

**What if You Do:** Paint a beautiful picture of your audience's future if they make a decision and take the steps you have outlined for them. What "discoveries" await them? What positive changes may happen for them? How will their circumstances significantly improve?

You want your audience to think **"That's what I want! And MAYBE, just MAYBE I can get it if I follow the speaker's lead!"**

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## STORY - Discovery

Bring your audience to the point in time when you had your discovery. Remember, the “discovery” could be anything; a happy ending, a sad ending, a lesson learned, a victory, a failure...anything that brings the story to a close and supports the lessons you have taught. This could be the emotional pinnacle of your presentation. Get engaged, be passionate and make it have an impact.

You want your audience to think **“Maybe I could do that too!” or “I need to stop THAT from happening to ME!”**

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## The WHAT IF YOU DON'T circle

**What if I (the speaker) Didn't?:** Review what your circumstances would be like now if you had not made the decision you made and followed the path that you have shared. Take the audience back to your conflict and explain how your circumstances would have likely worsened if you had not made the decision and taken action.

You want your audience to think **“Wow! It's a good thing the speaker did all that!”**

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## The WHAT NEXT circle

**What Next:** Issue a challenge. What do you want them to do in the next 24 hours? Week? Or month? Refer back to your learning points. Make the challenge very simple.

You want your audience to think **“YES! I can agree to that! I accept the challenge!”**

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## The WHAT NOW circle

**What Now (Call to Action):** What do you want them to do right now, before they even leave the room? Do you want them to sign up? Hand in a business card? Buy a book?

You want your audience to think **“I’m in!!”**

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## **THE HIGH IMPACT KEYNOTE TEMPLATE**

**IF YOU FEEL STUCK AT ANY POINT DURING THIS TRAINING,  
REACH OUT TO US!**

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You can private message us right on Facebook

Steve Lowell

Jayne Lowell



Join our Facebook group

**Coaches/Consultants: Emerge as the Unmistakable  
Authority & Make More Sales**