

# Module 2:

# Writing Your Money-Making Speech

## Your Speech Writing Formula

Use this template as you go through Module 2, "Writing Your Money Make Speech." As you follow the directions in Video Lessons 3 to 10, fill in the blanks and by the end, you will have a 30 minute speech.

**1. Tell me in a nutshell, what you are speaking about?**  
**(Core Promise: problem/solution) 1 to 2 minutes**

**2. Why should I listen to you?**  
**(The Audience's Problems) 5 to 10 minutes**

**3. Tell me again .. What are you talking about?**  
**(Rephrase of Core Promise) 1 minute**



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**4. How do I know your solution will work?  
(Credibility Story) 2 to 5 minutes**

**5. What do you recommend I start with?  
(Action Step 1 + Story + Call to action) 4 to 8 minutes**

**6. What other things do you recommend?  
(Action Step 2 + Story + Call to action) 4 to 8 minutes**



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**7. What is this so important to you?  
(Heart Story) 2 to 10 minutes**

**8. How do I get started?  
(Final Call to Action) 3 to 5 minutes**