

Creating & Writing Your Killer Keynote

Title Sells

MODULE 2 – LESSON 9

Your title should have two parts:

1. It is important to make your title interesting and catchy. This will help showcase the unique perspective you bring to the topic and help differentiate you from your peers.
2. It is also very important to make it crystal clear to your buyer exactly what they are getting. If it is not clear in your title, there is a good chance they will move on to the next speaker.

Both parts are necessary, and work hand in hand; The first to distinguish you and show off your unique personality, and the second to very clearly outline what your topic will address.

Putting it Together

Now that you have your two sections of your title you need to put them together. To do this, simply put the creative part first, then add a colon (:), followed by the “what will I get out of it” section.

Give it a Try

Part 1: _____ Part 2: _____

Your Complete Title: _____

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Sample Titles

Here are some samples of titles. Now imagine yourself at a conference and these are the breakout on the agenda. Check the ones you would be interested in attending.

- _____ The Leadership Vitality Factor: Next-Level Leadership for an On-Demand World
- _____ The Humane Edge: Fully Engaged & Relentlessly Innovative
- _____ Adapt. Ignite. Win: Change Happens
- _____ Kill the Company: End the Status Quo, Start an Innovation Revolution
- _____ The Secret Skills of Authentic Leadership: Leading with the Heart
- _____ Master Your Disaster: How to Overcome Adversity and Boost Resilience
- _____ Courageous Communications: Leading Teams Through
- _____ FutureNomics for Associations – What Associations Need To Do to Be Invaluable in 2025
- _____ Engage, Attract, Ignite: The Power of Employee Engagement