

# Speak With Intention

## Five Questions for Business Talks

Shape talks that connect, build confidence  
and support your business.

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*Hi There!*

Congratulations on deciding to take speaking for your business to the next level.

Speaking about what you do can be a powerful way to raise your visibility, build connection and grow your business. But effective speaking rarely happens by accident - a little intention goes a long way.

This short workbook shares five questions to help you shape talks that connect with your audience and support your business goals.

*Enjoy this workbook*

*Julie Kenny*

## ABOUT ME

Hi, I'm Julie.

I love to help business owners get comfortable with public speaking to help them grow their business



# QUESTION 1

## *Who is your ideal client?*

### Why this question

Even if your product or service is extremely generic, not everyone will be your ideal client. The purpose is not to exclude people from buying from you but to help your audience recognise for themselves who would benefit from what you do. When you say 'anyone' people often think of nobody, but when you say 'a young mum' they will automatically think of young mums they know, possibly themselves.

### What to consider

**Location** e.g. Local to you. Comfortable online.

**Lifestage** e.g. Students, parents, empty nesters, retired.

**Finance** e.g. Focused on saving. Spending but looking for value, Ready to invest.

**Career** e.g. Starting a career. Working but feeling stuck. New business owner.

**Emotion** e.g. Driven goal setters. Concerned about the environment

*These are suggestions, and not all will apply to your business, you may want to consider other things such as spirituality or a specific trade. Make a note below about how you would describe your ideal client and 'where they are at'*

# QUESTION 2

## *Who is your audience?*

### Why this question

By **your audience** I am talking about the people who will be listening to you speak at an event rather than your social media followers. It's unlikely that all of them will become clients but that doesn't mean they won't recommend you or become a valuable business connection - if they understand and remember what you do. When you understand your audience you can be more relatable and memorable.

### What to consider

**Location** Are they local or could they be based anywhere?

**Group Focus** Is this a general business group, a specific profession or something else?

**Gender** Is the group gender specific or deliberately diverse?

**Age** E.g. Young entrepreneurs, mid-lifers

**Their goals** What are they wanting to achieve?

*What do you know about the group you'll be speaking to? Are there particular groups you want to connect with?*

# QUESTION 3

*What is your specific goal?*

## Why this question

When you understand what you want to happen as a result of your talk it's a lot easier to increase the likelihood of that happening. Although we all hope for more sales most groups want more than a sales pitch from their speakers. A realistic goal is one where the outcome is easy for someone to do, and builds your network in some way

## Potential goals

**To position yourself as an expert in your field**

*We don't always remember the details but we do remember the speakers who taught us something. Even the event promotion may help position you if they announce their speakers.*

**To increase awareness of what you offer.**

*Useful if you offer something that is unusual or is delivered in an unexpected way.*

**To add a face to your business and share your values**

*Being seen as a human being, not just a brand can help you stand out and often speak volumes about your values.*

**To promote an event, new service or promotion**

*Promotion is expected provided it comes with additional value.*

**Practise**

*Your goal may just be to get more comfortable with an audience. It does get easier with time.*

*What is the goal for your next talk*

# QUESTION 4

## *What are your stories?*

### Why this question

We can all google the answers to most questions we have, but we often can't see how they relate to us or how we can put what we read into practice. Your stories are the anecdotes, events and case studies that bring to life who you are and what you do. By collecting and reviewing your stories you can identify those most relevant to your ideal client and your goals. Tell your stories in a way that your audience can connect with to make them more memorable and sharable.

### Story examples

How or why you started your business

An example of the most common problem you solved and how you did it

Something you learnt 'the hard way' and ways you work now to avoid it

A case study (with the customer's permission)

Amusing things you encounter in your business

*Note some stories you could tell*



# QUESTION 5

## *How will you adapt?*

### Why this question

I believe that every business owner benefits from having a ‘signature talk’ that they are known for. That doesn’t mean that it should always be told in the same way. The talk needs to meet your goals and the needs of your audience, and it needs to be relatable to those listening.

### Ways to adapt a talk

Expand some areas, with detail or examples and reduce or exclude other areas of your talk.

Select different stories. Consider what points they illustrate.

Vary the language you use, “we all remember the 1990s” and “I remember from the 1990s” will be received differently by a younger and older audience.

Consider your references and how you use them. Using the name of well-known local landmark may not work well at an online event.

### Final Thought

When your talks are intentional, clear and grounded in your real message, they don’t just inform – they create connection, visibility and opportunity for your business. A core talk you can adapt will grow your confidence and help you say yes to more opportunities.

If you’d like support developing your talks or speaking confidently about your business, you’re very welcome to explore more here:

**[softlyinspired.co.uk](https://softlyinspired.co.uk)**

Happy speaking,

Julie

*Speaking confidence coach for women in business*