

The Killer Keynote Framework



Keynote

Audience



What problem were you hired to solve?

What does your audience need?

What does the audience want?



Why you?

Write your empathy statement... "I get it..."

Outline your expertise, credentials, and authority



What will SUCCESS look like?

What will FAILURE look like?

Your message will transform your audience from:

to:



Now add your content... the "chunks":