



STRENGTH ON STAGES

WITH

ROBERT HARTWELL

**JUNE 9+10
NYC**

THE WORKBOOK

CREATED BY ROBERT HARTWELL

- ✓ *Broadway Performer*
- ✓ *Director + Choreographer*
- ✓ *Oprah Winfrey Network Television Host*
- ✓ *Storytelling Coach*

Week 2

Monday May 17th - Sunday May 22nd

Monday May 16th - Virtual Carts Delivered by 2pm ET - Order by 430PM ET

Monday May 16th 430pm-6pm ET - Pre-pro Group Session #1 on Zoom

Week 2 HW due Sunday May 22nd by 5pm ET:

Order Your Virtual Cart

Write + Submit Your Bio

Write + Submit Your 3 Topics

Week 3

Monday May 23rd - Sunday May 29th

Monday May 23rd - Friday May 27th - 30 Min 1:1 Final Stylists Session with John Eric + Arnold

Week 3 HW due Sunday May 29th by 5pm ET:

Final Stylist Session

Write + Submit Your Story

Week 4

Monday May 30th - Sunday June 5th

Tuesday May 31st 5pm ET - Brand Intake Due

Tuesday May 31 - Friday June 3rd - 1:1 Script + Story Session

Week 4 HW due Sunday June 5th by 5pm ET:

Complete Brand Intake

1:1 Story Session

Edit + Rehearse Your Story

Week 5

Monday June 6th - Sunday June 12th

Monday June 6th 5-6pm ET - Pre-pro Group Session #2 on Zoom

Thursday June 9th - Rehearsal Day 9am-6pm - Young Studios NYC

Friday June 10th - Production Day 8am-6pm - Young Studios + Ripley Grier

Week 5 HW:

Group Session #2

Get To NYC

Post Production

Monday July 18th - 430-6pm ET Unveiling Session on Zoom

Strength On Stages Schedule

Thursday June 9th

Rehearsal Day

9am - 6pm

Friday June 10th

Production Day

8am-6pm

Young Studios (Thursday + Friday)

580 8th Ave 20th Floor (corner of 38th St. and 8th Ave.)

Ripley Grier Studios (Friday)

305 W. 38th St. (corner of 38th St. and 8th Ave.)

STRENGTHONSTAGES.COM

A workbook for
entrepreneurs, speakers,
authors, fundraisers, or
anyone who wants to inspire
people to listen and act.

Inside This Workbook

Introduction

My Story Begins...

From choreographing dance routines in mom's backyard to Broadway to the Oprah Winfrey Network, this is my story. And—why you need to tell yours.

Where You Are Now & Where You Want to Be

Set your intention, identify concerns you want to work on, and decide what you want to achieve from this masterclass.

The Science of Storytelling

You want to increase sales, get more donations, or permanently change someone's mind? Tell a story. It's #science.

Your Powerful Bio

Your speaker bio needs to show off your very best assets and demonstrate your value with a splash of your unique personality.

Your Sizzle Speaker Topics

Let's brainstorm your 3 speaking topics, narrow down your ideas, develop exciting titles for your talks, and craft a short description that gets you booked on stages.

8 Stories That You Can Start Telling

You may think, "I don't really have any interesting stories to tell." You're wrong about that. Your life contains a goldmine of material. Learn several different stories that you can start telling immediately.

Inside This Workbook

Choose One Story—And Go Tell It

Choose one story that you're excited to tell—and decide where you're going to tell it: onstage, online, in an email, social media post, video, at a conference, in a private conversation, or somewhere else.

Strong in Five

Do this 5 minute warm up right before any big opportunity—before you hop on the phone with a potential client, meet with an investor, or get onstage. Get your body and vocal muscles warmed up. Get your mindset dialed in.

Conclusion

What is the main thing you learned from this experience? What will you continue practicing when you return home? Write down your closing thoughts and next steps.

Bring Your Skills to the Next Level

You've created excellent momentum. Keep going. Work with Robert Hartwell 1-on-1 by booking a VIP Day. Get even more personalized attention to prepare for an opportunity that's coming up. Get a major goal or project completed and bring your skills to the next level.

About Robert Hartwell

Every day of your life, you're going to step onstage.

A “stage” is anywhere you're going to be seen and heard. It's anywhere you have an opportunity to speak and inspire people to take action.

Your personal “stage” might be meeting with a client and asking them to hire you, coffee with a potential investor, a keynote presentation, giving a pep talk to your employees, speaking to your teenage child, or something else.

Whatever your stage may be, I want to help you step onto that stage feeling completely prepared—knowing what you're going to say and how you're going to say it.

I want you to feel poised, powerful, and strong. Looking and feeling your absolute best. So that you can seize that moment and absolutely nail it—and get whatever result you want.

I want you to know, “I did everything possible to prepare for this moment. I gave my all.”

I'm so grateful that you've chosen to spend time with me—and my team—in New York City for Strength On Stages. This is a masterclass where you learn speaking skills that you'll use every single day of your life.

Thank you for being here.

Let's bring out the strong, clear, and persuasive voice that I know is inside of you.

—Robert Hartwell

My Story Begins...

...in a small town in North Carolina.

From a very young age, I knew (and my family *definitely* knew) that I was different from the other kids in the neighborhood.

While my classmates were signing up for Boy Scouts, I was choreographing full-on Broadway numbers in the backyard—complete with sets, costumes, everything!

When my brother begged for a new basketball, I pleaded with my mom to get me ballet lessons.

I was the little boy who devoured *The New York Times*—especially the Arts section. I clipped out photos of dancers, actors, and glamorous artists that I admired and plastered them onto my bedroom wall. Yes, I was making vision boards before vision boards were even a thing!

From age 7, I knew with absolute certainty that I wanted to be on Broadway and see my name in lights. I worked hard, put in 10,000 hours of relentless training in dance, voice, and acting, and got accepted to a top college to study musical theater.

At age 25, I made my New York City Broadway debut.





After a successful career on Broadway, including 5 Broadway shows and 2 national tours, I opened my first business: The Broadway Collective. It all started with me, a laptop, a tiny home-office, and (like almost every entrepreneur) a frightening amount of caffeine and the drive to build something out of nothing.

The company rapidly expanded and hit The Inc 5000 List as one of the fastest growing private companies in America, with more than 440% revenue growth over 3 years.

Then, life took an unexpected turn. After my Aunt Paulette (who was like a second mother to me) died from the virus, I was consumed by grief and needed to get out of the city so that I could breathe.

One serendipitous event led to another, and I found myself making an offer—full price, all cash—to buy a 200-year-old colonial mansion in Great Barrington, Massachusetts. The house was an absolute mess (we're talking no electricity, no running water, floors crumbling) and in dire need of renovation. But I could see the potential beneath all the neglect and I knew, "This is my home."

The day that I closed on that house—Juneteenth 2020—I shared my story on social media.

I posted a photo of me—standing in front of my new home—on Instagram. I added a caption and told everyone the story of this home. How this house was built two centuries ago, at a time when slavery was still legal federally in the United States. How Black people worked as servants in this house, long ago, and how their names were never recorded. I shared my own story, too—how proud I felt to be a Black gay free man, a business owner, and homeowner. I vowed to fill this home with light and love, to renovate it and make it better than before, and make my ancestors proud.

That social media post—which was really just intended for my close friends and family—went completely viral. The next morning, I had 100,000 new followers, thousands of comments, and my inbox was crammed with emails from every major media outlet—wanting to set up an interview and hear the whole story.

My story about buying a home—this particular home—resonated with people in a powerful way. This was a true story of possibility, dreams achieved, and the promise that our future can be better than our past. I was astounded by how many people emailed me personally to say, “Your story gave me hope.” “This was the good news that I really needed.”

Soon, that IG post led to a meeting with Ms. Oprah Winfrey’s team and a TV show deal on her network. They wanted me to do a home renovation show—and I was overjoyed to accept the offer. This was a chance to spread a message of reinvention and hope to an even bigger audience.



The photo that blew up the internet!

One thing I know for sure (to quote Oprah herself) is this:

When you tell your story, miracles happen.

Miracles happen for you—and for others, too.

This is true not only for me. It's true for every human being. When you tell your story—whether in a social media post, newsletter, book, onstage, or a private conversation with a potential client or investor—that is a moment of power and it's going to unlock greatness.

If you want to inspire people to listen, share, purchase, enroll, donate—tell a story.

And if you want to improve your storytelling and speaking skills, you are absolutely in the right place. ◆





WHERE YOU ARE NOW + WHERE YOU WANT TO BE

Set your intention, identify concerns you want to work on, and decide what you want to achieve from this masterclass.



Where You Are Now +
Where You Want to Be

Intention

Why are you here at Strength On Stages? Set your intention.

Example:

- I am here because I have a story I want to tell—and I want to tell it more powerfully.
- I am here because I dream about giving a TED Talk one day. I want to get prepared for that moment.
- I am here because I want to figure out how to convince even more clients to hire me. I want professional training to develop a stronger and more persuasive speaking voice.



Where You Are Now +
Where You Want to Be

Future Opportunities

What types of opportunities do you want to line up soon? It hasn't happened yet, not confirmed yet, but it's a goal?

Example:

- I want to be a guest expert on NPR.
- I want to get a book deal, record an audiobook, and do a book tour.
- I dream about being on a major television show, like Good Morning America.



Where You Are Now +
Where You Want to Be

Dream Opportunities

What types of opportunities do you have coming up soon?

Example:

- I host a podcast. Each week, I have the opportunity to tell stories to my listeners and invite them to become a customer.
- I have been invited to deliver a keynote at a conference.
- I have a presentation coming up soon with a chance to pitch my services at the end.



Where You Are Now +
Where You Want to Be

Your Strongest + Greatest Voice

Imagine the most powerful, confident, and greatest version of yourself. The version of you that you aspire to become. Imagine this version of you stepping onstage to speak to an audience of any size—whether it’s an audience of one person, ten people, or millions. How would you describe this person’s speaking style? What does their voice sound and feel like?

Describe their speaking style in two or three words.

Example:

- Quiet power
- Beam of sunshine
- Electricity unleashed
- Waterfall of love
- Sensuality in motion



Where You Are Now +
Where You Want to Be

Preparation

When you have a big moment coming up—presentation, pitch, appearance, etc.—how do you prepare for that moment? What are some things you usually do?

Example:

→ I usually write a script and run through it a few times beforehand. Aside from that, not much.



Where You Are Now +
Where You Want to Be

Most Comfortable vs. Least Comfortable

What are the scenarios where you feel the most comfortable speaking aloud—and the least comfortable?

Example:

→ I feel comfortable delivering a webinar on Zoom. I don't feel comfortable standing onstage, alone, to do a one-hour keynote.

Most Comfortable vs. Least Comfortable

I feel comfortable doing...

I don't feel comfortable doing...



Where You Are Now +
Where You Want to Be

Concerns

What are some unpleasant or unwanted things that happen to your body (or mind) when you speak aloud? Do you have any specific concerns that you'd like to address during this masterclass?

Example:

- Tight throat, dry mouth, shaky hands, flushed face, struggle to make eye contact with the audience, run out of breath, feel like I can't breathe properly, blank out, forget what I wanted to say, ramble too much, etc...



Where You Are Now +
Where You Want to Be

Fear

What is your greatest fear when it comes to speaking aloud—or when it comes to telling your story?

Example:

- That I will be boring and mediocre.
- That I will unintentionally offend (or even harm) someone in the audience.
- That I will hurt someone in my life (friend, relative, ex-spouse) because they don't want me to tell my story in public.



Where You Are Now +
Where You Want to Be

Words of Encouragement

Whatever fear you just wrote down...

Imagine that your best friend has this exact same fear. Your friend confides in you and says, “I’m so scared of [XYZ].” They ask you for some words of guidance and encouragement. What would you say to your friend? (Could you say those same words to yourself?)

Example:

→ If you tell a true story, you will not be boring. Your story might not be a “dramatic high-speed car chase” and it doesn’t need to be. Just tell the truth about what happened and what you learned. People will find your story relatable and they’ll be moved by your words.



Where You Are Now +
Where You Want to Be

Audience

In your profession, who are you usually speaking to? Who is your audience? (Or audiences, plural, if you have several groups that you speak to.)

Example:

- My primary audience is busy moms who want to make more time for self-care and fitness. This is my customer base. In addition, I speak to my workplace team and occasionally to investors.

Audience

My primary audience is...

In addition, I speak to...



Where You Are Now +
Where You Want to Be

Message

Consider your primary audience—the people you speak to most frequently. What do you want to say to those people? What is the message they need to hear? (If there’s more than one, write down a couple messages, plural, that these people need to hear.)

Example:

→ My primary audience really needs to hear the following messages:

- *Your health needs to be the highest priority – not the lowest.*
- *Small daily habits make such a difference in how you feel.*
- *Creating a healthier life doesn't begin when you join a gym or buy a salad. It begins with a decision. You need to decide that you are deserving of care and attention.*



Where You Are Now +
Where You Want to Be

Call to Action

Consider your primary audience. What do you want these people to do? What is your call to action for this audience?

Do you want these people to go enroll in a program, become a client, write a check and invest, donate to a good cause, try something new, behave differently, think differently, start doing something, stop doing something, or...?

Imagine you are speaking to this audience and tell them, “Here’s what I want you to do...”

Example:

→ Here’s what I want you to do...Before the end of today, go do one thing (big or small) that is just for you. Treat yourself to a moment of self-care, whether it’s a short minute walk or a quiet cup of tea. Give yourself this full, complete moment. And then, I want you to visit my website, take a look at my services, and become a client. Let’s work together to create the best and healthiest chapter of your life.



Where You Are Now +
Where You Want to Be

Change

Whose life will change because you were brave enough to tell your story?

Example:

- I know there is a young Black gay kid living in rural America who needs to hear my story. My story will bring hope that the future can be better and that great things are possible.
- I know there is a brokenhearted mom going through a divorce right now—and she needs to hear my story. She needs to hear that even though everything is so painful right now, this moment is an opportunity to grow and reach a new level. The best years are still yet to come. My story will deliver this message to her.



THE SCIENCE OF STORYTELLING

You want to increase sales, get more donations, or permanently change someone's mind? Tell a story. It's #science.



Tell a story to...

Motivate someone to change their behavior

As reported by NPR, when healthcare patients hear a story about someone who made a positive lifestyle change—sitting less, walking more, eating better—those patients are more likely to change their habits, too.



Tell a story to...

Motivate people to donate more money

When you hear a beautifully told story, your body releases oxytocin—the natural neurotransmitter that makes you feel trust, empathy, closeness, and connection to those around you.

In a peer-reviewed study supported by The Center for Neuroeconomics Studies, researchers found that when participants have extra oxytocin flowing throughout their system, they are 56% more likely to donate to charity (and donate larger amounts) after watching a brief ad about the cause. Stories create oxytocin—and oxytocin leads to generosity.



Tell a story to...

Increase sales

Stories create emotion. As reported in The Harvard Business Review, when brands focus on making a strong emotional connection, customers pay more attention to store communications—posts, newsletters, and so on. And, customers shop more often. Researchers noted a **50% increase in sales.**

Tell a story to...



Hold people's attention, help people learn faster... and get more views, shares, and likes

When people hear a list of facts, the information typically goes in one ear—and out the other. But when people hear the same information delivered in the form of a story, they remember what you've said.

Organizational psychologist Peg Neuhauser states that when people hear a great story, they absorb information better—and retain info for much longer—compared to simply hearing facts.

If you look at the top ten most-watched TED Talks of all time, nearly all of them contain a personal story—not just research and stats. When we hear someone telling an interesting story, it holds our attention, and we want to keep listening all the way to the end.



Tell a story to...

Change hearts and minds...and change the world

Daryl Davis is a musician. Davis, who is Black, has spent the last 30 years befriending members of the Klu Klux Klan. He invites KKK members to join him for a meal or drink, strikes up a conversation, and tells them his story—one human being to another. In many instances, this is the first time that the KKK member has ever sat down with a Black person in their entire life.

Because of Davis, more than 200 Klansmen have given up their robes. They quit the organization forever and will never take part in it again.

As reported on NPR, “Davis collects the robes and keeps them in his home as a reminder of the dent he has made in racism by simply sitting down and having dinner with people.”



What Davis did is incredibly courageous—and of course, incredibly dangerous. I am not encouraging you to go into a threatening situation and put yourself in harms' way. However, the fact that Davis has been able to change 200 minds— this illustrates the incredible power of telling your story. When you share your human experience with another person, you can open people's eyes, change hearts and minds, and even change deeply-held beliefs. You can change one person's life, change an entire community, and start a ripple effect that changes the world.

One more example...

The Pew Research Center conducted a study to find out, “When someone is opposed to gay marriage, but then changes their mind, what causes this change to happen?” 32% of the people polled say they changed their mind because “they know someone—a friend, family member, or other acquaintance” who is gay. They have a personal connection. They know this person—and they know this person's story. This creates a permanent change of heart.

Stories create miracles.



YOUR POWERFUL BIO

Professional Speakers need a powerful bio to captivate decision-makers.

These “decision makers” are meeting planners, conference bookers & organizers, human resources directors (for corporate speaking gigs), and other professionals.

Your speaker bio needs to show off your very best assets and demonstrate your value with a splash of your unique personality.

If you’re already feeling the nervous sweats come on, take a deep breath. We’ve got you.

This short workbook will walk you through everything you need to know to craft a dazzling speaker bio, get more bookings, and show off your strength... on stage.

We’ve also included fill-in-the-blank templates at the end of this workbook to make writing your speaker bio easy-breezy.



YOUR POWERFUL BIO

THE MOST
IMPORTANT
ELEMENTS OF A
SPEAKER BIO



YOUR POWERFUL BIO

THE MOST IMPORTANT
ELEMENTS OF A SPEAKER BIO

#1

***Tell them
“what you do.”***

Don't leave your reader guessing. Tell them right up front who you are and what you do.

Three examples:

- Susan Hyatt is a Master Certified Life Coach, Bestselling Author, and one of the world's leading experts on helping women build more wealth, smash the patriarchy, and get more of what they want.
- Rachel Rodgers is a Bestselling Author, Self-Made Millionaire, and founder of Hello Seven. Her mission is to teach women—especially women of color—how to end the cycle of overworking, under-earning, and financial stress, once and for all.
- Melissa Cassera is a Professional Screenwriter & Publicity Strategist who helps business owners create obsessed fan bases for their work—leading to more sales, sign-ups, and fan mail.



YOUR POWERFUL BIO

THE MOST IMPORTANT
ELEMENTS OF A SPEAKER BIO

#2

***Stack your most
impressive
credentials.***

Show decision makers “why” they should book you by layering in your most impressive accomplishments.

Not a NY Times Bestseller? No speaking experience yet? Haven't won an Oscar? (Neither have we!)

We know you've done plenty of impressive things during your time on this Earth. There is no room for inadequate feelings here! Leave those thoughts in the trash where they belong!

Instead, let's focus on your accomplishments. This could be any of the following...

- Number of podcast listeners, blog readers, email subscribers, social media followers, etc you have. Add these audiences together for a more impressive number. (Example: Through her website, podcast, and social media, Stacy reaches over 20,000 people per week.)
- Academic degrees and certifications.
- Non-academic education. (Example: speaking multiple languages, volunteer work, unique travel experiences, etc.)
- Number of years you've been in business.
- Impressive clients or companies you've worked with.
- Total number of clients you've served.
- Revenue markers. (Example: self-made millionaire, 7-figure business owner.)
- Awards or notable press mentions.
- Exciting endorsements or testimonials you've received. (Example: *Clients consider Shenee the "go-to expert" on women's health & hormones.*)
- Client success stories. (Example: *Angela has helped dozens of clients land major deals with publishers.*)
- Got speaking experience? This is absolutely important to include in your speaker bio! Even if you've only spoken to an audience of 15 people at a local Rotary club, it counts.



YOUR POWERFUL BIO

THE MOST IMPORTANT
ELEMENTS OF A SPEAKER BIO

#3

***Share what you do
when you're NOT
speaking/working.***

Conferences, corporations, and event planners love speakers with experience in their field AND a rich life outside of work. Include some things you love to do when you're not working in your bio. (Example: hiking, cooking, gardening, snuggling your pets, painting waterfalls, etc.)

This information may seem frivolous, but it's actually a very smart way to separate yourself from the competition. It also helps decision-makers to bond with you on a personal level.



YOUR POWERFUL BIO

THE 5 THINGS TO
AVOID WHEN
CRAFTING YOUR
SPEAKER BIO



YOUR POWERFUL BIO

MISTAKE #1

***Wayyyy too
much
information.***

Your speaker bio should land somewhere between 75-150 words. That means, you don't want to draft a 10-episode dramatic retelling of your entire life (at least not for this format!)

Your speaker bio should feel like a "coming attractions" - leaving decision makers excited and clamoring to know more.



YOUR POWERFUL BIO

MISTAKE #2

Confusing jargon.

There are certain words, phrases, accreditations, awards, etc. that might make sense to you and your peers, but that make no sense at all to the person hiring you to speak on stage.

Lots of people splatter confusing jargon and credentials in their speaker bio, leaving decision makers scratching their heads.

If you're referencing something that's not easily understood by the masses, include a quick explanation to help the decision maker grasp why it's significant.

Example:

Instead of saying: "Stacy is the winner of the DRUM Award."

Say this: "Stacy is the winner of the DRUM Award, which is like winning an Oscar in the marketing industry."



YOUR POWERFUL BIO

MISTAKE #3

Head-scratching professional titles.

Your professional title is what you most want to be known for. (Example: Career Coach, Marketing Consultant, Nutritionist, Sex Expert, etc.) You might have one title or two. Maybe even three. Any more than that will confuse the reader. *For example...*

Don't litter your speaker bio with something like: *Career Coach, Bestselling Author, Professional Speaker, Dog Mom, Authenticity Advocate, Yoga Instructor, 4x Credentialed Somatic Breathing Counselor*

A great trio of titles would be: ***Career Coach, Bestselling Author, Professional Speaker.*** Simple & effective.

When sharing your professional title(s) in your speaker bio, use clear phrases that are easy to understand. We love playful language, but it's not the time to get fancy with your words when sharing professional titles.

If you're a Marketing Consultant... say that. Don't use something like "Conversion Queen" or "Cash & Coin Goddess." Again, simple & effective always works.



YOUR POWERFUL BIO

MISTAKE #4

Zero personality.

Lots of speakers are hesitant to include personality in their bio for fear of not looking “professional.”

What ends up happening is that they bleach all of the personality out of their bio. They’re left with something that sounds like a corporate bot (bleep, blop, bloop.)

Don’t be afraid to use words & phrases that feel like you. Things you would naturally say if you were sitting down and having coffee with a new connection.



YOUR POWERFUL BIO

MISTAKE #5

Trying to make it “perfect”

Speakers often ruminate over every.single.word in their bio, trying to make it “just right.” They put so much pressure on those little paragraphs, making the end result feel stiff and stilted.

Your speaker bio is just one piece of the package. A bio is an ever-evolving document that you will update as you gain more experience, credentials, and opportunities.

The most important thing when it comes to your speaker bio, right now, is that it's DONE.

Let's get to it!



YOUR POWERFUL BIO

3 TEMPLATES TO CRAFT YOUR SPEAKER BIO

Here are 3 short & simple templates to craft your speaker bio.

Choose one and give it a whirl. If you don't like it, try another.
Feel free to make it your own!

We highly encourage you to treat this as a ROUGH DRAFT. Get the thoughts & ideas out of our head and onto the page.

This bio should be around 75-150 words. If it's a little under or over, don't stress!

Template #1

[Name] is a [professional title(s)] for people who [describe what you help people with].

Through [her/his/their] [website/podcast/blog/social media], [she/he/they] serve an audience of [total number of people served per week]. [Name] delivers advice on [list a few things you like to talk about].

[Name] is also [stack a few other impressive credentials here].

When [name] is not [describe a business activity you normally do], [she/he/they] can be found [list a few non-work related interests].

Here's an example of what this bio looks like. (Note: this bio is fictional, for learning purposes only.)

Bethany Holden is a Relationship Coach for women who are tired of the apps and want to find their match without sacrificing their goals & dreams.

Through her popular podcast, Beyond Tinder, her website, and her Instagram account, Bethany reaches more than 20,000 women per week. She dishes out tough love on common relationship issues like codependency, people pleasing, intimacy, and communication struggles.

Bethany's clients often refer to her as a "relationship fairy Godmother" and a "dating guru." Her advice has been featured in Cosmopolitan and Bustle.

When Bethany is not helping clients find love, she can be found baking, hiking, and learning French.

Template #2

Looking for a speaker who specializes in [**list your area of expertise**]?
Look no further than [**name**], a [**list your professional titles**] who
[**include impressive credential.**]

[**Name**] offers an exciting perspective on the [area of expertise].
[**She/he/they**] has [**list out more impressive credentials**].

[**Name**] is passionate about [**describe what you help people with**].

When [**name**] is not [**describe a business activity you normally do**],
[**she/he/they**] can be found [**list a few non-work related interests**].

Here's an example of what this bio looks like, using "Bethany" again.

Looking for a speaker who can help your audience find love and have more fulfilling relationships? Look no further than Bethany Holden, a Relationship Coach who has been featured in Cosmopolitan and Bustle.

Bethany offers an exciting perspective on the dating world. Her podcast, Beyond Tinder, website Bethanyhelpsyoudo.com, and popular Instagram reach more than 20,000 women per week. For the past 7 years, her clients have referred to her as a "relationship fairy Godmother" and a "dating guru."

Bethany is passionate about helping women who are tired of the apps and want to find their match without sacrificing their goals & dreams. She dishes out tough love on common relationship issues like codependency, people pleasing, intimacy, and communication struggles.

When Bethany is not helping clients find love, she can be found baking, hiking, and learning French.

Template #3

Is your audience struggling with [**describe common struggles of your ideal clients**]?

[**List professional titles and your name**] would love to educate your audience on how to [**describe what you help people with**].

[**Name**] has [**list some impressive credentials**]. When [**name**] is not helping clients with [**list what you help people with**], [**she/he/they**] can be found [**list a few non-work related interests**].

[**Name**] is a game-changing, trail-blazing keynote speaker who can excite & ignite your audience on [**repeat what you help people with**].

Here's an example of what this bio looks like, using "Bethany" once again.

Is your audience tired of the "apps" and struggling with dating?

Relationship Coach Bethany Holden would love to educate your audience on how to find their match without sacrificing their goals & dreams.

Bethany has been featured in Cosmopolitan and Bustle. Her podcast, Beyond Tinder, website Bethanyhelpsyoudate.com, and popular Instagram reach over 20,000 women per week. For the past 7 years, her clients have referred to her as a "relationship fairy Godmother" and a "dating guru." When Bethany is not helping clients find love, she can be found baking, hiking, and learning French (the language of love!)

Bethany is a game-changing, trail-blazing keynote speaker who can excite & ignite your audience to ditch codependency & people pleasing, improve intimacy & communication, and find their happily ever after.



YOUR POWERFUL BIO

OVER TO YOU!

Work up a draft of your speaker bio using the information & templates.

Once your draft is ready, a member of our team will take a look and provide valuable written feedback to make your speaker bio even more captivating.

After you receive these helpful notes back, you can make any necessary revisions to your bio and... you're one step closer to creating your speaker page!

Happy Writing!

And another thing...don't keep this cute...LET THEM KNOW YOU BEEN IN THESE STREETS BOO!



YOUR SIZZLING SPEAKER TOPICS

So here's the tea...

After looking at your powerful bio, decision makers will shift their eyes to your speaking topics.

They want these topics to be sizzling hot, to pop off the page (and stage!), and leave audiences feeling inspired and motivated.

This workbook will show you how to brainstorm speaking topics, narrow down your ideas, develop exciting titles for your talks, and craft a short description that gets you booked on stages.



***YOUR SIZZLING
SPEAKER TOPICS***

FIND YOUR
SIZZLING
SPEAKING
TOPICS

FIND YOUR SIZZLING SPEAKING TOPICS

When brainstorming topics for your talks, it can be tempting to Google “10 Keynote Topics for Speakers” or “Most Requested Speaker Topics.”

The problem with this?

If you don't care about the topic... if you're only using it because it's trendy or because an article “told you so”... it will be virtually *impossible* to captivate an audience.

Can you “fake it?” Sure. But “faking it” will not lead to memorable, game-changing, stage-shattering work.

You want to choose topics that grip attention and move audiences to take action. The best way to do that is to choose topics that electrify you. Topics that make you sizzle inside and out.

When you do this, decision-makers will feel your energy pop off the page and book you to speak on their stage.

To find the speaking topics that work best for you, start by answering at least 3 of the following questions:



***YOUR SIZZLING
SPEAKER TOPICS***

NARROWING
DOWN TO 3
CORE TOPIC
IDEAS

NARROWING DOWN TO 3 CORE TOPIC IDEAS

Once you've brainstormed using the questions above, you should have a flurry of different ideas—topics that would make great keynote talks.

We recommend listing out these ideas and narrowing them down to 3 core topics that feel most exciting for you.

If you're struggling, run each topic idea through this criteria:

Do you have strong opinions on this topic?

Is this topic helpful and relevant to the people you want to serve?

Is there at least one lesson or key takeaway you could deliver with this topic?

If the answer is “no” to any of these questions - ditch the topic.

LIST YOUR FINAL 3 TOPIC
IDEAS HERE.

#**1**

#**2**

#**3**



***YOUR SIZZLING
SPEAKER TOPICS***

CRAFTING
EXCITING
TITLES FOR
YOUR 3 TOPICS

CRAFTING EXCITING TITLES FOR YOUR 3 TOPICS

Now that you have your 3 topic ideas, it's time to craft an exciting title that will impress decision-makers.

Titles for your talk are no different from headlines on the cover of a glossy magazine. Titles, just like headlines, should be magnetic and urge the reader to want to know more.

We recommend getting inspiration from magazine headlines to help you learn the art of crafting a talk title that grips attention.

Check out magazines or newspapers like Cosmopolitan, Vogue, Marie Claire, Travel & Leisure, People, New York Times, etc. All of these publications have online editions for easy research.

Jot down any headlines from these publications that stick out to you. Don't worry if they have nothing to do with your industry/business/speech. It's best to get inspiration from outside of your industry to stand out.

Once you have a list of headlines you like, think about how you can rework them for your talk title.

→ For example, a headline from *Cosmopolitan* reads:

16 Types of Aesthetics to Shake Up Your Wardrobe

Could become:

**3 Core Beliefs You Need to Shake
Up Your Career**

or

**5 Money Archetypes You Need to
Know to Shake Up Your Finances**

→ Another example from *New York Magazine*:

A Reality Check About Motherhood

Could become:

**A Reality Check About Climbing
the Corporate Ladder**

or

**A Reality Check About Cancel
Culture**

→ Another example from the *New York Times Modern Love Column*:

My Plea for the Sixth Love Language

Could become:

**A Plea for the Medical Industry
to Understand Intersectionality**

or

A Plea to Be More by Doing Less

USING THIS FORMULA, WRITE
AN EXCITING TITLE FOR ALL 3
OF YOUR TOPIC IDEAS:

#**1**

#**2**

#**3**



***YOUR SIZZLING
SPEAKER TOPICS***

WRITING TOPIC
DESCRIPTIONS

WRITING TOPIC DESCRIPTIONS

Each of your topics will need a brief, paragraph-long description to help entice decision makers to book you on stage.

Here's a simple template you can use to describe your topic. Feel free to tweak this, add a bit of personality, and make it your own!

Did you know that [insert a shocking fact/statistic/something you've learned in relation to your topic]? In this presentation, audiences will learn [list 2-3 things that the audience will take away from your talk]. This exciting talk will mobilize audiences to [insert at least one benefit that demonstrates why they should book you on their stage].

Here's an example:

The Shocking Truth About Women and Finances

Did you know that 40% of women have no retirement strategy? In this presentation, audiences will learn how to overcome the knowledge and confidence gap when it comes to investing, narrow the gender pay gap, and create inclusive, women-only spaces to build their portfolio. This exciting talk will mobilize audiences to become confident investors and build sustainable wealth.



YOUR SIZZLING SPEAKER TOPICS

OVER TO YOU!

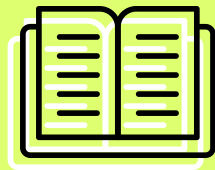
Write a title and description for all 3 of your topics.

Once your drafts are ready, a member of our team will take a look and provide valuable written feedback to make your titles and descriptions even more captivating.

After you receive these helpful notes back, you can make any necessary revisions to your speaker topics and... then we will jump into getting one of these stories written and ready for the camera in NYC!

Also...if you haven't heard this yet today know that I'm so damn proud of you. On the other side of your creation is ease, abundance, and victory. Somebody is going to get free from you making the choice today to unlock these topics.

There is no greater gift. Can't wait to see what you create!



8 STORIES YOU CAN START TELLING

You may think, “I don’t really have any interesting stories to tell.” You’re wrong about that. Your life contains a goldmine of material. Learn several different stories that you can start telling immediately.

#1



Tell a story about why you started your business

What inspired you to start your business? Perhaps you started a business because...

- You saw something in the world that broke your heart and you knew, “This is unacceptable. I want to solve this problem.”
- You learned how to make empanadas in your grandma’s kitchen—and her warm, generous spirit inspired you to start a restaurant.
- You got laid off during the recession and decided, “I’m going to take my career into my own hands.”

Or, some other reason. What is your story?

If you don’t run a business, tell the story of why you started your non-profit, why you started your latest project, why you became a teacher, why you became a fitness trainer, and so on.

#2



Tell a story about the worst mistake you ever made

Think of a time when you made a mistake. Any kind. Big or small. What happened? What is the greatest lesson you learned from this experience?

Perhaps you...

- Stayed in a bad relationship for way too long because you were afraid to be alone.
- Allowed your husband to make all the household financial decisions instead of taking an active role.
- Undervalued your skills, undercharged for a project, and ended up broke and exhausted.

Or some other mistake, big or small. What is your story?

#3

8 Stories You Can Tell



Tell a story about why you are in the room

If you are attending a conference, seminar, workshop, any type of event—turn to the person next to you and share the story of why you’re in the room today. Why did you come? What are you hoping to gain from this experience? What mountains did you have to move in order to be here at this event?

Share your story. And, ask someone else the same question: “What brings you here today?” Invite them to share their story too.

Perhaps you...

- Saw a flier about this event and you knew, in your gut, “I need to go.”
- Won a scholarship that allowed you to be in the room.
- Have always wanted to become a real estate investor, and by coming to this educational event, you’re going to learn how to do it.

Or some other reason. What is your story?



#4

Tell a story about someone who inspires you

It's powerful to tell a story about yourself. But you can also tell a story about somebody else—someone who inspires you greatly.

For instance, I have a student named Jack. He's a teenage boy who mowed lawns—all year long—to save up money so that he could fly to NYC to attend a musical theater workshop.

Jack wants to be on Broadway one day. He worked hard, hustled, mowed hundreds of lawns, and earned the money he needed to get himself to NYC to pursue his theater education. He reached his goal. One lawn at a time.

#4

Tell a story about someone who inspires you

Whenever I have a friend who's feeling stressed about money, or feels like "I can't afford such-and-such," I tell them Jack's story. If a teenage kid can figure this out, so can you. There is always a way to generate the funding you need—and Jack's story proves it.

You could...

- Tell a story about how your mom learned to surf at age 65.
- Tell a story about how your 5-year daughter taught you a powerful lesson about compassion.
- Tell a story about a historical figure who inspires you—such as how Bessie Coleman became the first Black woman (and first Native American woman) in America to hold a pilot's license and fly airplanes.

Who is the person who inspires you?

Tell their story—and share the greatest thing you have learned from this person.

#5

8 Stories You Can Tell



Tell a story about a customer or client

Do you have a client who transformed in a remarkable way? Do you have a star customer whose story would be so inspiring for others to hear?

Tell these stories onstage, on a podcast, in a newsletter, to an investor—so many possibilities. Shine a spotlight on your customers. This inspires new people to become customers, too.

Note: Whenever possible, ask for permission. Say to the client or customer, “Would you be comfortable with me sharing your story in a public setting? I know that your story will inspire others so much.” Get their blessing. Give them an opportunity to review and approve the language before you share it.

If it's not possible to secure permission, you can change (or omit) their name, age, location, gender, and other identifying details to protect their privacy. You can still tell a powerful true story without mentioning that, “I once met a woman named Geraldine from Nebraska...” Instead, say, “I once met someone who...”

#5

Tell a story about a customer or client

You could...

- Tell a story about how your client went from never exercising to running a 10k race. How he did it. What he learned from the process. What others can learn from his story.
- Tell a story about a client and their journey from Point A (when they hired you) to Point B (completing their work with you). What is the transformation that happened in between? What did you learn from this person?
- Tell a story about the most challenging or difficult customer that you ever worked with, and the lesson this person brought to you.

#6

8 Stories You Can Tell



Tell a story about the person who's going to benefit from your project

Especially if you're speaking to an investor or philanthropist—and asking them to contribute money—tell a story about the person (or people) who will ultimately benefit from this funding.

- Tell a story about Angela, a mom in your community who has to drive two hours to take her kids to the park because the local park is filthy and unsafe. With enough funding, Angela's local park can be restored. This will change her family's life (and hundreds of other families too).
- Tell a story about Noelani, a local business owner who received a \$10,000 grant. With this money, she was able to pay rent (during the pandemic) and keep her business open instead of closing down forever. She employs two people, serves hundreds of customers every week, and she's the only daycare facility in this rural region. This story illustrates how a relatively small amount of funding can create a big ripple effect and so touch many lives.

Who is going to benefit from your fundraiser, program, product, or whatever project you are doing? How will they benefit? What will change for them?



Tell a story about the human being behind the facts

State a fact to your audience. Then, connect that fact to a human being.

You could...

- Tell your audience, “1 in 4 women experience some type of sexual assault during the course of their life. I am that 1 in 4, and this is my story...”
- Tell your audience, “When doctors graduate from med school, they carry an average of \$206,000 in student loan debt. I want to share with you a story about Marjorie, a young physician I met recently...”
- Tell your audience, “Over the course of her career, a Black woman who works full-time will earn \$1,000,000 less than a white male colleague in the same profession. This is so disheartening. But, there are steps you can take to get back your ‘missing million’. I can’t think of a better example than my friend Josie...”

#8



Tell the story that your audience needs to hear

Return to this question: who is your audience?

If you run a yoga studio, your audience might be busy, frazzled professionals who feel like they never have enough time for self-care.

If you're a divorce attorney, your audience might be heartbroken people who are trying to pick up the pieces of their life and start over.

If you're fundraising for a great cause, your audience might be affluent people with the ability to write a check—or not—depending on how persuasive you are.

Think about your audience. What is the main message that these people need to hear? What do you want them to know, more than anything?

#8

Tell a story about a customer or client

Maybe your audience needs to hear a message like this...

- You need to make time to take care of yourself now—or make time to be sick later. The choice is yours.
- This ending is also your beginning.
- A gift of \$1,000 can turn someone's life around and have a big ripple effect, and I have a story to prove it to you...

What is the main message that you want to bring across to your audience? What do they need to hear?

Come up with a story to deliver this message. For example, if they need to hear “This ending is also your beginning,” you could tell a personal story about a moment of grief that led to something beautiful.



CHOOSE ONE STORY —AND GO TELL IT

Choose one story that you're excited to tell—and decide where you're going to tell it: onstage, online, in an email, social media post, video, at a conference, in a private conversation, or somewhere else.

You just learned eight stories that you could start telling. To recap:

- 1. Tell a story about why you started your business**
- 2. Tell a story about the worst mistake you ever made**
- 3. Tell a story about why you are in the room**
- 4. Tell a story about someone who inspires you**
- 5. Tell a story about a customer or client**
- 6. Tell a story about the person who's going to benefit from your project**
- 7. Tell a story about the human being behind the facts**
- 8. Tell the story that your audience needs to hear**

What is one story that you feel excited to tell?

It could be one of the eight options mentioned above. Or something else entirely.

Story Structure

#1

Set Your Intention

Before you write a story – or tell it aloud – first, set your intention using **FEEL / KNOW / DO**.

Set Your Intention



FEEL

What do you want your audience to feel?

Do you want your audience to feel shocked, outraged, motivated, inspired, soothed, comforted, encouraged, hopeful, or something else?

Feel is the emotional impact that you want your story to have.



KNOW

What is the main thing that you want your audience to know?

If you could leave just one message echoing in their mind, what would it be?

Perhaps your message is, “Today is not over yet” or, “There is always a way” or, “Reinvention is possible at any age” or, “Don’t wait to be invited to the table. Build your own table” or something else.

Know is the message that you want to deliver.



DO

What do you want your audience to do?

Do you want them to write a check? Hire you? Leave the room and go do something courageous? Think differently? Behave differently out in the world?

Do is your call to action.

Story Structure

#2

Map Out Your Story

Map Out Your Story

“*This is what happened...*”

Tell your audience what happened.

Example: You missed your flight and got stranded at the airport – the night before your sister’s wedding. And, you’re the maid of honor. Oh snap!

As you recount what happened, emphasize the emotions you felt. The disappointment, stress, shame, urgency, hope, victory, joy, or whatever you felt. Allow your audience to feel whatever you were feeling.



“*This is what I learned...*”

Tell your audience what you learned from this experience. The message that you want to impart.

Example: At the airport, you learned a priceless lesson about asking for help. It took a village to pull it off – but you managed to rebook your flight and arrive at the wedding on time! Through it all, you learned that it’s crucial to have a team if you want to make miracles happen.



“*This is what I want you to do...*”

To conclude your story, give your audience a call to action. More than anything else, what do you want your audience to do?

Example: Urge each person in your audience to stop being a lone-wolf. Get out there, and go build your team and support network. Start today. Start by making one new friend.

Create a Powerful Story

#1 Set Your Intention

#2 Map Out Your Story

Choose one story that you feel excited to tell.

Use these prompts to set your intention and map it out.

Summary



When telling a story – any format, whether it's a newsletter, book, presentation, keynote, or media appearance – remember these three words: *Feel / Know / Do*.



To structure your story so that it has emotion, a message, and a call to action, remember this format: *This is what happened...This is what I learned...This is what I want you to do*.



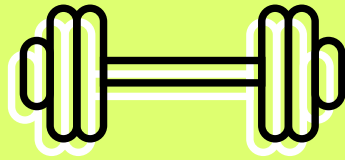
If you want to motivate someone to get up and go do something, tell that person a story.

#2 Map Out Your Story



This is what I want you to do...

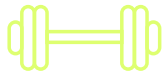
A series of horizontal lines for writing, starting from the first line below the title and ending at the last line above the footer area.



STRONG IN 5

Do this 5 minute warm up right before any big opportunity –before you hop on the phone with a potential client, meet with an investor, or get onstage. Get your body and vocal muscles warmed up. Get your mindset dialed in.

***Put on 5 minutes of music that you love.
This is approximately 1 to 2 songs.***



Minute 1: Move

Move your body in any way that feels good. Stand up and gently swing your arms side to side. Reach up and reach down. Hop or jog in place. Roll your neck side to side. Get oxygen flowing throughout your body and brain.



Minute 2: Breathe

Keep moving and focus on your breathing. Relax all the muscles in your face and throat. Take several deep, full breaths. Rather than puffing up your chest when you inhale, try to imagine filling your belly with air.



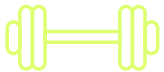
Minute 3: Hum

Hum along to the song that's playing. Feel the buzzing filling your nose, mouth, and throat. Or, sing along. This helps to warm up your voice so that you sound warm, relaxed, and have a pleasing tone that people enjoy listening to.



Minute 4: Walk

Take a walk around the room. Pace around. As you do so, think about your audience—whether it is one person, ten people, or millions. Who are you speaking to? What do you want to say? More than anything else, what is the main message that you want to deliver to these people?



Minute 5: Trust

Take a moment of stillness and silence. Trust that you are ready for this moment.

You put in the work to prepare—you got professional training, you prepared your story ahead of time, you rehearsed, you practiced, you warmed up, you set an intention—you are ready.

You can walk into the room knowing, “I am prepared. I am not winging it. I feel proud of the preparation I’ve done.”

Trust that someone in the audience will be changed by what you say. Even if it’s just one person, touching one human life is a big deal.

BRING YOUR SKILLS TO THE NEXT LEVEL.

You've created excellent momentum. Keep going.

Work with Robert Hartwell 1-on-1 by booking a VIP Day. Get even more personalized attention to prepare for an opportunity that's coming up. Get a major goal or project completed and bring your skills to the next level.

VIP DAY

WITH

ROBERT HARTWELL

- *In-Person*
- *Virtual*
- *On Site w/ Your Team*

1-on-1. Private training. Undivided attention.

Spend one day working with Robert.

Leave this one-day intensive with new skills
—and more confidence.

You'll feel solid, strong, and prepared as you
step into your next pitch meeting,
presentation, speech, interview, or media
appearance.

*P.S. Want to work with Robert for more than one
day? That's possible, too. Fill out the Client Inquiry
Form to describe your goals and timeline.*



More Info + To Become a Client

strengthenstages.com/vip

About **ROBERT HARTWELL**

- ✔ Robert Hartwell is an award-winning Broadway performer, choreographer, director, producer, and entrepreneur.
- ✔ He is the host and executive producer of Taking Back the House, a television show presented by OWN: The Oprah Winfrey Network, HGTV, and Scott Brothers Entertainment.
- ✔ The show follows Robert as he renovates a historic mansion in Massachusetts that he purchased. The home was originally built at a time when slavery was still legal. Robert—a Black gay man—is determined to reclaim the home, room by room, and fill it with beauty and love.
- ✔ From stage to screen, Robert creates jaw-dropping moments that leave audiences awestruck and inspired.
- ✔ You've seen Robert in Tony Award-winning Broadway shows and featured in Pharrell and Jay-Z's hit music video, "Entrepreneur."
- ✔ As a director and choreographer, his work has been seen at Lincoln Center, Music Theater Wichita, North Carolina Theater, Naples Performing Arts Center, The University of Michigan, and Fulton Theater.
- ✔ Robert was the assistant director on the national tour of the Tony Award-winning revival of Once On This Island. Another recent project, For Colored Boyz, won the top award at the Fulton Theatre's Stories of Diversity Playwriting Festival.
- ✔ Robert is the founder of The Broadway Collective, a musical theater education company for teens. The company made the Inc 5000 List for being one of the fastest growing private companies in America.
- ✔ Robert divides his time between NYC and his new home in Great Barrington, Massachusetts.

Stay connected at Robert-Hartwell.com.

