



Keynote Concert Outline Template®

Part 1: Includes guided steps and tips to creating your keynote concert.

Part 2: Includes a template keynote concert outline.

Topic

Before you create your outline, you want to be clear on the topic of your keynote speech. Here are some examples:

Peak performance	Spirituality
Leadership	Religion
Overcoming adversity	Love and relationships
Conquering fear	Parenting
Teamwork	Time management
Mindset	Organization
Customer service	Anti-bullying
Conscious communication	Entrepreneurship
Company culture	Prosperity
Motivation and inspiration	Celebrating diversity
Goal setting and achievement	Academic success
Making a difference	Character development
Following your dreams	Presentation skills
Finding your purpose	Career Development
Personal development	Drug prevention
Marketing	Overcoming addiction
Sales	Productivity
Health and wellness	Staff development

Title

You will need to give your topic a title. This will not only help you brand your speech and be more marketable, but it will give event planners a clearer idea of what the audience will learn. I recommend that you start with 1 topic, and as your keynote concert career evolves, you can add more. Here are examples of my topic titles:

- 1) Master Your Mindset
- 2) The 5 New Models Of Leadership
- 3) The Fear Freedom Formula
- 4) Service With Purpose
- 5) Brand Out From The Crowd

Tip: Your message will be clearer when you know your mission. Your mission is your “why”. To uncover your mission, immerse yourself in the “7 Layers of Why” exercise...

Have someone ask you why you are speaking about this topic. When you answer why, do this 6 more times. Your first 4 answers will come from your head, your final 3 answers will come from your heart. Your 7th answer will be your “real why” (your mission). Use this to create your topic.

Part 1: Create Your Outline

Step 1: Welcome

Have something planned that you’re going to say to your audience as an opening statement. It could be funny, you might ask a question, or you could honor them for being there, who they are, and what they do.

Step 2: Pattern Interrupt

Chances are, your audience has been seated for a while before you go on stage and their attention could be fading. Do something initially to loosen the crowd up and get their attention. This will set the tone for an engaging, interactive speech rather than a passive lecture. You could tell a funny joke, act out an opening mini-scene, get them on their feet, lead them to cheer about something specific, have them stand or raise their hand if they ever did something that you mention, have them turn to a neighbor to give them a high-five, or ask them to repeat something you say.

Step 3: Stories

What and where:

Know which stories you will tell and where your stories will be throughout your speech. These stories can be about you or someone else. Label your stories in your outline. For example, a few of mine are called “guitar story”, “Becky story”, “Freedom Day story”, etc.

How many:

Plan on having at least 3 stories in your outline, highlighted by your stand out story. Of course, this depends on how much time you have for your speech. For every 15 minutes of stage time, you could add another story. If you only have time for 1 story, make sure it’s your stand out story.

Tip:

Events often run behind schedule. It’s likely that someone may ask you just minutes before going on stage to cut your stage time. If that happens, know beforehand which story you will take out of your outline.

Step 4: Message

After every story, write out the message in your outline in 1-2 short lines. In other words, what was the point of the story you just told (the life lesson as it relates to the topic).

Message Maximizer

This is an opportunity for you to add something at the end of your message to make it even more powerful! Here are examples of “message maximizers” that you can use...

1) Insert a “quantum quote” after the story. Here’s an example from my Fear Freedom Formula speech:

--I tell my “facing my greatest fear” story

--I share the message of the story.

--I use the quote, “Fear is the only thing in the world that gets smaller as you run toward it.”

2) Teach content that branches off the story and relates to the topic. Keep this short and concise as teaching content is secondary to the stories in your speech.

3) Give them simple action steps. This creates a bridge between your story and how the audience will move forward in optimism.

Step 5: Perform Songs

Performing original or cover songs after each story gives the story more life and especially, emotion. The emotion that music carries is paramount to giving a memorable keynote concert as your primary goal is for people to be emotionally moved, touched, or inspired.

Performing a song after the “message maximizer” is a great way to have closure on that particular story and lesson, and the perfect way to transition into the next story.

For every story I tell, I usually perform a song after it. For example, if I tell 3 stories during my keynote concert, I perform 3 songs. Note that the 3rd song doesn't come right after the 3rd story, but is the big finish to the keynote concert (see outline below). This puts a final crescendo on your speech and leaves people feeling the lasting emotion of your live performance. Ultimately, the music you perform in your keynote concert may be the part they remember most.

Step 6: Exercises

Peoples' attention span starts to fade every 15 minutes. Throughout your speech, you will want to keep them alert and engaged by asking them to raise their hand if they resonate with what you're saying, verbally repeat what you just said, give their neighbor a high-five, etc. Beyond that, you should have at least 3 exercises for them included in your outline that will get them:

- Out of their seats
- Interacting
- Engaged

Exercise examples

Neighbor shares:

Have them share their thoughts, takeaways, or breakthroughs with a neighbor. Direct them on what to do and give them a time limit (30 seconds to 1 minute is typically good). Tell the partners when to switch turns.

Give a hug:

If it feels like it's a warm group and you have a nice connection with the audience, asking them to give 3-4 neighbors a hug gets the love flowing in the room. People tend to laugh too, which is great for loosening up the tension in the room. Even in corporate environments, this can work

really well as the simple human touch in this context brings the audience closer together, and with you.

Take a stand:

Have them stand if they resonate with what you're saying or if they have experienced what you are sharing. You can ask 1 or multiple questions, inviting them to stand each time. When they look around the room, they will see that they're not alone in their feelings. Tell them when to take a seat, and pick up with your speech.

Deep breath:

Have your audience take a big inhale and exhale. Guide them through this a couple of times, keeping it short. This gets them present.

Ask a question:

Ask your audience a compelling question and tell them to raise their hand to comment. Invite them to stand when they share and speak into a mic. This can lead to some great on-the-spot coaching and audience interaction. In this case, have a time limit in mind and get people re-centered back to your speech when it's time. It's important that you don't stray from your speech.

Invite a guest on stage:

Ask someone in the audience if they would like to come on stage to work through something you're teaching or sharing. This can also lead to great on-stage coaching or audience participation as they relate to what the guest is sharing or working through. Again, be conscious of not straying from your speech.

Music break:

Have an energetic song clip and get people up and dancing. Invite them to sing along. Conversely, you can use softer music for reflection or feeling into emotions. This can also be live music.

Visualization:

Guide them through an inspiring visualization.

Stand and stretch:

This quick exercise gets peoples' juices flowing again and attention back on you.

Physiology shift:

One of my favorite examples of this is when I attended a Tony Robbins event and we had to celebrate like we won the lottery. Just when we thought we had celebrated enough, he asked us to double it, then triple

it! This definitely got my heart racing, and I was re-energized for the next segment.

Step 7: Transitions

After your live performance of each song, if you are not leading them in an exercise, it's great to create a little space for your transition into the next story. This is the perfect time for a drink of water, taking off your jacket, moving to another area of the stage, or a simple brief pause before moving on.

Step 7A: Your Offer

*This is only applicable if you are selling something to the audience or giving them a gift.

Just before your offer, you will want to tell your stand out story. This will show your vulnerability, your credibility, and that you are just like them. The audience will be able to see how they can have success like you did, in a way that feels real and attainable. As you've gained their trust through your story, they will be much more likely to purchase or opt-in for what you are offering.

Step 8: Close

Finish your speech strong with:

- Boomerang message: This is the big overall point that you are making that ties back to the topic of the speech.
- Thank the audience and acknowledge them for how great they were.
- Give them one last big takeaway or quote
- Leave them with an uplifting, inspiring live performance of a song

Part 2: Template Keynote Concert Outline

Opening of Speech

Welcome:

Pattern Interrupt:

Body of Speech

Story #1: _____

Message #1:

Message Maximizer:

Song #1: _____

Exercise #1: _____

Story #2: _____

Message #2:

Message Maximizer:

Song #2 _____

Exercise #2 _____

Story #3: _____

Message #3:

Message Maximizer:

Exercise #3: _____

Offer (gift or what you are selling):

Close of Speech

Boomerang message:

Thank you:

Big takeaway:

Song #3:
