20 SNAPPY IRRESISTIBLE

SPEAKING PRESENTATION TITLE IDEAS

BY: JACKIE LAPIN

One of the most under-rated factors in how often and where leaders, experts, coaches, authors and entrepreneurs get booked to speak is the quality of their presentation title. You can be a stellar speaker, but if your title isn't compelling you will find it significantly harder to get booked.

Writing a talk title is a bit of an art. You must capture the essence of your message, while still leaving the audience (or booker) wanting more. You must impart some persuasive reason why they must hear what you have to say (urgency, warning, problem-solving, ease, improved outcome, filling a knowledge void.)

And you have to do it in as few words as possible!

So in order to give you a leg up on getting booked, I've created a guide with **20 different formulas that are commonly and effectively used for presentation titles.** And I've provided samples for each one. Try adapting your message to one or more of these. Above all, just don't be boring!

1.) Provide Numbered Tips or Wisdom Drip

A title that offers a promise of specific advice in a sequenced fashion.

- 5 Simple Steps to Secure a Steady Stream of Conference and Event Stage Appearances
- 10 Secrets Successful Speakers Use that Keep Their Calendar Filled Year Round
- 6 Steps to Reverse Early Symptoms of Diabetes

2.) Commit to an Outcome

A title that gives the audience the specific outcome they can expect from your presentation.

- How to get 15 New Clients Without Making One Cold Call
- Create a Six-Figure Business With the Skills You Learned in Corporate
- Learn to Love the 20 Pounds You Gained & Revel in the Body You Have

3.) Designate the Problem and Your Solution

A title that shows the audience that you know how to solve a problem that is plaguing them.

- Convert Your Problem Boss to Your Biggest Advocate
- The New Sources of Capital Most Entrepreneurs Overlook
- How to Evaluate Optimum Assisted Living Facilities for Aging Parents

4.) Commit to a Timeline

A title that confirms what they can achieve in a defined timeline by listening to you

- 10 Speaker Bookings in 10 Days
- How to Get 3 College Acceptances Before the Spring Deadlines
- The Secret to 3 Great Dates within 30 Days of Starting to Date Online

5.) Provide Inspiration, Aspiration and Motivation

A title that provides hope or motivation!

- Success is Only Three Feet From Gold
- Your Purpose Awaits You
- Discovering the Power of Your Resilience

6.) Tell a Story

A title that shows the hero's journey —that they can see themselves in

- From Beggar to Wall Street Broker
- From Stage 4 to Cancer-Free
- From Know-it-All to Have-it-All— How to get humbled and regain your life

7.) Issue a Cautionary Tale

A title that warns them of the mistakes they could make if they don't heed what you say.

- 8 Ways to Sabotage Your Speaker One-Sheet
- How to Implode Your Corporate Speaking Career Before It Even Begins
- The Relationship Guide for the Chronically Single
- The Warnings Signs That You Are Aging Prematurely

8.) Unveil What They Don't Tell You

A title that makes them wonder what knowledge they are missing.

- What They Don't Tell You in Business School
- What Your Mother Never Told You About Sex and Marriage
- What You Don't Know about How Successful Producers Get Their Movies Made

9.) Fly in the Face of Conventional Wisdom

A title that makes people think twice.

- Butterflies are Deadly Creatures
- Hyperactive Kids Don't Need Medication
- Failure is Your Best Path to Business Success

10.) Wrap It in Metaphors or Fables

A title that Alludes to a Real World Experience, but Does So in a Fantastical Way.

- Why the Tortoise Wins Every time
- The Goldilocks Method for Conquering The Bears in Your Life
- The Six-Box-Dilemma—Figuring Out the Important Priorities in Your Life

11.) Be Controversial/Take an Unpopular Stand

A title that is designed to stir the pot, and either attract similar adherents or stimulate a lively dialogue.

- Dog-Lovers Are Creating Unsustainable Numbers of Pets Without Homes
- The Religious Right has Commandeered the Supreme Court
- Defunding the Police is a Dangerous Myth

12.) Show Concern

A title that demonstrates caring for a segment of society you serve

- How We Can Do More to Prevent Homelessness
- What You Must Do to Support Your Teen's Mental Health in a World Dominated by Social Media Condemnation
- New Ways to Help Aging Parents Deal With Their Deteriorating Faculties

13.) Create Curiosity

A title that gets the audience to wonder and want more.

- Did You Know That You are More Likely to Go Gray if You Eat These Foods
- How Did I Climb Kilimanjaro With No Hands?
- Want to Know How 15 Teenagers Would Run the Country if They Were Elected Today?

14.) Reveal a Secret or Horded Knowledge

A title that tells the audience you know something they don't and stimulates their desire to know.

- The Secret to Learning a New Language While Traveling
- Little Known Ways to Improve Your Gut Health and End Digestive Problems
- What Everybody Should Know About Backyard Barbequing That Will Keep the Meat Tender and the Vegetables Crisp
- Common Myths About Entrepreneurship Overturned

15.) Show Them There is a Quicker, Easier, Simpler Way

A title that says they are suffering needlessly and you can make their lives infinitely easier, better and more successful with less effort.

- The Simple Way to...
- The Easier Method for...
- The Faster Path to...

16.) Show Them How to Achieve MORE

A title that gives them a path to their dreams of greater success.

- How to Increase Your Monthly Revenue Streams and Add $40,000 to Your Bottom Line
- Add 4 More Hours of Play to Your Day
- Get More Out of Your Remote Staff so You Can Get Away More Often
- How to Ratchet Up the Love Quotient in Your Relationship 10-Fold

17.) Evoke a Celebrity or Pop Culture Phenomenon

A title that trespasses on celebrity or pop culture renown and stimulates aspirational images.

- Travel like Jeff Bezos
- Write a Book Reece Whitherspoon will want for her Book Club
- Trick Your Car Out like a Modern Day Bondmobile
- Think like a Tik Tok Superstar

18.) Show Them The Way

A title that give them a clear path to an outcome with you as their guide.

- If I Can be a Happy, Homeless Digital Nomad, You Can, Too
- How Writing My Memoir Made Me a Millionaire
- If You're Single and Paying More Than $10,000 a Year In Taxes, Then You Are Over-Paying
- How to Survive The Current Housing Crunch
- How to Thrive Despite Childhood Trauma

19.) Point Out The Urgency

A title that presents a dire outcome that will create a forced situation and how it can be avoided.

- Fix Your Great Resignation Problem Before You Lose Your Workforce to Your Competitor
- 10 Water Saving Strategies That Will Ward Off the Dreaded Flow Constrictor Threat
- Ways to Add to Your IRA Before Medicare and Social Security Start Cutting Back
- Get Rid of Gophers Once and For All

20.) Get Creative

A title that comes from your heart and soul, and that doesn't fit a formula

- What can you teach, instill or offer that provides value and/or inspiration to your core audience?
- How can your title create/show the transformation that will motivate them into action?
- What is the future, the aspiration, that they perceive through your title?

I hope that this guide has made your job of presentation title development much easier and simpler. And that the results will get you booked more often and in more places!

Jackie Lapin's mission is to help leaders, entrepreneurs, coaches and authors like you find and secure their next clients by getting in front of more audiences faster!

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