

The TALK Program

TEDx Authorship + Leadership Kickstart

For Authors, Scientists, Doctors, Researchers, Entrepreneurs, Thought Leaders (and aspiring thought leaders), Speakers, and Executives who want to raise their visibility, bring awareness to their work, and reach a larger audience through writing (and booking!) a TEDx talk.



Your guide...

Ashley Stahl is a top 100 TEDx speaker with more than 8M views, an international best-selling author, Forbes columnist, and host of the You Turn Podcast, a top 100 mental health podcast with 2.5M downloads.

You'll leave with....

- *A clear IDEA to define your life's work and message*
- *A complete impeccable speech that will inspire the masses*
- *A video pitch that gets TEDx curators excited to book you*
- *A date for your spot on the TEDx stage*
- *Education and prep for your talk delivery*

You'll receive....

- *2 zoom meetings with Ashley Stahl (totaling 4-7 hours together)*
- *1 zoom meeting with Ashley Stahl's chief speechwriter (1-3 hours)*
- *1 zoom meeting with Ashley Stahl's video strategist (1-2 hours)*
- *1 in-person delivery prep meeting one month before your TEDx with Ashley Stahl in Palm Beach, Florida (3 hours - travel may be required)*
- *Up to 3 private coaching sessions with Ashley Stahl throughout (45 minutes each)*

THE program to write, book, and deliver a high impact TEDx talk.

The TALK Program has 6 phases:

1 IDEATION

(3 - 5 hr Zoom with Ashley Stahl)

Examine your life and work experiences to define the goals for your talk, storyline, and key points.

KEY TAKEAWAY: clarity on your idea worth sharing, an outline with a clear framework for your TEDx talk content, an opener written, along with key points and structure to write. You have the option of working on it more, or waiting for the next meeting.

2 POLISH

(1 - 3 hr Zoom with our chief speechwriter)

Use our “18 minutes of impact” speech framework to refine your talk.

KEY TAKEAWAY: a finalized first draft of your talk, be it through the zoom call, or after the zoom call having us finalize the writing for your speech (we’re happy to finish it for you).

3 PITCH

(1 - 2 hr Zoom with our video strategist)

Write a 1 minute video script for us to pitch you to our coveted rolodex of TEDx curators.

KEY TAKEAWAY: a finalized 1 minute video script written and ready for you to record per our instructions at home– the final ingredient we need to pitch you to our rolodex and get the ball moving on booking you!

4 BOOK

Pitch your talk to get your TEDx booking.

KEY TAKEAWAY: We have a 97.5% success rate in booking our speakers into TEDx talks, and it can take up to 6 months to secure a YES for you to book your talk through one of our curators.

5 DELIVER

(1 - 2 hr Zoom with our video strategist)

Strategize and learn to effectively remember and deliver a memorable talk on TEDx

KEY TAKEAWAY: You'll know exactly what you need to do to practice your talk, and you'll have effective methods and tools to aid you in your improv and delivery.

6 PRACTICE

(optional)

This is an optional 3 hour afternoon with Ashley Stahl, offered to any client who would like to fly into Palm Beach, Florida to practice their talk in front of her for feedback.

FAQs

□ *How long will the process take?*

If your application seems like a fit, We'll have a consultation within one week of determining if your application seems like a fit. If we mutually decide it's a fit, we'll finalize the booking. Once your deposit is received, we'll schedule your 3-5 hr Zoom intensive with Ashley to brainstorm and ideate your concept, message, and outline. The process of writing your talk with Ashley and her chief speechwriter depends on you! But generally it takes 2-6 weeks, whether you choose to finalize the talk outline or have our speechwriter do it for you. After your speech is done, you'll meet with our video strategist to record your video pitch (this takes 1-2 weeks). Next, it's our turn to pitch you to our rolodex of TEDx curators. From experience, it can take up to 6 months for your speech to get booked on the TEDx stage. From start to standing on stage can take as little as 3 months and as long as 12.

□ *What availability is there for this offer?*

We take no more than 5 clients per month. We often have a waitlist, and tend to book client start dates 3-4 months from initial contact.

□ *What if I don't get selected to give a TEDx?*

We have a 97.5% success rate booking our clients on TEDx stages because our speeches are high quality, and we're incredibly selective about who we work with. That being said, if you have not booked a TEDx talk within one year from your first zoom with Ashley, we'll refund 50% of your investment. You keep the talk as your own. Nonetheless, this has almost never happened for us.

□ *How does a TEDx talk help my business?*

Clients have landed brand deals, spokesperson deals, book deals and sales, increased podcast listenership, course launches, and more. The TEDx brand builds trust.

□ *Do you have examples of successful clients?*

Yes! Here are some. Ashley Stahl's TEDx talk is ranked 85th on the internet.

- CeCe Olisa: <https://www.youtube.com/watch?v=ivNNgdCsY7o&t=4s>
- Ashley Stahl: <https://www.youtube.com/watch?v=bRtBHF-WPpM>
- James O'keefe: https://www.youtube.com/watch?v=4KhN_z9FPmU
- Rachael Donalds: <https://www.youtube.com/watch?v=89CjV6tqIAM&t=50s>
- Susan Sparks: https://www.youtube.com/watch?v=ampu_4fy8Y&t=158s
- Claire Snyman: <https://www.youtube.com/watch?v=auocWaG2yHY>

□ *How do I move forward and book?*

Contact Ashley Stahl personally ashley.m.stahl@gmail.com.
She'll send you an application!

Program Investment

\$25,000

50% due at sign up

25% due when speech and video pitch are complete

25% due when the TEDx stage is booked

