

# ***THE 6 SECOND SELL WORKBOOK***



Get your audience to  
**know, like & trust** you  
within the first 6 seconds  
of hearing your voice.

**PRESENTED BY KATHERINE BECK**

## **WHY YOU MAY BE REPELLING YOUR AUDIENCE AWAY EVERY TIME YOU SPEAK.**

### **THE 5 TYPES OF SPEAKERS**

There are FIVE types of Speakers determined by the way your audiences perceives you when you speak. The type of Speaker determines the type of results you'll get.

#### ***SO, WHICH SPEAKER ARE YOU?***

1.

2.

3.

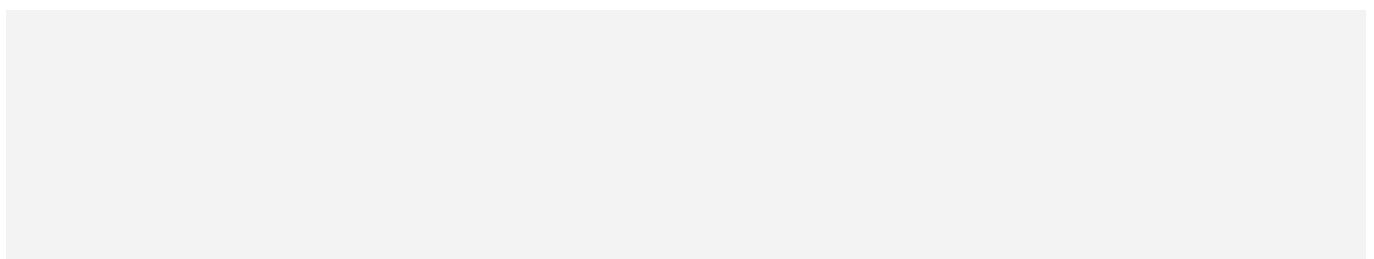
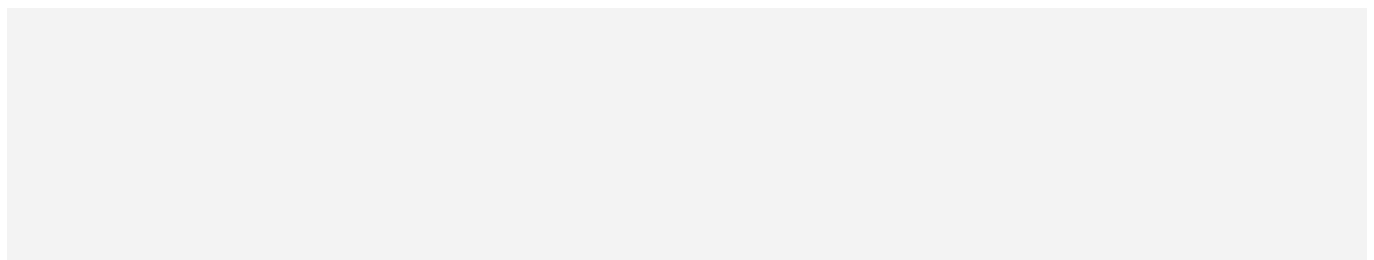
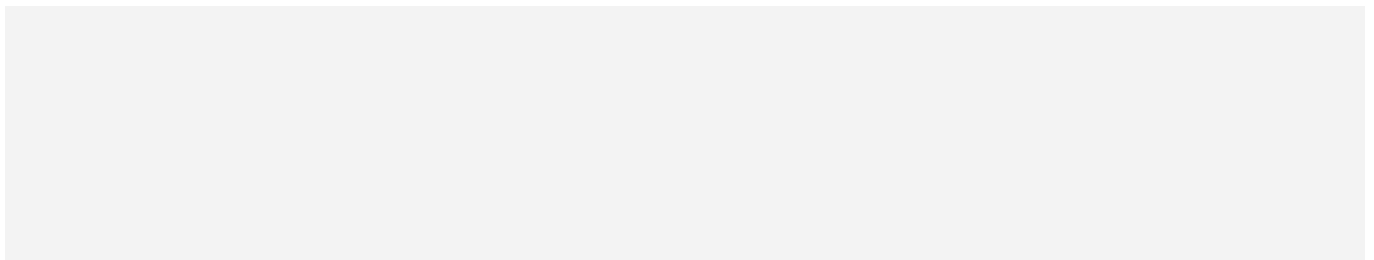
4.

5.

## YOUR VOICE IS ENERGY



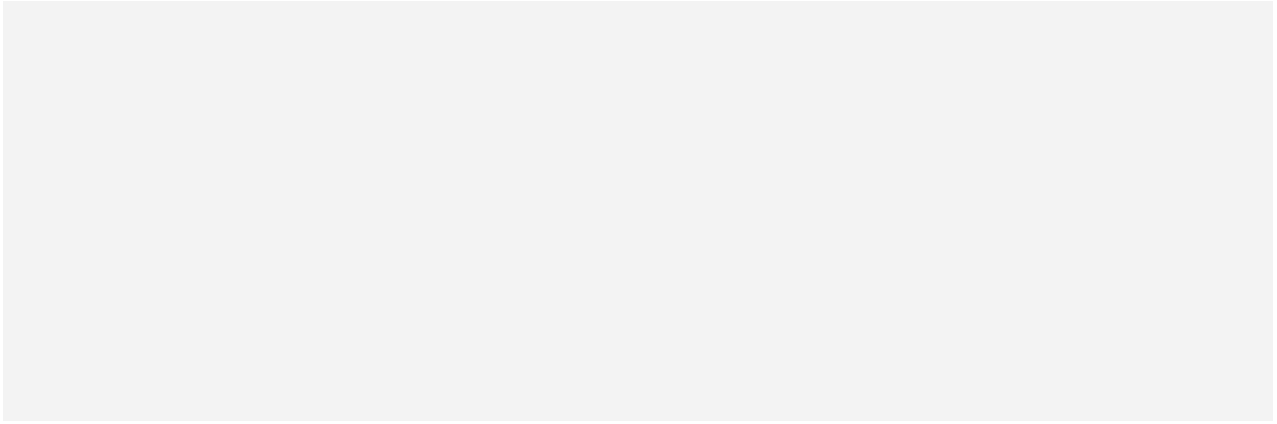
### THE 2 UNIVERSAL LAWS & 1 PRINCIPLE THAT CREATE CONNECTION, INFLUENCE & IMPACT



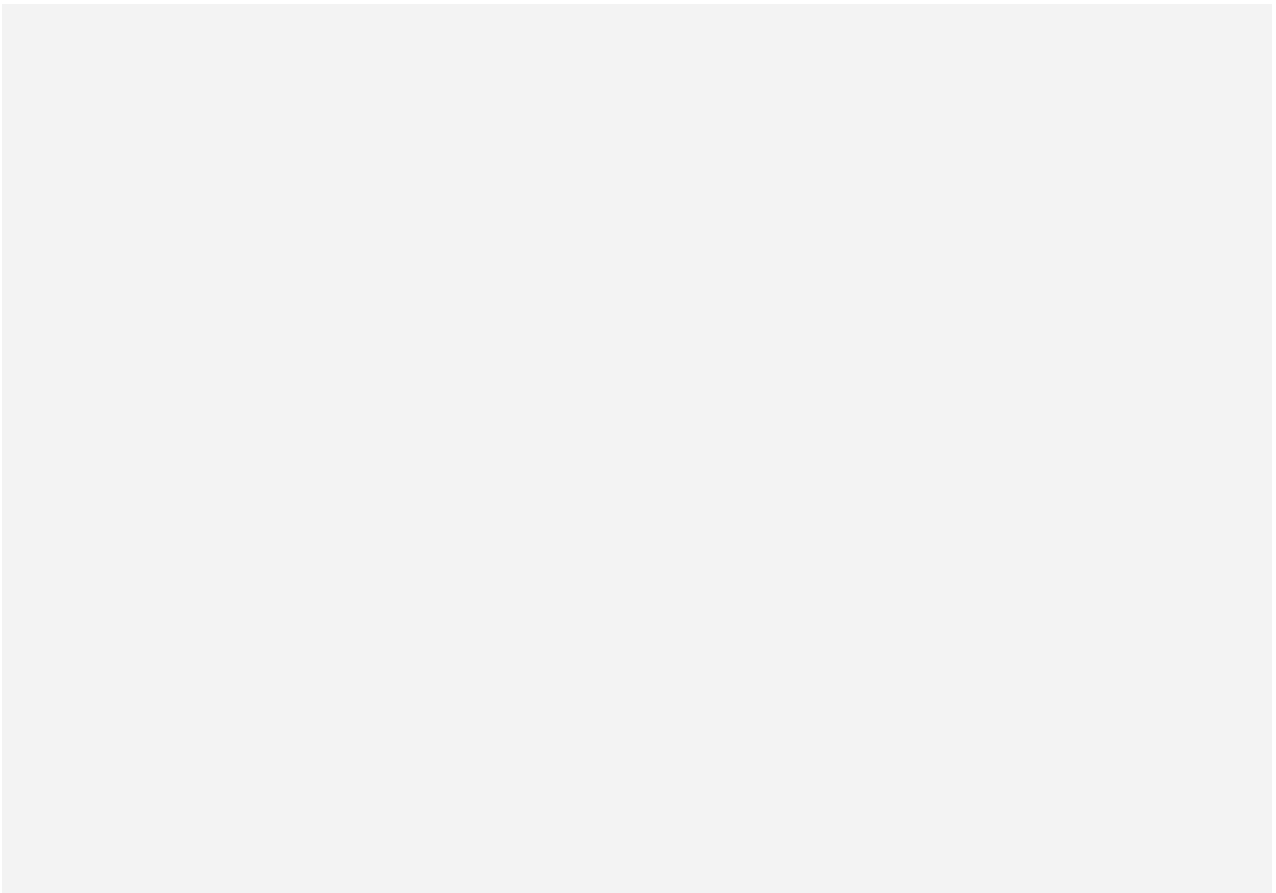
## **SELF AWARENESS - VOICE ASSESSMENT**

- Pace
- Volume
- Stumbles
- Uhms, Ahs
- Filler words
- Upward inflections
- Articulate/mumble
- Monotone

## **3 LAYERS OF COMMUNICATION**



## **YOUR VOICE STORY**



**WHAT IS THE BELIEF THAT IS RUNNING YOUR INTERNAL AND  
EXTERNAL DIALOGUE?**

**THE 6 SECOND SELL FRAMEWORK**

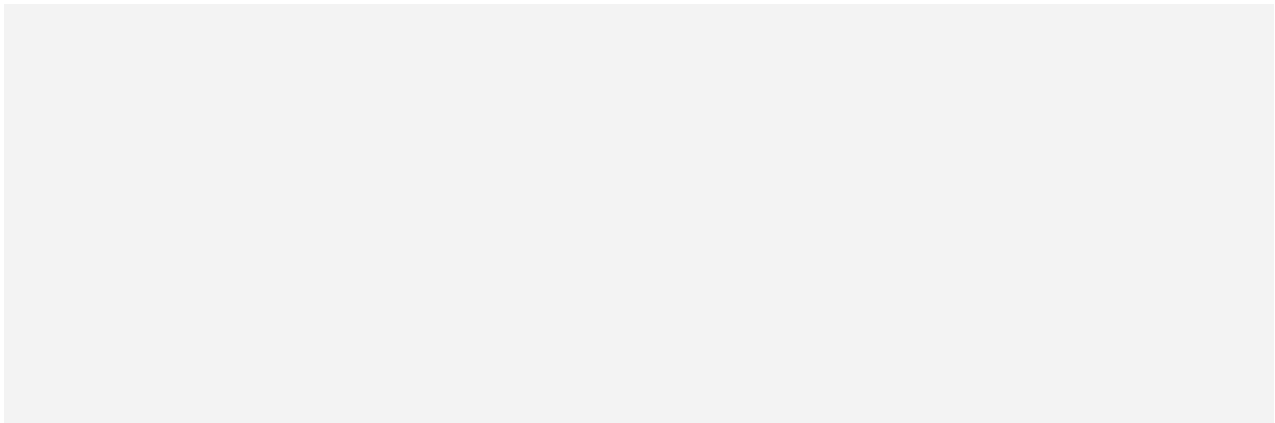
**KNOW**



**LIKE**



**TRUST**



**PEOPLE BUY FROM:**

**1.**

**2.**

**3.**

**THE 4 STEPS TO BECOMING A CAPTIVATING SPEAKER.**

**1.**

**2.**

**3.**

**4.**

**WHAT BECOMES POSSIBLE FOR YOU IF YOU APPLIED JUST  
ONE OF THESE STEPS?**