



HOW TO CREATE A

SPEAKER DEMO REEL

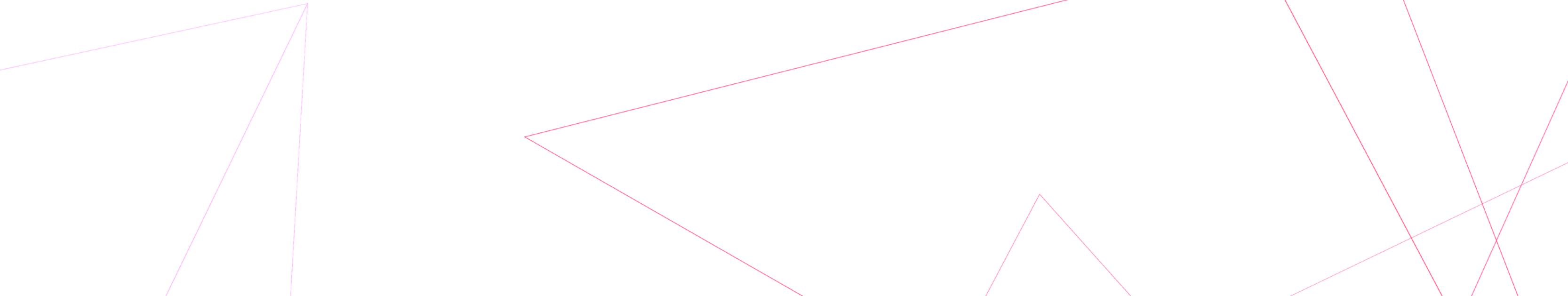
1 Plan Your Video

2 Film Your Video

3 Create Your Video

1

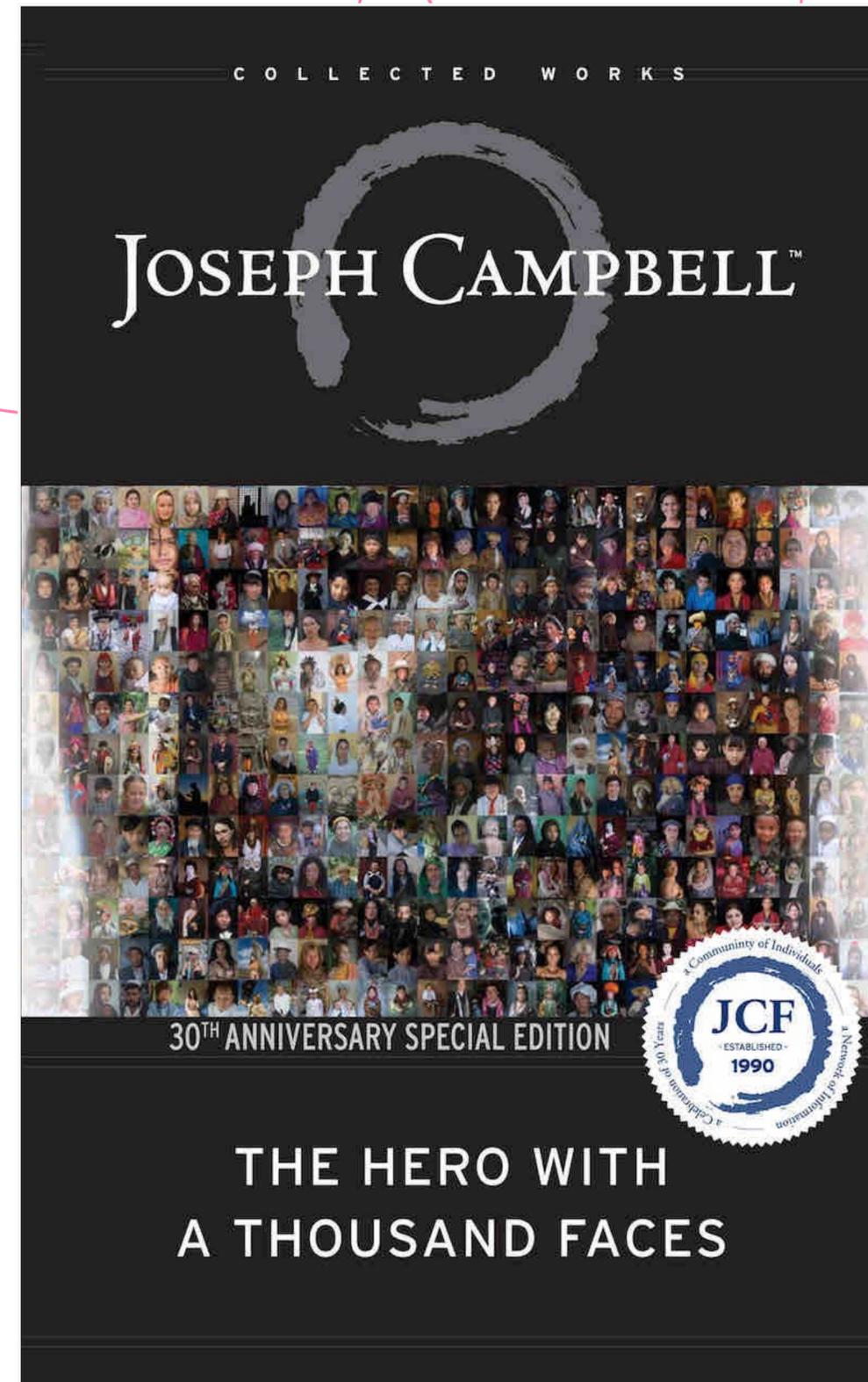
Plan Your Video

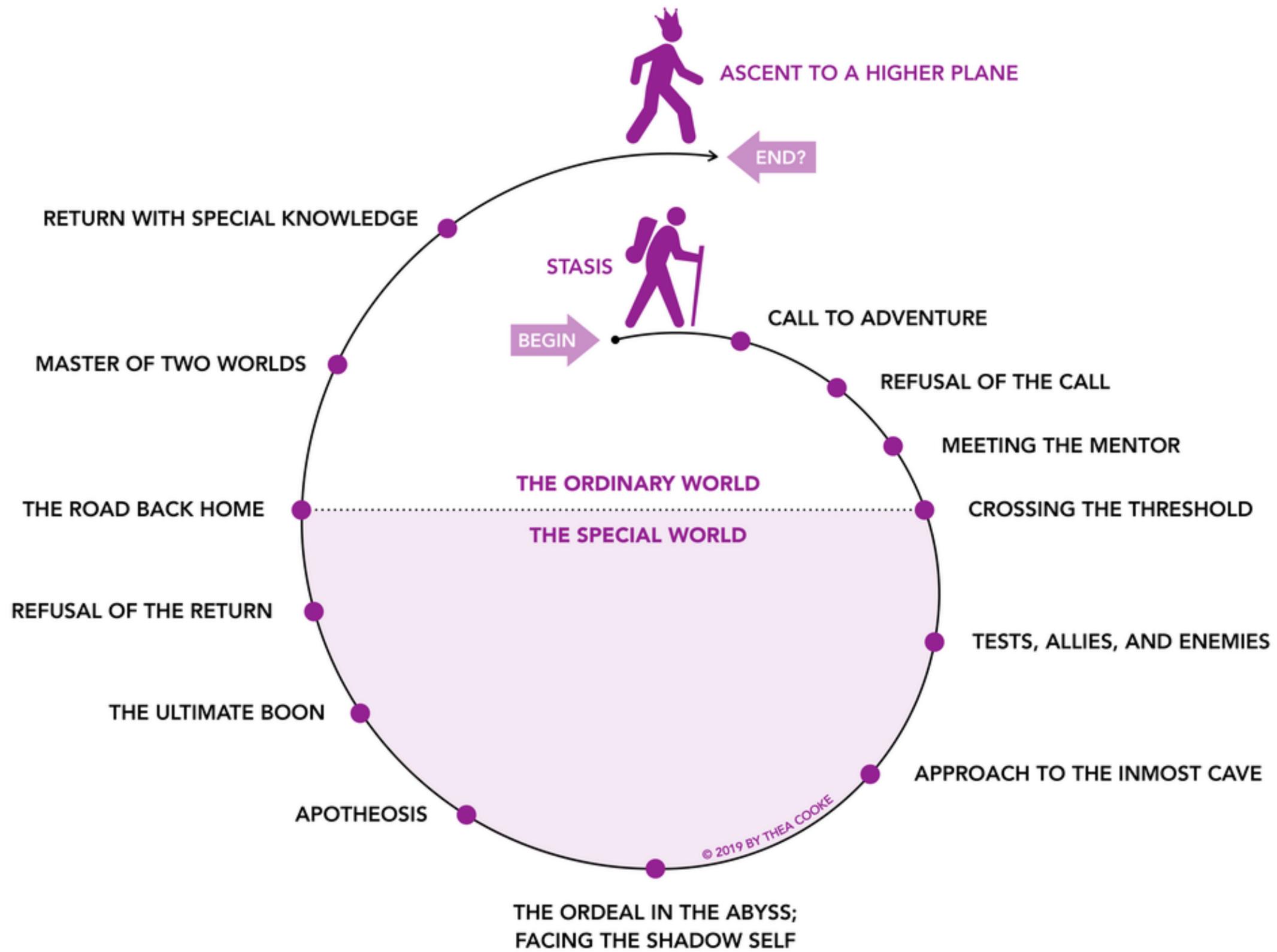


The background features several thin, overlapping lines in various shades of pink and red. These lines form abstract, geometric shapes, including triangles and polygons, some of which are partially cut off by the edges of the frame. The lines are thin and create a sense of depth and movement.

Tell a Great Story

The Hero's Journey



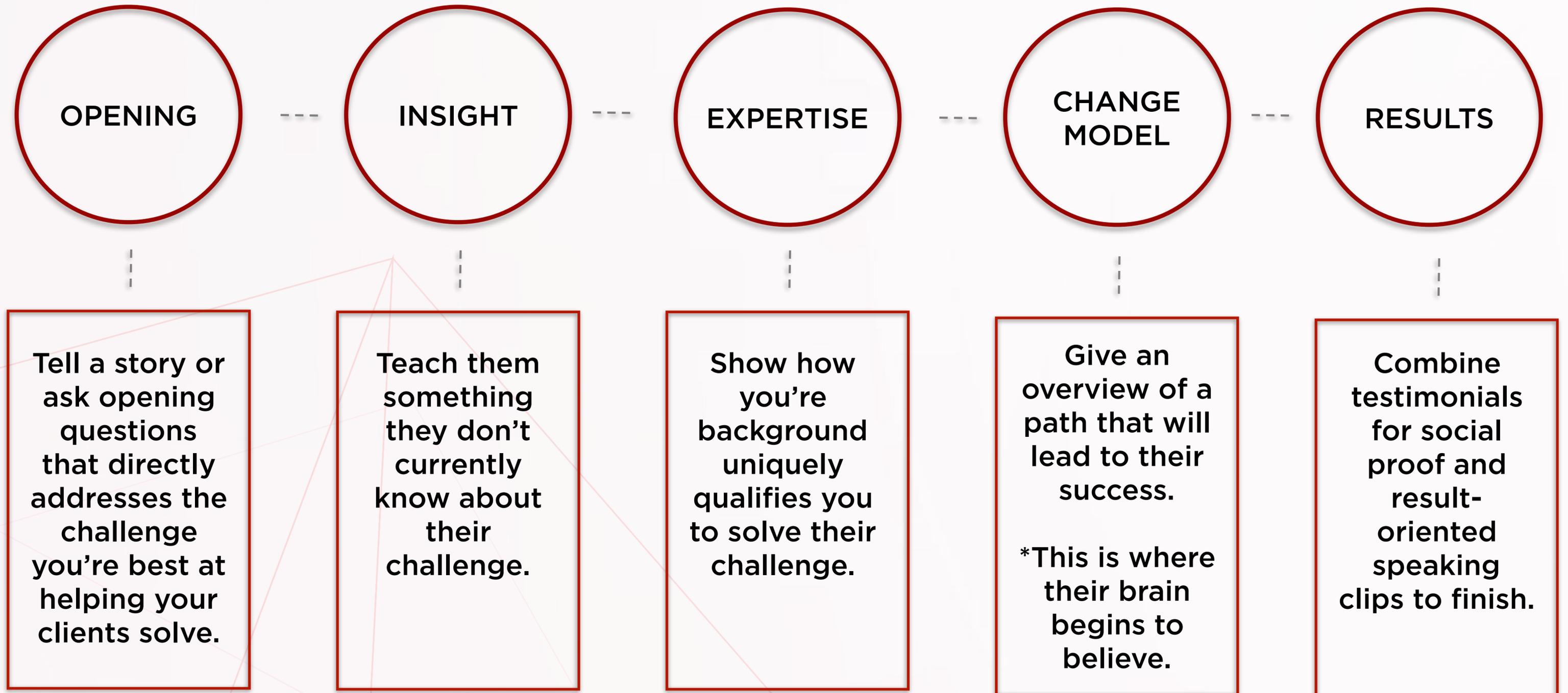


The **Essential** Story Model



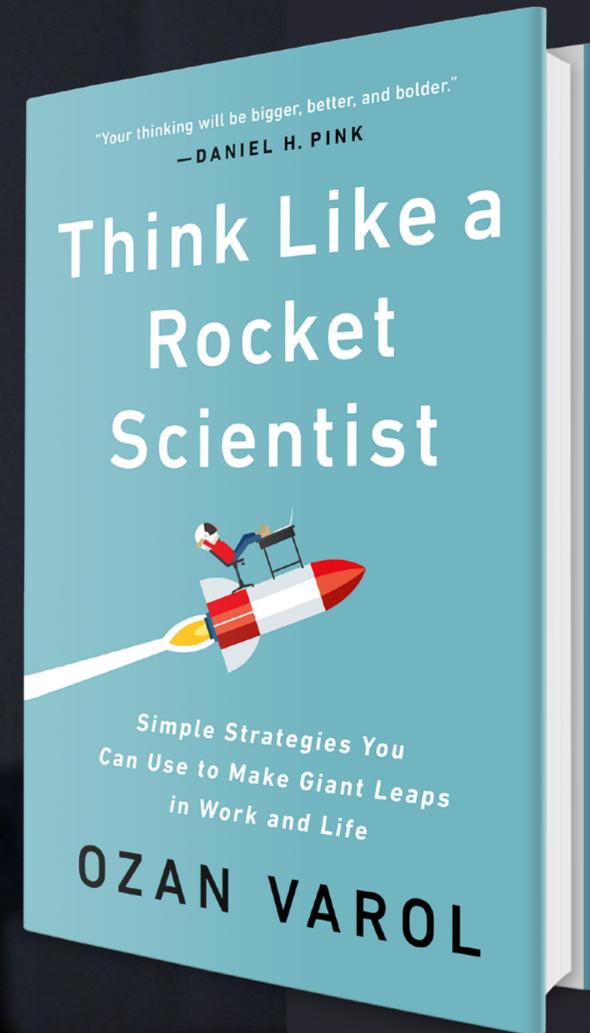
*How to Tell A Story, Donald Miller (Storybrand.com)

The **Speaker Demo** Story Model



The **Speaker Demo** Story Model





Ozan's Story

Greatest Challenge

Greatest Outcome

**Status
Quo**

**What is the process a company
would need to take in order to
achieve this outcome?**

**Lead Your
Industry by
Reimagining
the Future**



THE MOONSHOT PROCESS

Reimagine

OZAN
VAROL



Experiment



THE MOONSHOT PROCESS

Accelerate

THE MOONSHOT PROCESS

Achieve

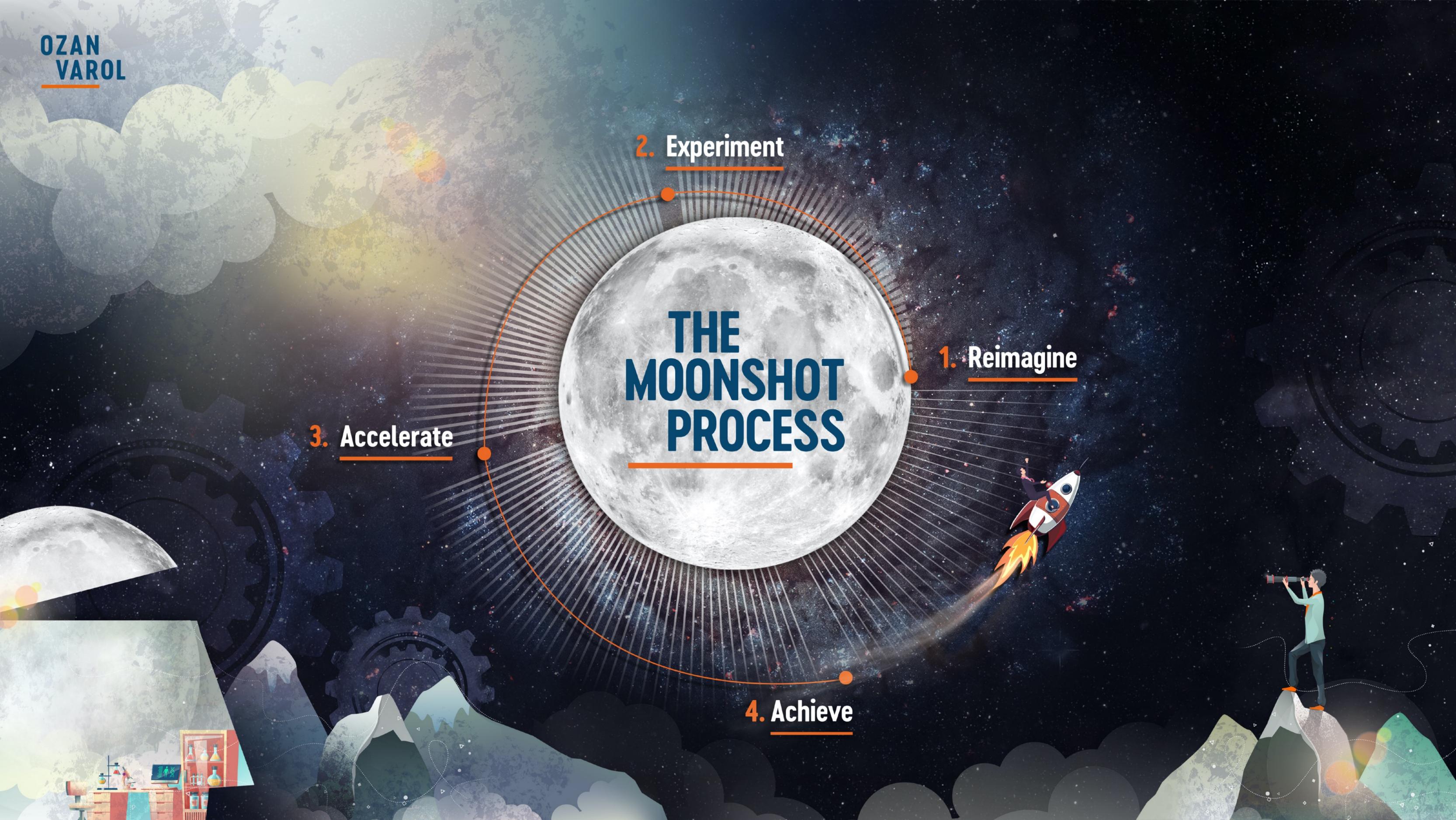
2. Experiment

1. Reimagine

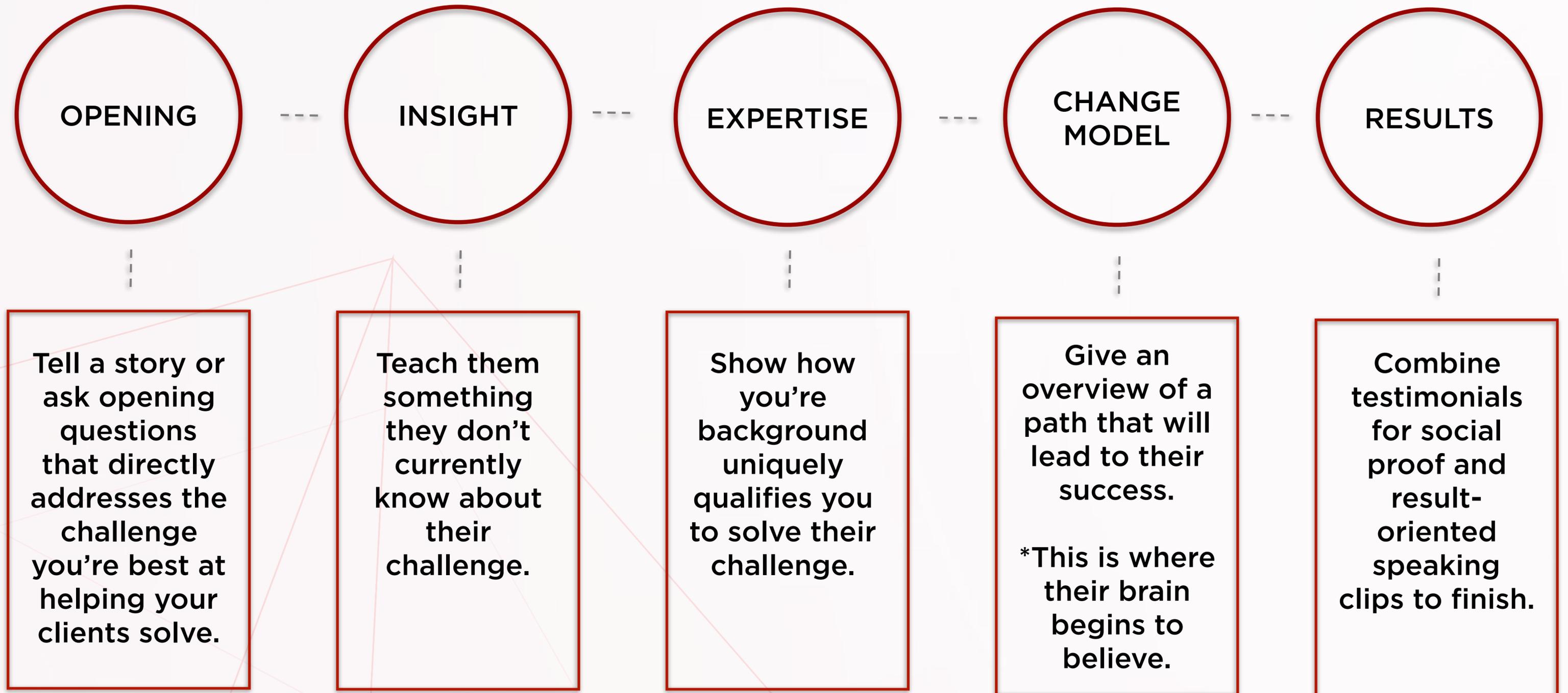
3. Accelerate

THE MOONSHOT PROCESS

4. Achieve



The **Speaker Demo** Story Model





Your Story

SECTION 1:
OPENING

What questions do you ask in your keynote that describe the challenge they are going through?

What stories in your keynote best reflect the challenges they are going through?

SECTION 2:
INSIGHT

What ideas in your keynote stand out most to your audiences?

What is the *real reason* behind the challenges they are experiencing?

SECTION 3:
EXPERTISE

What ideas in your keynote stand out most to your audiences?

What is the *real reason* behind the challenges they are experiencing?

SECTION 4:
**CHANGE
MODEL**

How can you visually show your change model to show the path you guide the audience through?

What section of the change model has the best speaking clip to share in your video?

SECTION 5:
RESULTS

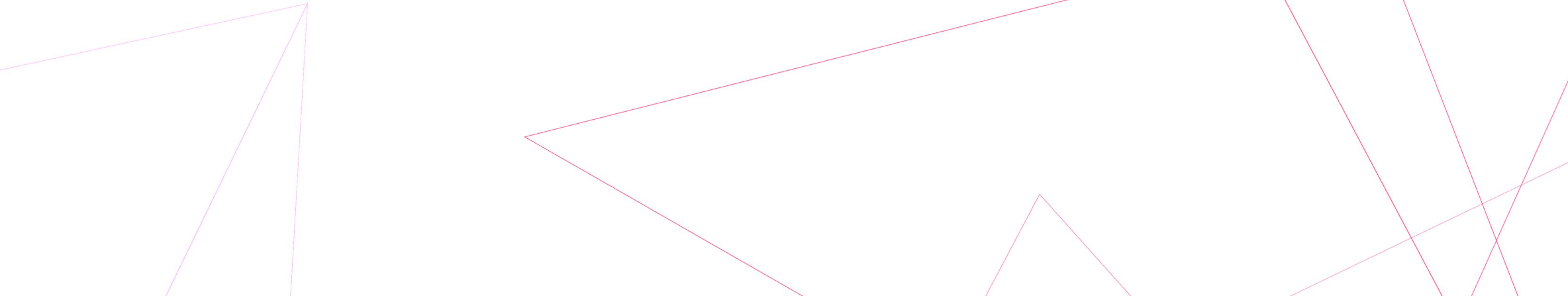
What are the most inspiring speaking sound clips focused on results and possibility?

What testimonials can you pair for social proof that you deliver results?

2

Film It:

Getting great video footage



Jason's Story





Speaker Showcase



Stage Rental



Pro Videographers

Thumbtack

Find local professionals for pretty much anything.

event videographers |  Zip code [Search](#)

- Event Videographers
- Videographers
- Photographers And Videographers
- Wedding Videography
- Event Photographers



✓ Responded

StoriesUp

5.0 ★★★★★ (20)

\$125/Hour

estimated cost



Lifetime Media, LLC

5.0 ★★★★★ 5 reviews

Confirmed Interest

19 years in business

12 hires on Thumbtack

\$1250

estimated cost

Chat now



Rack Focused Productions

5.0 ★★★★★ 40 reviews

Confirmed Interest

5 years in business

106 hires on Thumbtack

\$600

estimated cost

Chat now



Adler Video, LLC

5.0 ★★★★★ 4 reviews

Confirmed Interest

7 years in business

2 hires on Thumbtack

\$300

estimated cost

Chat now

We tell the **story** of your business

[Check out samples & pricing](#)

Featured video - Newell Coach



Ask for a 2-3 Camera Shoot

2 ways to capture audio:

- 1 Lav. Mic into main camera
- 1 audio recording device plugged into the room PA system

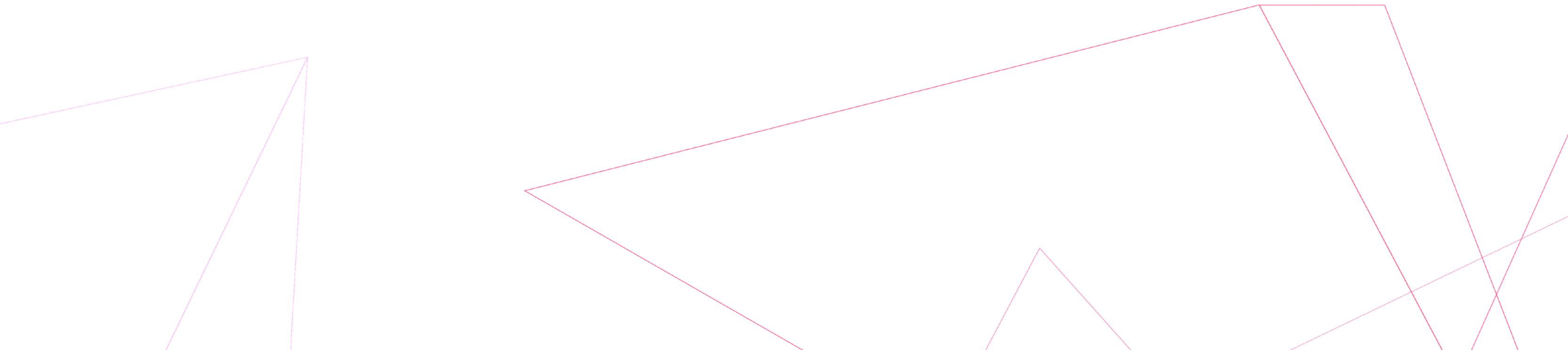
Arrive 90 Mins Early

Capture testimonials After

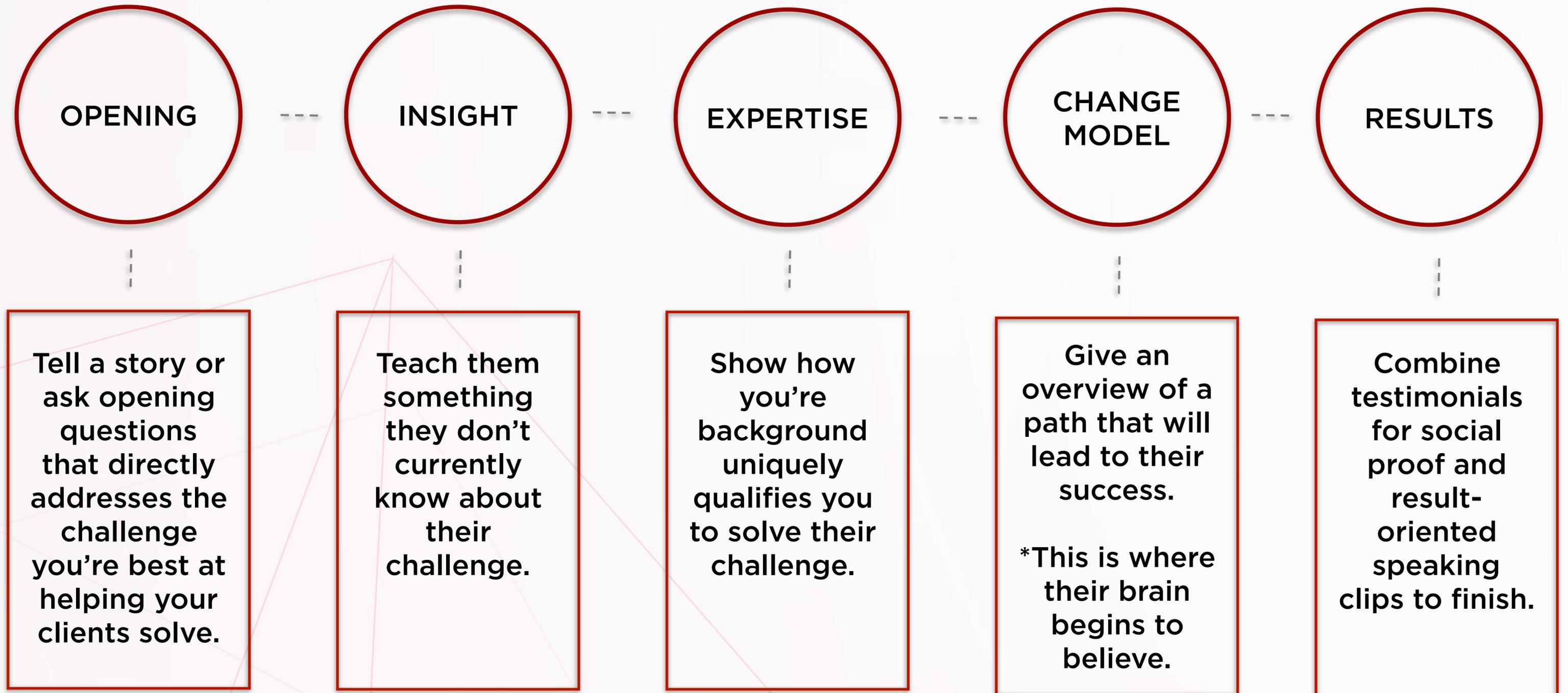
***Focus on the experience, not just the talk:
Think Wedding Videographer**

3

Create Your Video



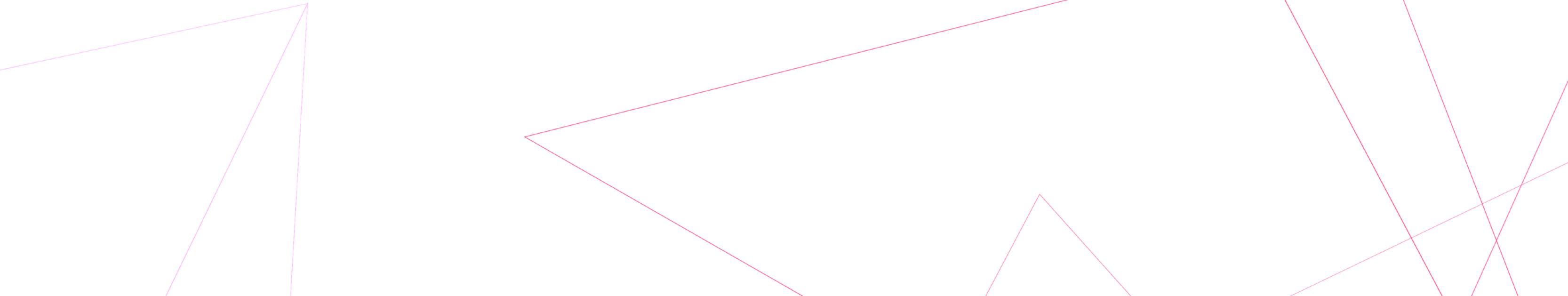
The **Speaker Demo** Story Model



Jessica's Story



Your Story



Questions?

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