

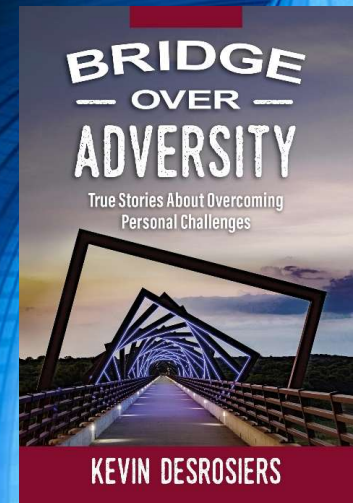
# Winning Over Your Audience



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# What We Will Discuss

- Selecting Your Speaking Style
- Six Basic Steps in Grabbing the Audience's Attention
- Six Nuances in Public Speaking
- Questions

# Selecting Your Speaking Style

# There isn't One “Right” Style

- You do not have to “copy” other speakers
- You must be true to yourself
- As you see other styles, decide if they are right for you



# The Basics in Grabbing Your Audience's Attention



The background is a dark navy blue. On the left side, there is a series of curved, glowing blue lines that radiate outwards, creating a sense of motion or light rays. The text is centered horizontally and vertically in a white, sans-serif font.

You Have 30 Seconds



# WIIFM

- We are a selfish society
- Get to WIIFM immediately
- In your call to action, include WIIFM

# Ask Questions

- Have you ever... ?
- Would it interest/shock/amaze/surprise you to know... ?
- How often have you felt/thought/experienced...

# Feeling Pain

- How did you feel when... ?
- Do you ever want to experience ... again
- Do you lose sleep worrying about... ?

# Transporting Your Audience

- I wish you could have been there when ...
- I'll never forget the first/last time...
- It was the scariest moment of my life...

# Set Up the Journey

- What will they gain by listening?
- How hard will it be?
- When can they expect results?

# Set Up the Journey - 2

- Outline your presentation
- Will they need anything special?
- Will it be interactive?

# Basics Summary

- You have 30 seconds, make every word count
- Get to WIIFM Quickly
- Ask questions
- Evoke Pain and Swoop in to Save the Day
- Transport Your Audience
- Set Up the Journey



# Nuances in Public Speaking





# Blank Screen

- A blank screen will bring attention back to you
- Use it when you are talking about things you do not need a slide for

# Dress for Success

- Remove any potentially distracting items
- Empty your pockets
- Do not over or under dress

# Be “You” Focused

- Eliminate as many “I” statements as you can
- Talk to your audience as individuals

# Use Selective Eye Contact

- You do not have to make eye contact with everyone
- Find friendly faces in several sections of the audience
- Randomly rotate between them

# Move with Purpose

- Avoid moving when speaking unless it has a purpose
- Movement can be used to create markers and signal transitions
- It can set up visual recall

# The Power of the Pause

- Pauses can be used to allow the audience to catch up with you
- Pauses allow time for a key point to sink in
- Pauses give the audience time to fill in the blank

# Nuances Summary

- Sometimes a blank screen is powerful
- Dress for success
- Be “You” focused
- Use selective eye contact
- Move with purpose
- The power of the pause



# Questions

# Closing Thought

# Contact Me

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