

PRESENTING WITH POWER

Planning & Preparing
Presentations

TOP EXPERTS SHARE THEIR SECRETS



[Download the Complete *Presenting with Power* eBook](#)

FOREWORD

At ClearSlide, our vision is to power valuable, genuine business conversations for our customers. We want to blend technology with natural human interactions so that sales professionals and customers can connect more seamlessly and have the best possible experience.

Most companies constantly seek ways to increase the productivity and impact of their sales team. Given the cost investment in people, if your company can increase its sales team's productivity and effectiveness by any meaningful percentage, that increase can have dramatic impact on your business. That's what ClearSlide does. ClearSlide is a sales engagement platform that accelerates revenue performance.

To make the best use of a service like ClearSlide, sellers need to know how to pitch with impact. This e book is about the softer skills—the art of presenting your content with confidence, conviction, and influence.

Regardless of whether you're in sales, we think you'll find the advice in this e book powerful and game changing in your every day life as you communicate and connect with others.



Al Lieb,
CEO of ClearSlide

Open clearslide. Close More Deals.

RING IN MORE SALES

ClearSlide is the **leading sales engagement platform** that transforms the way salespeople engage customers—on the phone, through email or in person, from any device.

MEET THE EXPERTS ON PRESENTATIONS: *PREPARATION*



**ANDREA
WALTZ**

“The key—and it’s my secret to ensuring an awesome presentation—is the passion I have for my topic.”



**DUSTIN
MATHEWS**

“Start by asking, “What do I want my audience to do? Buy my book? Sign up for a strategy session? Visit my website?” Now, everything in your presentation should further them taking that action. EVERYTHING.”



**ANNE
WARFIELD**

“Details are exit ramps out of the conversation, so make sure all details are necessary.”



**ED
BRODOW**

“The key to a successful speech is storytelling. The key to storytelling is not to memorize the words but the experience.”



**BRONWYN
RITCHIE**

“Simplify all of your ideas to support one focused message. ‘This is my gift to you.’”



**GARY
GUWE**

“Asking questions and responding to them is a great way to establish a closer connection with your audience.”



**CHIP
EICHELBERGER**

“Do not leave it up to the tech team to create energy in the room for you.”



**GEORGE
TOROK**

“Use rhetorical questions in your presentation to better engage your audience.”

MEET THE EXPERTS ON PRESENTATIONS: *PREPARATION*



**JANE
ATKINSON**

“The bottom line for preparing is to make your presentation about them—the audience—not yourself.”



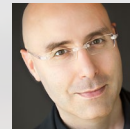
**JIM
ANDERSON**

“It feels strange to be standing in your bathroom speaking to yourself in a mirror, but that’s nothing like how your real speech is going to feel. I’ve learned to solve this problem by cutting pictures of people out of newspapers and magazines, and then taping them to my bathroom mirror.”



**JEREMEY
DONOVAN**

“Many of the most satisfying presentations recommend that listeners take tiny actions that can lead to large personal and societal benefits.”



**MITCH
JOEL**

“Most presentations suck because the presenter didn’t put in the work. Trust me, as much as you may like U2, you do not want to be there when they first try out a song together for the first time.”



**GINI
DIETRICH**

“If I can get the audience to laugh within the first five minutes, I know I’ll be fine.”



**RICH
WATTS**

“Whether you’re inspiring, informing, entertaining, or persuading, if you understand what your audience wants to hear and build your presentation around their needs, you are guaranteed to deliver an awesome presentation.”



**IAN
BRODIE**

“So, if you’re looking to make your presentations interesting, do something interesting and talk about that.”



HOW TO GIVE A GREAT PRESENTATION (SERIOUSLY)

HOW TO GIVE A GREAT PRESENTATION (SERIOUSLY)



MITCH JOEL

President of Twist Image

Mitch Joel is President of Twist Image – one of the largest independent Digital Marketing agencies in North America (although he prefers the title Media Hacker). Back in 2006 he was named one of the most influential authorities on blog marketing in the world. He has been called a marketing and communications visionary, interactive expert and community leader. He is also a blogger, podcaster, passionate entrepreneur and speaker who connects with people worldwide by sharing his marketing and innovation insights on the state of business.



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You're doing it wrong.

People hate it when someone says, “*you’re doing it wrong*,” but trust me... you’re doing it wrong when it comes to how you prepare for a public speech. I’m sure this will upset many people, but let’s walk through the typical scenario of how someone is asked to speak and what happens next:

- **Step 1:** someone gets asked to present on a specific topic.
- **Step 2:** the presenter agrees to present.
- **Step 3:** the presenter puts it in the back of their mind that they must prepare for this event, but because speaking in public is so nerve-wracking, they put it off for the last possible moment.
- **Step 4:** in the week leading up to the presentation, the speaker starts writing down notes and building a PowerPoint deck. It could be more severe than this. Sometimes they write up the speech that they are going to read to the audience (please don’t do this).
- **Step 5:** a day or two (but mostly likely, the night before), the speaker runs through the slides and (if they’re really keeners) will practice it formally in front of a mirror a few times.
- **Step 6:** they deliver their presentation to an unsuspecting crowd.

Sound familiar?



HOW TO GIVE A GREAT PRESENTATION (SERIOUSLY)



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This is, without question, the worst way to ever give a public presentation, and yet this is how the vast majority do it. Why? Because the first time that the speaker is ever going to give this presentation will be the most important time and - possibly - the last time as well. Ultimately, you are taking this material for a test drive when, in fact, that audience is the grand prix. When you are asked to present, the material should already have been road tested, tweaked and perfected (as much as possible). It sounds like a lot of work, doesn't it? Well, that's the point. Most presentations suck because the presenter didn't put in the work. Trust me, as much as you may like U2, you do not want to be there when they first try out a song together for the first time. It takes a lot of work to get that song to the point when it is ready for an album or live show.

This is how to really prepare for a public speech.

Setting the Stage for Success



Someone gets asked to present on a specific topic.

- ✓ Don't agree to speak unless you have enough time to prepare and test the content out live in front of a few real audiences (this can be a simple lunch and learn at your office, joining your local Toastmasters or asking some friends to endure it over some beer and pizza).
- ✓ Don't agree to the topic that is being requested. Let the people who are asking know that you will get back to them in 48 hours with some thoughts on what the topic should be.
- ✓ Spend the next day thinking about what you would like to present and how it will come together. Jot down some simple notes and top line thoughts on the subject.
- ✓ Get confirmation and finalize the speaking topic – to your satisfaction – with the event organizers.

MORE THOUGHTS ON SETTING THE STAGE FOR SUCCESS:

“The key—and it's my secret to ensuring an awesome presentation — is the passion I have for my topic.”



ANDREA WALTZ

“Your audience wants to hear stories—namely, your story.”



ANTHONY IANNARINO

“The goal is to make the adoption of your product or service as safe and easy as possible.”



GUY KAWASAKI

“When people understand that they have a problem, you have a receptive audience.”



JOBY BLUME

“Of the three key elements in any presentation—the audience, the content, and the presenter—the presenter is the least important.”



JONATHAN FARRINGTON

“One of the first questions we should ask ourselves when preparing a high-stakes presentation is, “Who should deliver it?”



SIMS WYETH

Build a Plan to Ensure Success



Work backwards from the date of the event, and make sure to include every step.

Your plan needs to include:

- ✓ Time to prepare your content.
- ✓ Rehearsal time.
- ✓ Time to present and get feedback from colleagues.
- ✓ The event date.

“In most cases, the single biggest challenge in developing PowerPoint presentations is that there’s never enough time.”



MARSH MAKSTEIN



Your First Draft



Craft your outline and start building your presentation.

- ✓ Build an outline for your presentation. If you have never done this before, check out the work of [Nancy Duarte](#), [Nick Morgan](#) and [Garr Reynolds](#). All three of these presentation masters have tons of free content on how to structure a solid presentation.
- ✓ Build your presentation. Have no more than three areas of focus.

MORE THOUGHTS ON YOUR FIRST DRAFT:

“Visuals make your story multisensory. Whenever you set the scene, think about the sights, sounds, smells, and textures they can evoke.”



ANASTASIA PRYANIKOVA

“If you say something that gets an audience wondering or anticipating what’s coming next, their attentiveness and involvement will increase.”



MAX ATKINSON

“Details are exit ramps out of the conversation, so make sure all details are necessary.”



ANNE WARFIELD

“I decide what I want my audience to take away from my presentation upfront and focus on building a story around that.”



ARDATH ALBEE

“A presentation should describe a problem-solving process—otherwise, why bother?”



ALEXEI KAPTEREV

“If you don’t get the audience to see why your message is relevant to their life or situation, they will pull out their smartphone, tablet, or laptop and find something more interesting.”



DAVE PARADI

“Lead with an interesting point, question, or statement that has a good chance of catching the audience’s attention.”



LORI RICHARDSON

“No matter how rational we like to think we are, we take action based on deeper triggers, and then rationalize the decision afterward.”



GAVIN MCMAHON

Getting Feedback and Practicing



If you don't think that your presentation skills are up to snuff, please enlist some help. Again, Toastmasters is great, a local presentation skills coach or even a local stand-up comedian can best help you massage the content and build proper presentation skills. You will be amazed at what you can learn in just a couple of hours.

- ✓ Rehearse on your own.
- ✓ Rehearse in front of the smaller audiences.
- ✓ Ask them for candid feedback.
- ✓ Integrate the feedback that makes sense.
- ✓ Rehearse in front of another smaller audience.
- ✓ Ask them for candid feedback.
- ✓ Integrate the feedback that makes sense.
- ✓ Ask one of your presentation coaches for their feedback once you have integrated everything from all of your test-run speeches.
- ✓ Integrate your coach's feedback.
- ✓ Practice some more on your own, and watch speakers that you would consider to be great (YouTube is amazing for this). Think about what they're doing that wins you over. Try to integrate those lessons into your own presentations.
- ✓ Step away from the content for a few days.
- ✓ Step back in and keep practicing.

MORE THOUGHTS ON GETTING FEEDBACK AND PRACTICING:

"Consider replacing your single 20-minute presentation with four five-minute presentations, segued together."



SIMON RAYBOULD

"No information should be given without making the audience feel the need for it."



VIVEK SINGH

"Feedback is an adventure of discovery into yourself."



TERRY GAULT

Delivering Your Presentation



Present at the event... and knock 'em alive!

People are in the audience for two (main reasons):

1. To learn.
2. To be entertained while learning.

MORE THOUGHTS ON DELIVERING YOUR PRESENTATION:

“Create natural breaks by asking the audience to join in.”



LISA B. MARSHALL

“The secret to effective audience interaction is to believe that your audience will do what you ask.”



GAVIN MEIKLE

Laughter is contagious. If people sit too far apart, it doesn't “contage.”



VICKI HITZGES

“True professionals work the entire stage like a rock star.”



DAVID MEERMAN SCOTT

“I always try to get to know my audience beforehand. I'll walk around, introduce myself, talk to them for a bit, and thank them for coming in.”



ALEX CEQUEA

“Asking questions and responding to them is a great way to establish a closer connection with your audience.”



GARY GUWE

“Participation typically begets participation.”



MATT EVENTOFF

“The secret to making even a speech feel interactive is to wait. Let the audience have time to respond, even if they don't do it out loud.”



NICK MORGAN

“Fire is contagious and captivating. When your audience experiences your energy, they'll naturally be engaged and eager to listen, and most important, they'll act on your message.”



ANGELA DEFINIS

“You go up to the center of the stage and stand there, stock still, not moving a muscle or saying a word, until the entire room hushes, wondering if you've gone catatonic. Wait one instant longer, then throw your arm out and say your line.”



CHARLES H. GREEN

“We each have our own personality and our own way of speaking. Some are flamboyant; some are professorial; some incorporate lots of humor; some are soft spoken. The list goes on. The important thing is not to try to be someone you're not.”



JOHN ZIMMER

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Sounds like a lot of hard work, doesn't it?

It is. Great public speakers make it look easy. While it feels like they're presenting the content for the very first time, most of them have practiced, nurtured, tweaked and road-tested their material. They look comfortable because they are comfortable and familiar with the content.

Sadly, most presenters are so unprepared that their only goal is to either get to the end of their slides in their allotted time or read their pre-written speech from the podium without wetting their pants. What most presenters fail to realize is that nobody cares about you getting to the end of your slides or if you survived reading a document in public.

No matter how serious the event is, people don't want to be sitting all day and be bored listening to people reading from slides or reading from their printed out Word document.

So, the next time you're asked to present, don't just say "yes", unless you're willing to commit the serious time, effort and energy to do it right.

Why? Because if you don't take it seriously, you're just perpetuating a world where all of us have to endure another slew of painful meetings and presentations.

Who wants that?

An overhead view of three people sitting around a white table in a meeting. A woman in a pink shirt is on the left, a woman in a blue shirt is in the center, and a man in a blue shirt is on the right. They are looking at papers and a laptop on the table. The floor is dark wood.

PLANNING AND PREPARING PRESENTATIONS

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LOVE YOUR TOPIC, CHANGE PEOPLE'S MINDS



**ANDREA
WALTZ**

Author

Andrea Waltz is the coauthor of *Go for No! Yes Is the Destination, No Is How You Get There*. With her husband and business partner Richard Fenton, she seeks to liberate people from fear of failure, sharing a new mindset about hearing the word *no*. Her philosophy has been embraced by people in many industries with amazing results. Andrea's book hit #1 on Amazon's "Selling" list and has remained in the "Sales" top 20 for the past three years.



I started off being absolutely terrified to speak. By 7th grade, after a disastrous "oral report" on the dangers of smoking, I committed myself to doing whatever it took never to speak in front of any group ever again. Fast-forward to today, and I've now spoken in front of audiences of thousands. So, what changed?

The key—and it's my secret to ensuring an awesome presentation—is the passion I have for my topic. Apparently, I wasn't too excited about the dangers of smoking. But today, teaching people our strategies for overcoming fear of failure and rejection, there is nothing I'd rather talk about. I can talk about it for hours. I'm wildly in love with and passionate about changing the way people think in these areas.

So, when I prepare for a presentation, I think about the stories, examples, and passion I need to bring out to change people's thinking. Because my husband and I speak together, we make sure we tell stories of our failures and fears of rejection so that people see we are just like them. We don't speak from "on high," and we needed our message as much as the audience does now!

"The key . . . is the passion I have for my topic."

KEY LESSONS

- 1 **BE PASSIONATE ABOUT YOUR TOPIC.**
- 2 **THINK ABOUT THE STORIES AND EXAMPLES THAT CAN CHANGE PEOPLE'S THINKING.**
- 3 **DON'T SPEAK FROM "ON HIGH."**

MAKE YOUR PRESENTATION ROCK



**ANNE
WARFIELD**
CEO

As a leading outcome strategist, Anne Warfield shows leaders how to be more influential by saying the right thing at the right time, every time. The revolutionary Outcome Thinking® is a brain-based methodology that shows you how to be transformational when you present, negotiate, sell, or lead. Anne has worked with NBC, ABC, CBS, and radio stations around the world.



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ave you ever received a gift that doesn't fit who you are? What was supposed to be a gift can now be a source of irritation.

Well, your presentation should be a "gift" to the audience, one that fits the people so perfectly that they can't help but act on what you say. So, how do you make sure your presentation does that?

- State the goal from the audience's perspective. It should tell them exactly what they will get out of their time with you.
- Have a clear roadmap that answers the questions your audience has for them to say, "Yes, I can do that."
- Keep it simple. Details are exit ramps *out* of the conversation, so make sure all details are necessary. If they aren't, throw them out.
- Logic makes you think, emotions make you act. Make sure you have a compelling story, interesting fact, or intriguing question up front to open their minds.
- Talk *with* your audience, not *at* them.

Challenge yourself to review your next presentation. See it from the recipient's side, and make sure it is truly a present the audience will value.

"Details are exit ramps out of the conversation, so make sure all details are necessary."

KEY LESSONS

- 1 PUT YOURSELF IN YOUR AUDIENCE'S SHOES.**
- 2 KEEP IT SIMPLE.**
- 3 HAVE A COMPELLING STORY TO OPEN YOUR LISTENERS' MINDS.**

IT'S NOT A SPEECH, IT'S A GIFT



BRONWYN RITCHIE

Founder, Curator,
Author, Speech Coach

Bronwyn Ritchie is a speech and presentation coach dedicated to providing resources and new ways of thinking for speakers to achieve their personal best. Bronwyn is a certified corporate trainer and speech contest judge with POWERtalk, a certified World Class Speaking coach, and has 30 years of experience encouraging, training, and coaching in public speaking. She is founder, curator, author, and coach at pivotalpublicspeaking.com.



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The success of a presentation begins with changing your definition of what you are doing. This is not a speech . . . not a presentation. Define it instead as gift giving, and make the difficulties of preparation melt away.

I realized the value of this redefinition when I was on stage presenting a gift to a male colleague. I was using eye contact, using humor I knew we both enjoyed; we were interacting, even though this was a stand-up speech. I have found that if I create every presentation as a gift, so many things (not just that engagement with audience) are so much easier and more natural.

The first step is to make the central message a statement of gift giving: "I have this [product, idea, technique, message]. It is my gift to you." In doing so you:

- **Satisfy the WIIFM factor.** Explain why you chose it for them especially and why they will like it, why it will meet their needs. Encourage the recipients to visualize themselves using the gift with positive results.
- **Establish your credibility.** Explaining your process for choosing this gift builds trust in you as a gift-giver—and as a speaker.
- **Allay your fears.** If you see this as a gift giving—a pleasant, positive experience—you diminish the concept of a performance to be judged.
- **Create an exchange.** If your message is seen as a gift, then perhaps the audience will be predisposed to reciprocate with openness and support.
- **Simplify all of your ideas to support one focused message.** "This is my gift to you."

"If you create every presentation as a gift, so many things . . . are so much easier and more natural."

KEY LESSONS

- 1 **THE SUCCESS OF A PRESENTATION BEGINS WITH CHANGING YOUR DEFINITION OF WHAT YOU ARE DOING.**
- 2 **MAKE YOUR CENTRAL MESSAGE A STATEMENT OF GIFT GIVING.**
- 3 **SIMPLIFY YOUR IDEAS TO SUPPORT ONE FOCUSED MESSAGE.**

LIGHTS, CAMERA, ACTION—ENGAGE!



CHIP EICHELBERGER

Motivational
Keynote Speaker

Chip Eichelberger, CSP, has switched on more than 900 conventions in the past 17 years. He engages his audiences to look in the mirror, put on the hat of personal responsibility, and get switched on! To get Eichelberger's recommended room setup and logistics guide to make your next event more engaging, contact him at chip@getswitchedon.com.



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I developed my style of engaging an audience while working for motivational speaker Tony Robbins from 1988 to 1993. My job was to lead sales teams and work with promoters who filled his events throughout the United States, the United Kingdom, and Australia. I did talks to sell tickets, mostly to skeptical sales people. I had to get commitments to take action now and purchase tickets. I gave more than 1,200 talks before my first paid event.

I quickly learned the difference between presentation and persuasion. If I did a presentation, people would smile, thank me for coming, and say they would “think about it.” But if I engaged, challenged, and persuaded them, I got applause, ticket sales on the spot, and referrals. What actions are you persuading audiences to take?

Audience engagement begins before the event. Calling and interviewing participants from different levels of the organization are essential. When possible, obtain permission to use direct quotes that illustrate that you have done your homework. You want the audience to think, “Wow, how did the speaker know all that? He was really well prepared.”

When you arrive at the event, it is helpful to attend a few sessions and converse with other attendees over a meal before you speak. Introduce yourself to as many people as possible. Referencing what you learn will boost your credibility and score points with even the most skeptical audience members.

Before you go on stage, select the right music to set a fun, energetic tone for your presentation. Do not leave it up to the tech team to create energy in the room for you.

KEY LESSONS

- 1 **KNOW THE DIFFERENCE BETWEEN PRESENTATION AND PERSUASION.**
- 2 **AUDIENCE ENGAGEMENT BEGINS BEFORE THE EVENT.**
- 3 **REFERENCING WHAT YOU LEARN FROM PRE-TALK INTERVIEW BOOSTS YOUR CREDIBILITY.**

“Do not leave it up to the tech team to create energy in the room for you.”

TAP YOUR EXPERIENCE FOR A FANTASTIC SPEECH



ED BROWDOW
CEO

Ed Brodow is a top spokesman on the art of negotiation. SEC Chairman Harvey Pitt dubbed Ed “the King of Negotiators,” and *Forbes* magazine ranked him as one of America’s leading dealmakers. A nationally recognized television personality, Ed has appeared on PBS, ABC National News, and Inside Edition. He is the author of six books, including *Negotiation Boot Camp: How to Resolve Conflict, Satisfy Customers, and Make Better Deals*. Ed has enthralled audiences in Paris, Athens, Tokyo, Frankfurt, Bogota, Toronto, and New York.



The key to a successful speech is storytelling. The key to storytelling is not to memorize the *words* but the *experience*. As a trained stage and film actor, I do this using a technique called *personalization*, or tapping into an experience from my life and applying the emotional impact of that experience to the story.

For example, when Anthony Hopkins is playing the role of serial killer Hannibal Lecter in the film, *Silence of the Lambs*, he re-creates the emotional impact from an experience in his life where he was so mad that he wanted to kill someone. What we see on the screen is Hopkins as a psychopathic killer. In reality, Hopkins the actor is playing out the emotional reality of his substituted experience.

One of my best-known signature stories is the “Meatball Sandwich.” As I describe each person’s action in the story, I substitute my own behavior from a similar experience. When I relate a character’s reaction to the situation, it is I reacting. As a result, no one else can tell this story the way I do. Each time I tell the story, it is different, but it always grabs the audience, because the emotions and behavior are alive and in the moment.

“The key to storytelling is not to memorize the words but the *experience*.”

KEY LESSONS

- 1 **STORYTELLING IS THE KEY TO A SUCCESSFUL SPEECH.**
- 2 **APPLY THE EMOTIONAL IMPACT OF YOUR EXPERIENCES TO THE STORY.**
- 3 **KEEP THE STORIES FRESH.**

CONNECTING WITH YOUR AUDIENCE



GARY GUWE

Lead Trainer

Gary Guwe is an award-winning speaker and entrepreneur from Singapore. An introvert by nature, Gary broke through his apprehension of public speaking when he realized the limitations his fear had on his life and career. Now a proud owner of three successful enterprises, he continues to inspire others to speak up and stand out by sharing his insights on public speaking as a communication skills coach. His successes have landed him a role lecturing at Singapore's top university.



Building rapport and connecting with your audience are key to helping you succeed on stage. Here are three tips to help you connect with your audience:

- **Determine the audience's goals and interests.** An audience gathers for a reason. The people are there to achieve a specific goal or purpose, so consider these questions: What are people's life or career concerns? What are their pain and pleasure points? What solutions or interesting perspectives can you offer to help them?
- **Ask questions.** Asking questions and responding to them is a great way to establish a closer connection with your audience because (1) spontaneity suggests that it is not a rehearsed performance, so you are being genuine and sincere; (2) it suggests that you care about them; and (3) the audience members get to share their concerns.
- **Tell a good story (and deliver a point).** Stories allow you to paint vivid pictures and articulate emotions with words. They also allow you to share common concerns and experiences, which will help the audience know that you're on the same page. Use descriptive words, weave in emotions, and lead them toward a lesson.

As a final tip, end your speech on a high with recommendations or a resolution to your story!

"Asking questions and responding to them is a great way to establish a closer connection with your audience."

KEY LESSONS

- 1 **BUILD A RAPPORT WITH YOUR AUDIENCE.**
- 2 **DETERMINE YOUR LISTENERS' GOALS AND INTERESTS.**
- 3 **TELL A GOOD STORY.**

ASK A (RHETORICAL) QUESTION



GEORGE TOROK

Speech Coach for Executives

George Torok was a shy student who was afraid to deliver a speech to his school. Today, he delivers paid speeches for corporations and association conferences. He has delivered more than 1,000 professional presentations and trains professionals, experts, and sales teams to deliver superior presentations. George coaches executives to deliver million dollar presentations, including one client whom George helped close a \$10 million deal.



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se rhetorical questions in your presentation to better engage your audience—a simple, yet powerful technique. It works especially well when delivering detailed technical information and when you want to persuade your listeners.

Here's how it works:

- Asking a question grabs the attention of your audience. Human beings are programmed to respond to questions.
- Your listeners might already be thinking that question. They will feel that you understand them by knowing and answering their questions.
- Posing a rhetorical question before you give important information builds anticipation for the information.
- Asking a question makes your voice more interesting, because you will naturally inflect your voice while asking the question.
- This is your secret for when you forget what comes next. Pose the question out loud to help get your brain back on track.

Here are a few examples of effective rhetorical questions:

- What's the next step?
- What are the benefits for you?
- What is our schedule for implementation?
- What have customers said about this program?
- How will this change affect you?

Sprinkle rhetorical questions throughout your presentation to recapture your listeners' attention, sound more interesting, and make your talk feel like a conversation.

KEY LESSONS

- 1 **ASKING QUESTIONS GRABS YOUR AUDIENCE'S ATTENTION.**
- 2 **POSING A RHETORICAL QUESTION RAISES ANTICIPATION FOR THE ANSWER.**
- 3 **ASKING A QUESTION INFLECTS YOUR VOICE, MAKING YOUR VOICE SOUND MORE INTERESTING.**

“Human beings are programmed to respond to questions.”

LEAVE 'EM LAUGHING



GINI DIETRICH

Chief Executive Officer

Gini Dietrich is the founder and CEO of Arment Dietrich, a Chicago-based integrated marketing communications firm. She is the lead blogger at Spin Sucks and the founder of Spin Sucks Pro. She is the coauthor of *Marketing in the Round* and cohost of Inside PR. Her second book, *Spin Sucks*, is out now.



I'm an introvert. Going on stage not only scares the heck out of me, it drains all of my energy. But I'm also a type A personality and hugely competitive, so I push myself outside of my comfort zone nearly every day.

I started speaking in 2008, right before the economy crashed. I did my first speaking engagement as a favor to a client, and then, when the United States was in the middle of the Great Recession, I needed to create additional revenue streams simply so I could make payroll. I pushed myself outside of my comfort zone out of sheer necessity.

Today, speaking is the number one driver of revenue for the public relations firm side of my business. So, my team won't let me stop!

But here's my secret: I overprepare for every engagement. I may have done the same speech a thousand times, but I add something new for a specific audience, I research the companies in attendance and use examples from their online communications during the keynote, or I rehearse for the millionth time. If I can get the audience to laugh within the first five minutes, I know I'll be fine.

"If I can get the audience to laugh within the first five minutes, I know I'll be fine."

KEY LESSONS

- 1 **OVERPREPARE FOR EVERY ENGAGEMENT.**
- 2 **ADD ELEMENTS SPECIFIC TO YOUR AUDIENCE.**
- 3 **TO THE EXTENT POSSIBLE, RESEARCH YOUR AUDIENCE.**

A LIFE WORTH TALKING ABOUT



IAN BRODIE

Managing
Director

Ian Brodie works with consultants, coaches, and other professionals to help them attract and win more clients. In a world increasingly filled with hype, exaggeration, and “shiny new objects,” Ian’s simple strategies help busy professionals be more confident and competent at marketing and sales and—most importantly—get results. Recently named one of the Top 50 Global Thought Leaders in Marketing and Sales by *Top Sales World* magazine, his Web site is a “Resource of the Decade” for professional services marketing.



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The secret to delivering awesome, interesting, non-boring presentations, in my experience, happens way before you step on stage.

You see, if you want to deliver an awesome, interesting presentation, you have to have something awesome and interesting to talk about.

No amount of presentation skills or verbal fireworks can cover for dull material.

How do you come up with that great material? Well, the standard advice you’ll get is to tell stories. Bring up funny anecdotes and dramatic experiences from your past that illustrate your points. The problem for most of us is that we don’t have many of those anecdotes, stories, or experiences. Those we do have may not fit the topic we’re talking about.

So, what do you do if you don’t have interesting experiences to share? You make them.

If you’re a leadership coach, for example, rather than trotting out the theory of great leadership or dredging up the same examples as everyone else, take up a voluntary and challenging leadership role yourself and use your experiences to illustrate your story. Years ago, I decided that the topic I was most interested in and most wanted to talk about was how to become known as an expert in your field. I had done a ton of research and interviewed many leading experts, but what really brought my talks alive was when I tried the methods on myself and used the talks to report on my own successes and failures. Those real-world experiences and stories hit much, much harder than anything from academic research or second-hand data on others.

So, if you’re looking to make your presentations interesting, do something interesting and talk about that.

KEY LESSONS

- 1 **TELL STORIES.**
- 2 **USE ANECDOTES TO ILLUSTRATE YOUR POINTS.**
- 3 **REAL-WORLD EXPERIENCES HAVE MORE IMPACT THAN SECOND-HAND RESEARCH.**

“No amount of presentation skills or verbal fireworks can cover for dull material.”

BE GIVING, BE KIND, BE THERE



JANE ATKINSON

Author

Jane Atkinson has been helping speakers catapult their businesses for more than 20 years. As a former speaker's agent, she has represented numerous speakers, celebrities, and best-selling authors. Today, Jane coaches some of the industry's hottest stars, who have vaulted to the top 3 percent of the field. Her book, *The Wealthy Speaker 2.0*, has been called "the bible" of the speaking industry. Her follow-up, *The Epic Keynote*, is due out in early 2014.



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My presentations are primarily to groups of professional speakers. Sometimes, that can feel quite daunting, especially when I know there are going to be a good number of seasoned pros in the house. But I've learned a thing or two about preparation and pre-gig mantras from my clients and colleagues over the years, and I lean heavily on those when the stakes are high.

Here are my three tips for hitting it out of the park:

- **Know your stuff.** When the rubber hits the road, knowing your material is the best way to ease the nerves. Because I have 20 years of experience, it's rare that I feel nervous any more. But in the early days, I would prepare like crazy. The more relevant your material to the audience, the less likely they are to judge your speaking style.
- **Rehearse your key elements.** Victoria Labalme talks about not memorizing every bit of your presentation or it may come off false. It's better to get your key parts "in your bones" (so they sound conversational), especially your opening and closing stories.
- **Develop a formula.** If you can pull all of your content into a neat package or formula, you'll allow people to digest it more easily. Lou Heckler says that three points work, and I believe him. The goal is that when people walk out of the room, they can easily remember and repeat your formula for success.

The bottom line for preparing is to make your presentation about them—the audience—not yourself. That's why I have a mantra when stepping on stage that revolves around being giving, being kind, and being there for them.

KEY LESSONS

- 1 **KNOW YOUR STUFF.**
- 2 **REHEARSE YOUR KEY ELEMENTS.**
- 3 **DEVELOP A FORMULA.**

"The goal is that when people walk out of the room, they can easily remember and repeat your formula for success."

TO (WHAT) SO THAT (WHY)



JEREMEY DONOVAN

Principal

Jeremy Donovan is Chief Marketing Officer of American Management Association International. He is the author of four books, including the international public speaking best seller, *How to Deliver a TED Talk*.



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The mission of most presentations is to call listeners to action in a way that makes their lives better. Many of the most satisfying presentations recommend that listeners take tiny actions that can lead to large personal and societal benefits. Since people are naturally stuck in their ways, the tiny actions suggested need to be fast, cheap, and easy.

One of my favorite examples is Joe Smith, who started his talk at TEDxConcordiaUPortland in 2012 with the following: “If we [Americans] could reduce the usage of paper towels, one paper towel per person per day, 571,230,000 pounds of paper [would] not [be] used.”

While there is no single best way to phrase your idea worth spreading, there is an excellent way to think about it during the planning stages. To impose good discipline, the format I recommend is: “To (what) so that (why).” The “what” is the action you want your audience to take; the “why” is the benefit that action provides to them or planet.

While you may or may not explicitly state that objective in your talk, having it in your mind provides a guide to what must go into your presentation and what must be edited out.

“The mission of most presentations is to call listeners to action in a way that makes their lives better.”

KEY LESSONS

- 1 MAKE CALLS TO ACTION FAST, CHEAP, AND EASY.**
- 2 HAVE A CLEAR OBJECTIVE IN MIND FOR YOUR TALK.**
- 3 THERE IS NO SINGLE BEST WAY TO PHRASE YOUR IDEA.**

TALKING TO THE PRESIDENT



**JIM
ANDERSON**
President

Over the past 25 years, Dr. Jim Anderson has transformed failing public speakers worldwide. In his blog, "[The Accidental Communicator](#)", Jim shares the knowledge that he has gained while working with individual speakers and audiences. His refreshing sense of humor, deep technical knowledge about how we communicate, and superb communication skills drive what you'll find in his blog.



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W

e all know that before you give a presentation, you need to practice, practice, practice, but it turns out that doing so can be difficult. It feels strange to be standing in your bathroom speaking to yourself in a mirror, but that's nothing like how your real speech is going to feel.

I've learned to solve this problem by cutting pictures of people out of newspapers and magazines, and then taping them to my bathroom mirror. I can't tell you how many times I've practiced a speech with Sir Richard Branson, Madonna, Lady Gaga, and President Obama in my "audience."

Yes, this is a little silly, but you would be amazed at how much it will help you to relax and practice things like making good eye contact. Cut out some pictures and give it a try!

"It feels strange to be standing in your bathroom speaking to yourself in a mirror, but that's nothing like how your real speech is going to feel."

KEY LESSONS

- 1 **PRACTICE, PRACTICE, PRACTICE.**
- 2 **PASTE PICTURES OF PEOPLE ON A MIRROR TO PRACTICE YOUR COMMUNICATION SKILLS.**

KNOW THY AUDIENCE



RICH WATTS

UK Business
Speaker of the
Year, 2012

Rich Watts is the U.K. Business Speaker of the Year (awarded by the U.K. Speechwriters Guild) and a double national public speaking champion. He runs Rich Public Speaking, delivering original training sessions to help businesses overcome their toughest public speaking challenges. Rich lives with his girlfriend and their dog, Shadow, in the beautiful New Forest in the United Kingdom.



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One question is all you need to ensure an awesome presentation. This question ensures that you deliver a presentation that engages, enthralls, and resonates.

It banishes nerves.

It gives total confidence in what you are about to deliver.

It is, “What does my audience want to hear?”

As speakers, we often believe that it’s all about us. We’re on stage, we’re in the spotlight, we are the star. For example, a poor sales presenter stands in front of his customer and lists all 800 amazing features of his new product, the Dustbuster 9000. Wow.

Alternatively, the awesome sales presenter asks, “What does my audience want to hear?” and realizes that his audience wants to know how the Dustbuster solves their problems. He applies five of the product’s features to problems the customer is currently experiencing. The customer sees the value of the product and places a large order for the Dustbuster 9000.

The best speakers deliver awesome presentations by always asking and understanding exactly what their audience wants to hear. Whether you’re inspiring, informing, entertaining, or persuading, if you understand what your audience wants to hear and build your presentation around their needs, you are guaranteed to deliver an awesome presentation.

KEY LESSONS

- 1 **KNOW WHAT YOUR AUDIENCE WANTS TO HEAR.**
- 2 **APPLY PRODUCT FEATURES TO PROBLEMS YOUR CUSTOMER IS FACING.**

“The best speakers deliver awesome presentations by always asking and understanding exactly what their audience wants to hear.”

DO IT... BACKWARDS



DUSTIN MATHEWS

Speaker Coach of the Year

Dustin Mathews is a direct response marketing expert, speaker and author, based in the United States. He specializes in speaking and direct response marketing. Mathews is best known for the management and marketing expertise he applied while managing ForeclosuresDaily and Speaking Empire. Mathews is currently the CEO of Speaking Empire. The company is primarily a speaker training company, but also offers services in speaker marketing. He is regularly featured by the media in news stories about webinars and how to increase revenue from them. He has also been featured by USA Today, Fox Business and INC magazine in news stories about marketing and sales related topics.



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Fortune favors the bold. Most folks create virtual presentation suicide and don't realize it.

The core fundamentals remain unchanged. Superior credibility, believable social proof, entertaining stories, a mouth-watering offer, etc. are vital to every talk. But here's what's changed... Your Audience.

Anyone speaking from stage and webinars, needs to understand the shift taking place in the audience's mind. What worked in the past won't fly in today's marketplace.

That's why we always start backwards, or said differently... with the end in mind a.k.a. "the Close."

Start by asking, "What do I want my audience to do? Buy my book? Sign up for a strategy session? Visit my website?"

Now, everything in your presentation should further them taking that action. EVERYTHING.

After an on-the-spot challenge, we coached a brand new, "unpolished" speaker to sell 21% of the room... despite his fear of public speaking.

In addition, this level of thinking generated nearly \$14 million dollars in sales and the number 35 spot on Inc. 500 Magazine's "Fastest Growing Private Companies in America."

No matter your experience, as long as you start backwards, you can expect to see a dramatic shift in results, especially if you are selling.

KEY LESSONS

- 1 **START BY FIGURING OUT WHAT YOU WANT YOU WANT YOUR AUDIENCE TO DO.**
- 2 **ELIMINATE EVERYTHING IN YOUR PRESENTATION THAT DOESN'T HELP THE AUDIENCE TAKE THAT ACTION.**

"No matter your experience, as long as you start backwards, you can expect to see a dramatic shift in results, especially if you are selling."

FINAL REMARKS

Dear Reader,

Thank you for reading this book. Did any of the essays spark your imagination? Have you been inspired to try something new? If so, then we've succeeded.

First, I want to thank the good folks at ClearSlide for making this book possible. Their generous support for this project is just one small example of their ongoing commitment to transforming the workplace. I also want to thank each of our presentation experts for taking the time to share their thoughts and insights. Most importantly, I want to thank you for taking the time to teach, share new ideas, and lead people.

Although tools can make a world of difference in how we communicate and work together, it's people like you who are changing our world for the better. I hope the ideas in this book will help you make an even bigger impact.



All the best,
David Rogelberg,
Editor

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Open clearslide. Close More Deals.

CRUSH YOUR NUMBER

Transform the way your sales team engages customers



Over the Phone



Through Email



In-Person