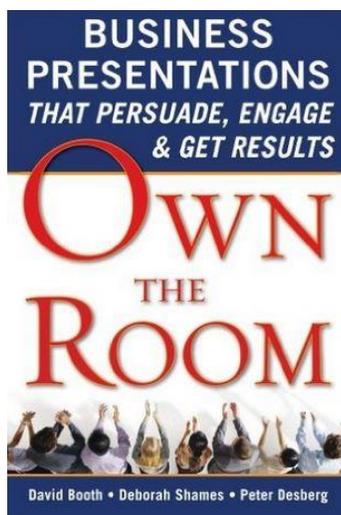


77 Tips: The Ultimate Guide to Presenting With *Impact!*



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Notes from "Own The Room" by Richard Dennis

Premiere: How to Open

1. Novelty & surprise. Do NOT bore. Dynamic, vital, persuasive
2. Use examples & stories, NOT a lecture. People believe stories over facts & figures.
3. Quickly (30 seconds) grab attention. Make them want to hear your story, or they're gone
4. Do not waste words
 - "I'd like to introduce"
 - "I'm going to talk about. . ."
5. Force listeners to pay close attention.
6. Focus on one personal experience, one story, one idea.
7. Specific details let you truly connect with listeners.

Engage yr audience immediately:

8. *Tailor your talk to the audience.* Tell a story that targets their specific needs and expectations.
9. *Reveal your personal values.* Tell what motivates or inspires YOU, to get them involved. When listeners believe they know you, you have more influence w/ them.
10. *Tell your point of view on the subject.* Let audience understand your intention and passion.

11. **Primacy and Recency** - People remember the beginning and the end most. Opening orients audience to who you are and sets tone for what follows. Put important info at the beginning.

12. Then put important info at the end, because this is what you want them to remember.

13. Talk about their concerns first to diffuse any volatile situation. Address "the elephant in the room."

14. Start with sensory images that are emotional and detailed. Make this a movie they can relate to.

15. Use an opening trigger to stimulate audience's imagination and make listeners more attentive.

16. Open with impact.

17. Create a picture to grab their imagination.

18. Keep opening story to two minutes, max.

19. Appeal to all 5 senses.

20. Transition quickly from opening to the meat. The key is relevance. Poke their imagination and link to your topic.

21. Using your own experience adds confidence to your opening.

22. Talk about something familiar, so you don't freeze up. When you speak from your experience, you'll be more animated and persuasive.

23. A well-crafted opening usually suggests a theme to be revisited in your presentation, a central idea.

An easily repeated theme:

24. gets fixed in listener's long-term memory
25. can reinforce yr evidence & persuade audience to act
26. can transition between sections or be a vivid, compelling conclusion
27. **Analyze your audience** - Tailor your presentation. Get as much detail as you can about your audience to shape your content & delivery, especially your opening.
28. **Verbal calling cards** - An elevator speech is when your opening is your presentation. It's a short, memorable intro about your services & your company.
29. Figure 30 seconds to 2 minutes
30. Pick a single message
31. Support it w/ clear examples
32. Don't lead w/ yr name & business. (Listeners will turn off.)
33. Start w/ engaging story or visual, THEN give yr name & biz.
34. Be brief & colorful. End w/ tagline that summarizes yr unique personality and/or services.
35. Lock what you do in their minds with an easily repeatable description to distinguish you.
36. Many people start by lowering the audience's expectation with an apology. *Apologies don't work.* An audience that pities you will not respect you. Instead:
37. **Present with authority.** Say what you came to say. If you tell your listeners you aren't an expert, they won't take you seriously.
38. **Only use self-effacing humor in areas where you are strong.** The ability to make fun of yourself shows you are open & approachable. Listeners know they can ask questions or offer their views, because you exude confidence and will not be threatened. BUT - if you use it in areas of weakness or inex-

perience, it's like an apology. It points out yr weaknesses.

39. Craft your opening precisely. Draw people in with a snapshot of yourself, your perspective, & a presentation prepared precisely for them. Be authentic. Create strong pictures in your stories. Exude confidence & authority.

Finale: How to Close

We retain best what we hear last. So make a strong conclusion:

40. Increase your level of certainty

41. Slow down your delivery

42. Keep your voice strong, steady

43. Make eye contact around the room

44. Sound like an exclamation point, not a comma or question mark (no upward inflection)

45. Thoroughly know yr topic

46. Be passionate & confident

47. End w/ a firm conclusion, or they'll wonder what was your point.

48. Close strong, so they know you mean it. How you finish is how they'll remember you.

49. To close, ask yourself:

"What do I most want to achieve?"

Yr close should match your intention – simple, active, clear. Pick only one and do it well. Be urgent, excited, committed. Your entire presentation points to the close, to what you want your audience to feel, think or do.

Possible closes:

50. Call to Action: The more specific you are, the more likely your audience will follow. Make it simple & direct. Be brief and be bold.

51. Bookend: Come full circle, back to the opening, a sense of completion.

52. Recap: Take charge. Redirect listeners' focus. Recap the key elements that drive your intention. Be short & concise.

53. Give an Inspirational Quote:

Use someone long dead or not very famous so yr audience doesn't have

a negative opinion about their politics or lifestyle. Or quote a family member - real or made-up.

54. Use Triples: Repeat a word or phrase at the start of successive sentences. Save the best for last. Build the importance of your 3 statements, so #3 is the payoff, to build the power of your message. Possibilities:

- "I believe..."
- "We will..."
- "Together, we can..."

Save your strongest point for last.

55. Revisit Your Theme: A theme is short, catchy, memorable, a simple central idea to motivate or inspire (e.g., "we try harder") Ending with your theme says, "This is what you should remember."

56. When you revisit a theme, add something new to pique the listener's imagination. When you close emphatically with a strong theme, your audience feels satisfied.

57. End w/ a Story / Case Study: A closing story can link together key elements of your presentation. We best remember details associated w/ images. Ending with a strong, clear personal story locks the message into your listener's memory.

58. Don't close by asking for a deal. Instead, show how you solved similar problems for others. Let them decide whether to work with you. If you correctly identify a client's needs and establish credibility, they often just ask how to get started.

Story Power

59. People respond better to stories than to a collection of facts & stats.

60. A good story makes the listener want to know what comes next and gets them on your side. It sets the stage for greater understanding. So engage the listener ... then let them draw their own conclusions.

61. The right story highlights your achievements and conveys your skills without bragging. It makes

your point without qualifiers, apologies, or arrogance.

62. Link your story to something your audience understands or needs from you. The more specific the story, the better. Polite generalities miss the mark. Your message sticks when you make the audience *see* your story.

63. Base your stories on the audience's experience or area of interest. You want them to identify, understand, and put themselves into the scenario. If the story's core elements are right, you draw them in. Better, your story becomes portable - listeners will retell it.

64. Question #1: What is the single impression you would want to leave on your listeners?

65. Question #2: What story would create that impression?

66. Tell a compelling story in 30 seconds to 2 minutes. An effective story starts with an obstacle. The "Solution" is what sets you apart.

67. You are a performer telling a story. Use the element of surprise to highlight unexpected benefits of your service. Target phrases like

- "what we didn't expect"
- "what we discovered"
- "what was revealed"

68. *Surprise* draws listeners in and makes them pay closer attention.

The right story will

69. open a presentation and immediately connect w/ your audience

70. be an elevator speech

71. answer the question "What do you do?"

72. explain a technical point in the body of your presentation

73. be a persuasive close

74. alleviate anxiety

75. show what makes you different from your competitors

76. get your listeners to buy in

77. ensure that your talk is remembered
