

# Twenty Tested Techniques for Terrific Talks

*Al Borowski, MEd, CSP, PP*

1. Start strong. Focus on the needs of the audience.
  - A. \_\_\_\_\_
  - B. \_\_\_\_\_
  - C. \_\_\_\_\_
  - D. \_\_\_\_\_
  - E. \_\_\_\_\_
2. State your purpose. Personalize it and promote benefits.
3. Involve your audience early and often.
  - A. \_\_\_\_\_
  - B. \_\_\_\_\_
  - C. \_\_\_\_\_
4. Use their dreams, goals, visions, experiences and expectations.
5. Think nonverbals. Benefit from body language, especially eye contact.
6. Exude enthusiasm.
7. Create confidence C in yourself, in your audience, in your topic.
8. Use stories and humor. Don=t tell jokes.
9. Become part of the audience.
10. Pause with purpose. (A) Think time (B) Daydream Alert (C) Planned Spontaneity
11. Ask the right questions at the right times for the right reasons.
12. Listen to the questions and the answers.
13. Keep visuals simple.



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14. Move. Emotion - Connection - Commotion
15. Modulate.
16. Use the Power of Three.
17. Use clear, concise, correct, concrete and conversational language.
18. Paint pictures.
19. Use trial closes.
20. Ask questions.
21. Give answers based on the reasons for their questions rather than the content.
22. Have fun; make it fun.
23. Summarize.
24. End strong. Exceed their Expectations.
25. Leave them hungry.
26. Leave them with a piece of you.

