

Lesson 4:

Subject line: Fourth Lesson - Public Speaking Know How

Hi,

How are you?

Well we're on Day 4 of this short course. But we still need to go over a few things so today we are going to jump right in and talk about how to use stories to enhance your presentation.

When a speaker loses an audience, too often it is a mystery to them. But for the audience, it is not a mystery. The simple fact is that many speakers spend a lot of time in stating facts and theories, but as humans, we have trouble focusing on those things for very long without becoming bored.

To avoid this, a good speaker will use stories and illustrations to hold the audience's attention. This is a basic form of human communication that has been used for centuries. In fact, some of the most brilliant speakers in the world will tell you that if a speaker can't express his ideas with stories and illustrations, then they won't stand a chance on stage.

Science tells us that the human mind can think at least 10 times faster than it can hear. That means that for 90% of the time you are talking to a group, their minds have time to wander. If you give them a concrete story to work with, the details of that story will give that excess brain power something to do.

By opening with a light-hearted story, you capture the minds of your audience quickly. The best kind of opening story is a funny one particularly if it's something they can relate to personally. This method is a wonderful way to get your talk off to a good start because it connects them to you and creates almost an instant bond.

When composing your opening story there are two basic criteria. First select a story that links to the problem you're trying to solve with the main reason for the presentation. You want to use your story to transition the audience from the story to the main purpose of the presentation.

Secondly, use illustrations that enhance your story. Ask yourself, what do you want them to be thinking about as they watch your presentation. The illustrations should reach out to the audience, rescue them from drifting and gently bring them back to the talk. Remember you want to keep their minds busy and focused on what you're saying.

Any experienced public speaker can look out and see when the audience begins to lose interest. Their eyes begin to look away, they'll take interest in something else like doodling on their notepad or playing on their phones. Worse yet their heads will bob as they drift off to sleep. When you see that happen, you'll know you've spent too much time on facts and figures and you need more stories and illustrations.

I hope today's lesson was helpful to you. Don't forget to keep an eye out for my next email. There will be some great stuff in your last lesson.

Until then, this is...



Paul Henderson

Zero To Hero Marketing dot com