



Fran Harris' Speaker Cheatsheet

The 3 M's of Speaking Success

Message: the overall theme of your talk

Messenger: what makes your story worth hearing.

Methodology: how you deliver your talks will separate you from the pack.

Message

“It’s more important to play than it is to win.”

Every talk should have a theme. An overarching message that’s undeniable. And although the audience may glean several things from your talk, the “message” will shine through no matter what.

Messenger

What distinguishes you from other speakers? Your look, your Southern drawl, your rags to riches story? Find ways to create distinction in everything from your package to your presence.

Method

You’ve heard it before: it’s not what you say but HOW you say it that will make you stand out. Create a signature delivery folks won’t forget.

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