



Keep your audience on the Edge of their Seats!

Watch Where You're Stepping

I want you to see if you can tell the difference between this first 15-second audio clip and the second 15-second audio clip. Here we go.

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I said, "Look, I've got to talk to my wife about this." I went home and I said to my wife, "Honey, what should I do?" She said, "Take the money, fool!"

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So I went home and I said to my wife, "Honey, I don't know what to do. What should I do? What should I do?" Then my wife looked up at me with her big brown eyes and said, "Take the money fool!"

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Welcome back. What's the difference between those two clips? The first clip, which was much earlier in my career, shows how I used to step on my laugh lines. You literally heard me say something like, "I'm just kidding," after I said my line. Well, of course they know I'm kidding. Do I have to say it? No.

When you give your punch line, hush up. Don't say anything. And don't move too much either. Then let your audience laugh fully before you continue to speak. Too many speakers make the mistake that I used to make, which is to cut their audience's laughter off. In truth, that's rude.



Craig Valentine's 52 Speaking Tips

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Always remember that your audience wants to be heard too, so let them be heard. Lots of speakers understand the importance of not stepping on the laughter, but not too many speakers realize the importance of not stepping on the audience's thoughts.

It's not just the laughter, but also the profound thoughts that we should avoid stepping on. When you say something deep, pause so your audience can really digest it. For example, if you listen very closely to this 15-second live example you'll hear me give a line, and it's my job to make sure I don't cut off their thoughts. So listen closely, here it goes.

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In other words, I was making excuses for him. Have you ever done that for somebody? You know what I realized? When you make excuses for somebody, you invite them never to change.

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Welcome back. Whether you give a humorous line or a heart line, make sure you give the audience time to react. Make sure you give them time to digest it and think about it in their own mind. That's what makes your speech a dialogue, rather than a monologue with your audience, and it deepens your connection with them every time.

So work on that this week, and until next week, keep speaking up.



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Craig's Top 10 Recommended Resources

1. <http://www.edgeoftheirseats.com/>
2. <http://www.createyourkeynote.com/>
3. <http://www.dynamicdeliverydevices.com/>
4. <http://www.learntoownthestage.com/>
5. <http://www.wcspeaking.com/>
6. <http://www.askcraigvalentine.com/>
7. <http://www.audioforspeakers.com>
8. <http://www.resourcesforspeakers.com>
9. <http://www.thebookonspeaking.com>
10. <http://www.automateyourspeaking.com>

Craig Valentine's Background & Results

Craig Valentine, MBA, an award-winning speaker, management trainer, and speech coach, has traveled the world helping speakers breathe life into their presentations. He has spoken in the United States, Taiwan, Canada, Jamaica, Qatar (Doha), England, Bahamas, Hong Kong, and China. In 1999 he won the World Championship of Public Speaking for Toastmasters International after competing with more than 25,000 contestants from 14 countries.

- *The conference was this past weekend and with your "virtual coaching" I was able to give my own "Killer Keynote". I stood on that stage and gave the speech I had always dreamed of giving-- they laughed where I wanted them to laugh -- they teared up where I wanted to touch them the most -- they came into the scene of my stories -- they heard my message and believed. It was a wonderful moment for me and I will always consider it a gift. Now I would be lying if I said I didn't enjoy the standing ovation at the end...*Susan Lamb-Robinson, Speaker; Toronto, Canada
- *"I now deliver better presentations in 20 minutes than I did in 60 minutes; moreover, my closing ratio has increased 350% thanks to the lessons learned in The Edge of Their Seats Storytelling Home-Study Course. Craig's 9 Step Formula has changed my*



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life. "Kevin D. Gross, MBA, President, Alumni Connection.com
www.AlumniConnection.com

- *I learned more from you in one hour than I have in years of giving speeches. You are a master of your game. Thank you for inspiring me to find my own voice and greatness as a speaker!! Thank you! Pele Raymond Ugboajah; Author, Speaker, Business Coach; DreamBanc, L.L.C.*
- *Craig Valentine is one of America's finest speakers, 1999 World Champion of Public Speaking and author of what I consider to be the bible of public speaking, "Nuts and Bolts of Public Speaking". He's also got several audio and DVD's on the subject. Craig was the driving force and the biggest reason I made it to the World Championships last year in Calgary. The two days I spent with him, in his living room, in Baltimore, completely changed the way approach public speaking...Martin Presse, 2008 Finalist for World Champion of Public Speaking*
- *Hey man I know you are busy but I wanted to bring you up to speed on us. We just returned from San Francisco where we spoke at the national convention of NAMI. It was great. No notes, we both spoke for about an hour. Based on all the comments they liked it. There were a number of people there who had heard us before and they were amazed at the changes we made. Thanks! Bill Neely; www.billandtena.com; Courage in Crisis*
- *Thank you 1000 times over. I just came home from Niagara, what a fantastic time I had. All of your techniques worked. I offered 7 free, 1 hour consultations if booked today offered only in January. I not only booked those I had a line up afterward. Sarah Hilton; Speaker on Mental Health, Toronto*
- *Thanks for your changes...I gave the speech last Monday and everyone raved about it. Thank you so much for your help. I went in very confident, knowing it was a very good speech thanks to your advice and changes. In fact, they hope to get me back again and several said they want to find out where else I am speaking so they can come hear me again. Christine Duvivier; Managing Director, Impact Partners*