



Keep your audience on the Edge of their Seats!

## Transition Teasers

What's the glue that holds great speeches together? Is it the compelling story? Is it the poignant point? Is it the way the speech is delivered?

The glue is the transition tease that comes when you transition from one point to the other. Unfortunately, most speakers have no idea how to use them.

When it comes to transitioning, consider this. A couple years ago, there I was in Orlando, Florida, preparing to conduct a boot camp that next morning.

I was just about to go to sleep when the ESPN sports anchor came on television and said, "You won't believe what happened in college basketball tonight! Records were broken and there were surprises nobody saw coming. What a great night for college basketball! We'll show you exactly what happened, right after the commercial break."

I needed to get to sleep desperately. I mean, I had a long day ahead of me that next day, but what do you think I did? I stayed up for another segment. When that next segment came to an end, what do you think the sports anchor did? He teased me again. So I stayed awake for another segment. I must have stayed awake for another hour going over and over. Why? Because he was a master tease.

What the ESPN sports anchor did is exactly what you should do in your speeches, using what I call the transition tease. Whenever you leave one point in your speech and get ready to go to your next point, use a transition tease.



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Now there are two major approaches to the transition tease. The first is called the silver spoon approach. Let's listen to it in action.

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*Certainty to greatness. If you get this, here's what I can promise you. You'll be moving towards your goals, your dreams, your aspirations, even while you're asleep. I'm telling you, the grace, the serendipity, the providence, everything will be at your aid and the wind will be at your back if you just do this one thing.*

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Welcome back. As you heard, the silver spoon approach involves simply laying out the benefits of what they'll get if they follow your next point.

The other way, I love this, it's called the verbal knife approach. Listen to it in action.

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*Let me ask you a question. Have you ever worked with what I call Status Quo-aholics? You know who that is? A Status Quo-aholic is the person who says, "Why change, this is the way we've been doing things for years? You don't manage like so and so does, and why should we change things?"*

*You ever work with somebody like that? Raise your hand. I hit a soft spot? All right. What do you do with these people? How can you change them to be a positive force for the organization? That's what this is about. Write this down. The essence of leadership is this.*



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The verbal knife approach is based on finding the pain your audience is having, and twisting the knife. In other words, get them to express their pain, and then and only then, offer them a cure.

So the silver spoon approach pulls the audience to what they want. The verbal knife approach pushes them away from what they don't want (i.e., they don't want to work with Status Quo-aholics).

I don't care which approach you use, just make sure you use one every time you transition from one point to another point. That's the way the sports center guy kept me awake and that's the way you'll keep your audiences fired up for what's coming next.

That's all for 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](http://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](http://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*