



Craig Valentine's
52 Speaking Tips

Keep your audience on the Edge of their Seats!

The “Then, Now, and How” Formula

Brace yourself! This is going to be the longest of the 52 speaking clips, but I can tell you this, it will also be the most profitable. By the time you finish it, you’ll have a formula that can literally put hundreds of thousands of dollars per year in your pocket.

I’m not one to make these over-the-top promises about money, but I have to tell you, I’ve personally experienced the results firsthand. So I’m speaking with 100% conviction here. Brace yourself for this.

The formula is what I call Then-Now-and-How. Here’s how it goes: You tell a story about where you were Then. Then instead of going to the next chronological step in your story, you fast forward all the way to where you are Now. Then you ask your audience: “What made the difference? What made the difference between where I was then and where I am now?”

The best way to understand how this works, actually, is to listen to a live example that I give of the formula in action, and we’ll debrief it afterwards. Listen to this.

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If you had picked up my phone in the year 2000, you would have heard a woman from the Michigan Consolidated Gas Company say to me, “Craig, we want you to come out and speak, and for 45 minutes we’re going to pay you \$3,500.”

Now keep in mind, I’m a new speaker. I’d already won the World Championship, but I was a new speaker. This was my first highly paid keynote! I was very excited, but what else do you think I was?



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Scared to death! And to make things worse, they flew me out, first class. Yeah, I'm not kidding.

I get to the airport, swept me up in a black limo! Took me out, wined and dined me, took me over to the 5 star hotel. Swept me up the next morning in that same black limo, drove me over to the event. As I'm walking up on stage, the lady who brought me in tucked into my jacket pocket a check – for \$3,500! And I walked up on that stage, and I gave them a \$150 speech.

I failed miserably! It was so bad that the woman who convinced all her higher ups to hire me – I mean, she really went to bat for me – I stepped off that stage and she couldn't even look me in the eyes. Devastated. Even the limo driver was looking at me like, "Man! I still gotta take YOU back?" That was the year 2000. I've never spoken to them since.

Fast forward with me eight year, to today, 2008. I don't say it to brag – I say it because it's true. My rehire rate today for speaking exceeds 92%. Most of my business is repeat. Do you know why that is? You know what it means? It means that if you hire me once, chances are very good that you're going to hire me again – 92% of the time!

But that begs the question: What in the world made the difference? What made the difference between the year 2000, I'm on the company's Wall of Shame and they never want to see me again. They don't even exist anymore. I think I put them out of business. They don't. Look them up.

Today, 92% of the time people call me up and say, "Craig, we want to do another event and we want to do it around your schedule. When are you free?" And I say, "I'm never free. I'm available, but I'm never free!"



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What do you think made the difference? Storytelling, mastering my craft, you focus, value, stage time – but let me ask you this. If you're practicing the wrong things over and over again, can you reinforce negative behaviors? And in that case, you're only getting better at getting worse, quicker!

Here's what made the difference. Aafter the year 2000, I rededicated myself to the art of public speaking. I invested thousands upon thousands of dollars in coaching. I went through year after frustrating year, trying to figure out a process – "Just give me a process that works all the time! Give me a process!" And I finally found it.

Just two Aprils ago, I was able to bottle up this process and put it into a system called The Edge Of Their Seats Storytelling Home Study Course For Speakers, and it's \$297, but somebody's going to get it for answering a question.

Everything that made the difference between where I was and where I am – and where you are and where you want to be – is in this system. All you have to do is answer a question. You have your hand up already!

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Welcome back. I have to tell you, every time I give this formula, I bring in sale after sale after sale of my home study course. Why? Well, the formula works for a few reasons. Let's go back over the process.

First I told a story about where I was Then. That's when I failed in Michigan as a speaker. The key to this story is that it has to be really bad. It's got to be something that your audience desperately wants to avoid. And it needs to be emotional, too, and that's why I make my audience understand that she couldn't even look me in the eyes. My goal at that point is to make my audience dread ever having to be in that situation. So that's the Then part of the story.



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Instead of then going to the next chronological step in my story, I fast forward all the way to today – this is the Now part of the formula. The key to the Now part of the formula is that it has to be very good. It's got to be something that your audience really wants to obtain.

My 92.5% rehire rate and building business off repeat business is something that my audience really wants. Again, this Now part should be emotional in a good way.

Finally, I asked my audience, "What made the difference?" Here's a secret. When your audience buys into your story, they buy into your message. And when they buy into your message, you can consider your products, your services and your ideas as already sold.

In other words, whatever made the difference between Then and Now, my audience will buy. They'll want it. Your job as a speaker is to – write this down – bottle up the difference. Whether you're offering the difference in a free eBook, newsletter, or a home study course, you have to bottle up the difference.

After a few guesses, I physically walk back to the Then part of the stage, which is all delivery, and then I say, "I'll tell you what made the difference." Then I actually walk the timeline back up through the process of what I had to go through to get this formula.

Now please don't forget this next line: The road had to be rough. The harder the road was for you to get this process, the higher your conversion rate will be.

Think about it. I said I spent thousands upon thousands of dollars on coaching, which I did. Well, my audience doesn't want to spend thousands and thousands on coaching. Then I said I went through year after frustrating year, trying to figure



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out a process that works. My audience doesn't want to spend year after frustrating year trying to figure it out. I've done that for them. Then I mention that I've bottled up this process. And they want it.

Now here's the key: Are they buying the product? No. They're buying the result. They're buying their story. They're buying a 92.5% rehire rate. They're buying the avoidance of failing big time, like I did as a speaker in Michigan.

You know how I know they're not buying the product? I never mention what's in it. I don't say that it has 8 hours of audio, a 55-page workbook, and a storytelling compass that you can use to create stories. I don't say any of that, because I don't have to. You never sell a product or service; always sell the result.

The "Then-Now-How" formula flat out works. So adapt it to your needs.

Again, here are the three steps:

1. Tell a story about where you were Then. It must be really bad.
2. Fast forward to where you are Today; it must be really good.
3. Tell the struggle to find the How, and then explain that you've bottled up the How and you're offering it to them, to save them the trouble you already went through.

And here's the last thing: do it with complete integrity. Everything I say in my story is true. Don't make something worse than it was. Just remember how bad it was then, and how good it is now.

And if you don't have a story about yourself, perhaps you have one about one of your customers. You could also take one of your current stories and just restructure it in the Then-Now-How formula.



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Whatever you do, use this formula and profit. Until next week, please 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*