



Craig Valentine's  
**52**  
**Speaking**  
**Tips**

Keep your audience on the Edge of their Seats!

## Being specific = being memorable

Have you ever heard a speaker say something like, “I walked into the auditorium and I saw a bunch of people sitting there.”?

Well, let me ask you a question: What’s a bunch? A bunch to one person might be 25. To someone else it might be 250. So it’s important to be more specific than ‘a bunch.’

The same goes for words like ‘a lot,’ ‘small,’ ‘large,’ ‘huge,’ and other words. Whether you give hints about how your characters look or you’ve set the scene with your visual, auditory, kinesthetic and smell, checking the facts, you should be specific.

Here’s some things that should be specific in your speech.

- Time. Instead of saying, “A while ago,” say, “On August 21, 1999, I stood on the stage at the World Championships.” Time.
- Weight. This should be specific. Instead of saying, “The package was heavy,” say “The package had 34.5 pounds of plastic.” Weight should be specific.
- Places. Instead of saying, “I went to a hotel,” make it more specific, like you’ll hear me do in the following 30 second audio clip. Listen to this.

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*So I decided to do it. I went out there and I got coached by her, just 20 miles off the Las Vegas Strip, in the Sun Coast Casino. I’ll never forget it – Room 437,*



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*overlooking these beautiful, majestic mountains, this wonderful, plush green golf course.*

*I spent two full days trapped in a room with the best public speaking coach in the United States. Her name is Ms. Patricia Fripp. [www.Fripp.com](http://www.Fripp.com). Go there, get something, and tell her I sent you. She is the absolute best.*

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Welcome back. Let me ask you a couple of questions. When Patricia Fripp and I met, what was the name of my hotel? If you said Sun Coast Casino, congratulations, you're absolutely right. Now let me ask you this: Do the words 'Sun Coast Casino' create a different image in your mind than the word 'hotel'? Sure they do.

Here's another question. If you had been in the room with Patricia Fripp and me, and you looked out of the window, what two major things would you have seen? Hopefully you said, "Mountains and a golf course." You still see it because it was specific.

And here's your final question: When Patricia Fripp and I met, what was my room number? If you said 437, you're absolutely right. Chances are, you might even have actually pictured the number 437 as a sign on my door.

Now before we leave this tip today, it's important to understand that specifics make your speech more than memorable; they also make your speech credible.

How? Consider this. If you say, "The package weighed 34.5 pounds," then we as the audience know you must have really taken the time to weigh it. If you say, "August 21, 1999," we automatically feel, "Hey that must be a very special date



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for him (or for her),” because you were able to remember it. All of this comes from being specific.

So with your next speech, be specific so you can be memorable – and so you can build the credibility with your audience.

I’ll talk to you next week. Until then, 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](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*