



Keep your audience on the Edge of their Seats!

Call Backs

Let me ask you a question. What tool can you use to be more humorous in your speech, deepen your connection with your audience, and make your message stick? It's the callback.

What is a callback? It's anything that has happened in the event or that you've talked about that you can bring back into your speech later on.

Whenever you do a speech for an organization, chances are very high that there are other agenda items that precede your speech. Perhaps something interesting has happened that you can bring back up while you talk.

For example, recently I spoke in Toronto and, before I began, something interesting happened. I was speaking at their fall conference, but there was a guy who was responsible for promoting the upcoming spring conference, and let me tell you, he took his job very seriously.

He was extremely enthusiastic about promoting it over and over again. In fact, every single time he got a chance, he'd grab that microphone and he demanded that people attend the spring conference. So I saw this as an opportunity to redo my opening. Listen to how it went.

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You might not know this, but there is going to be a spring conference [audience laughing] April 17 through April 19 at the Valhalla Inn. I might just show up,



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because I can't get it out of my head! [audience laughing] Get my helicopter costume; I'll be ready to go!

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Welcome back. This call back worked for one reason: I called back to something that was already on everybody's mind. When you do this, you deepen the connection with your audience. So call back to something that has happened earlier in the event that everyone witnessed, and everyone's thinking about. Believe me, it will be humorous, but it will also make a deep connection.

What else can you call back to? Call back to something interesting that might have happened on your way to the event. This is good because it helps your audience feel that it was specific and special to them. In other words, it never happened anywhere else, so that makes it unique and special.

For example, in this same event that you just heard a minute ago, something else interesting happened to me the night before I spoke. I brought it up. Here's how it went.

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On a serious note, something happened to me on Friday, of which I am ashamed. So naturally I'm going to share it with you. [audience laughing]

You remember how we were dancing out on the dance floor on Friday night, having a good time? Well, what happened to me happened in my room around midnight. I'm not leaving that type of legacy! [audience laughing] We were out here dancing on Friday night, having a good time, but I was still hungry.



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I went to my room and I was hungry, so I went into my room, locked the door, and ordered a pizza from Domino's. About 25 minutes later, there's a knock at the door, so I go to the front door, and you know that chain that goes across the door? I couldn't make it go all the way over to the hole to unlock it. So I'm trying to push this chain over and I can't unlock it, and I hear the person on the other side saying, "Hello?" And I said, "Look, I can't get out!" [audience laughing]

Now, you've got to be honest. Raise your hand if you've ever locked yourself out. It takes talent to lock yourself in! [audience laughing]

I looked through the peephole and saw this woman with the pizza, and I said, "Look, I'm going to put a twenty under the door." So I put a twenty under the door and I said, "Just leave the pizza there and I'll figure it out."

She said, "Do you want any help?"

I said, "Just...save yourself!"

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Welcome back. So you can call back to something that happened during the event before you speak, that everyone witnessed – and you can call back to something that led up to the event. You can also call back to things that happened while you were actually speaking.

And finally, using callbacks is a way to make your message stick. How? By calling back to your main points throughout your speech.

See, before I transition into my next point, I always call back to the previous point. For example, when I do my 4 Rs for Remarkable Results speech, I say, "So you face reality with whatever measurement scale you use, because you master what you



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measure. Once you face reality, you must relinquish what's in the way, because you're either on the way or you're in the way. Then you have to rely on the process of change by creating a picture of where you want to go. And finally, you reform to a better way. Is that by changing all at once? No. It's by changing small and changing often."

These callbacks make my speech stick and they will do the same for yours. So if you want more humor, a deeper connection, and you want your message to stick, please use callbacks.



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Craig's Top 10 Recommended Resources

1. <http://www.edgeoftheirseats.com/>
- 2.
3. <http://www.createyourkeynote.com/>
- 4.
5. <http://www.dynamicdeliverydevices.com/>
- 6.
7. <http://www.learntoownthestage.com/>
- 8.
9. <http://www.wcspeaking.com/>
- 10.
11. <http://www.askcraigvalentine.com/>
- 12.
13. <http://www.audioforspeakers.com>
- 14.
15. <http://www.resourcesforspeakers.com>
- 16.
17. <http://www.thebookonspeaking.com>
- 18.
19. <http://www.automateyourspeaking.com>
- 20.

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



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