



Keep your audience on the Edge of their Seats!

## 3 Keys to Closing your Speech with Great Impact

In speaking, we have to understand that audiences remember best what they hear first and what they hear last. Therefore, the way we open a speech is critical, and the way we close it is just as important.

There are three tools you can use to make sure that your closing makes an impact.

### **1. Signal that you're closing.**

Like I tell my audiences: "Always tell your audience when you're closing, so they'll listen again." It's true. Audiences won't always listen to every single thing you say during your speech. Sometimes their minds wander.

However, when you tell them you're closing, they'll perk up and peak up. And they think, "He'll probably be summing up the message now, so I'd better listen." So, #1, signal that you're closing.

How do you do this? Well, I like to paint a picture by saying something like, "Let's wrap up this message," or "As we wrap up this message," or "As we bring this event to a close." What you want to guard against is the old, "In conclusion," or "In summary." Be more creative than that. Your speech deserves it.

### **2. As we close, we should call back to our main points and anything else that might be worth revisiting.**

For example, with my Four Rs for Remarkable Results, it goes something like this:



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*So here's the message. Let's drive it home. You face reality. What is your scale? You master what you measure. Once you face reality, how you respond to it is critical. You're hanging around the crabs in the barrel, or you're like my friend Steve – the first to get in line and embrace new changes and opportunities.*

*Once you face reality, you relinquish what's in the way, because you're either on the way or you're in the way.*

*Then you rely on the people and process, through the vision and through those four steps we talked about, and then you reform to a better way is about changing all at once. It's about changing small and changing all.*

*Now you got the message. Let's just leave with a little bit of motivation.*

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As you can see there, I called back to my main points, the four Rs. I revisited some of the memorable lines of my speech. In fact, because I do callbacks throughout my entire speech, by the time I reach the end my audience is usually saying the phrases along with me. And that's powerful, because remember this: if they say it, it's true to them. They'll buy into it.

So #1 is to signal that you're closing. #2 is to use your callbacks.

- 3. Once you signal that you're closing and you do your callbacks to your main points, you must finish with a bang.**



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In my experience, the very best way to finish a speech is the same best way to start a speech, and that's with a closing story.

Now, what should this closing story do? One thing: give hope. Hope for what? Hope that your process or your formula - whatever you got across to them - will work for them.

For example, I often end with a story about how I went from being a 10-year-old kid with a speech impediment that was so bad it had others referring to me as Daffy Duck, to me changing and growing into the World Champion of Public Speaking. This is a heck of a story! And the Four Rs were my process.

So when my audience realizes the Four Rs worked for me, a 10-year-old kid with a speech impediment, they'll have hope that the Four Rs will work for them too. So close with a story that gives hope.

That's it for this week. Until next week, please – keep speaking up!



# Craig Valentine's 52 Speaking Tips

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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*