



Keep your audience on the Edge of their Seats!

Let your past audience write your future speech

Do you know what you can do to make your speech better, every single time you give it? Here's the answer: Let your audience write it.

What does this mean? Well, if you listen closely, your audience will give you some of the best speech material you can ever ask for. This is best explained with a live example, so listen closely to this short audio clip – and I do mean listen closely, because the lady in the background is somewhat faint. Here it is.

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...but it makes us relax! Do it with me, everybody on the flight goes, "Aaaaahhhh." Now, if the pilot got on there and said, "WHOA! Did you feel that one?" [audience laughing] chances are I'm looking for the nearest exit! Keep in mind it might be behind you.

[Audience member: I want to sit by the black box, because the black box always survives.]

Yes, but think about this – if you put me by the black box, you're going to hear all kinds of stuff you never expected to hear! [audience laughing]

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Welcome back. Hopefully you heard the lady in my audience yell out, "I want to sit next to the black box, because the black box always survives!" And then you heard my response: "Yes, but if you sit me next to the black box and things go



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wrong, you'll hear all kinds of language you never expected to hear!" It was a funny exchange.

I thought, "How can I use that for the future?" She gave me a funny line to use in my future speeches. However, I thought the funny line was my retort, my response to her line. After all, that's what got the bigger laugh, right?

Well, guess what. When I tested it with future audiences, I'd say, "I had a lady in my Galveston, Texas audience recently and she said, 'I want to sit next to the black box, because the black box always survives.'" And my audience started to explode from that line! Then I'd give my retort, and they'd laugh, but not as much.

That's when I realized something very important. Her line was the funniest one, and that's the one I should give the most energy to. As a result, this is what I now do with that scenario:

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I had a real positive lady in my Galveston, Texas audience recently. She jumped up at that point in the speech and said, "I don't care about the turbulence! Just sit me next to the black box, 'cause the black box always survives!" [audience laughing]

How about that? Of course, I had a totally different view. I'm like, "You put me next to the black box and something goes wrong, you're going to hear all kinds of language you never expected to hear!" [audience laughing]

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Welcome back. Through testing, I've made my speech better by letting the lady in my past Galveston audience write my future speech. And this is just one of many



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examples that I've had in which someone in my audience gave me such a great line that I could turn it into a quick story for a future speech.

So what's the key for being able to do this? It's a three step process.

1. You must record every speech you give, at least with audio. There's no way you can monitor everything on the spot while you're speaking. The key is to record it and go back and listen to what you can use for the future.
2. Test it out with your new audiences. Again, testing is the only way to see if something will work, and to see exactly how it will work.
3. Tweak it. Remember, I made changes in my delivery after testing it out and finding out what line was the funniest.

Let me tell you, if you do this on a regular basis, your speeches will become much more interesting, much more humorous, much more meaningful. When you let your audience write your speech, you can help them rewrite their future with your speech.

That's it for this week. 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*