



Craig Valentine's
52
Speaking
Tips

Keep your audience on the Edge of their Seats!

Get Their Two Locations

The times when I've failed as a speaker have usually had one thing in common: I didn't know my audiences well enough. So over time, I became a stickler for thoroughly understanding their needs and for exceeding them. How? Well, the basic process I use – and you can use too – is to find out their two locations.

- The first location is *Where Are They Now?* In other words, what's their current situation?
- The second location is *Where Do They Want To Go?* What's their ideal situation?

When I find out these two locations, my job is to create the bridge for them to get from location one to location two. So let's dive into how to get these locations, and let's start with location one – *Where Are They Now?*

First, before we get into the questions I ask, it's important to understand something. It's a good idea to send your clients a pre-program questionnaire, asking them about their needs and about the upcoming event. That's why I included a sample one in this PDF. So make sure you take a look at that.

However, and make no mistake about it, people won't tell you on paper what they will tell you in person or what they will tell you over the phone. So it's necessary to talk to your meeting planner, and to others within the organization, in order to grasp their two locations.



Craig Valentine's
52 Speaking Tips

Keep your audience on the Edge of their Seats!

To find out where they are now, the most effective question I ask is, “What’s your biggest pain?” Don’t be afraid when you’re met with silence. This just means you asked a powerful, thought-provoking question.

When they answer with something like, “Craig, we have four generations of managers, and they don’t know how to talk to each other,” that’s when I’ll ask another extremely powerful follow-up question. I’ll say, “Okay, well, what’s that costing you?”

Now keep in mind that I’m not necessarily talking about money. I let them interpret the question however they want to, and they’ll often come back with some kind of an emotional issue, like “Craig, it’s killing our morale! People don’t want to be here anymore.” Then your job is to dig deeper. In a sense, you’re finding the pain and twisting the knife.

Now I know that sounds crass, but it’s necessary to get to the real issues so that you can truly customize your speech for their benefit. Don’t be afraid to dig. Ask follow-up questions like, “How do you know they don’t want to be there?” Get them to give proof. Get them to give evidence and examples. All these questions will help you uncover location number one, which is Where Are They Now?

Location two is a bit more pleasant. You want to find out where they want to go. So ask questions, such as, “Ideally, what would you like to see change in your organization?” Get them into a Perfect World scenario.

This is when they’ll start to give you solutions that you can actually put in your message, such as “Craig, our people need to know how to thank their employees. They need to know how to appreciate them, rather than constantly riding their backs. They don’t appreciate them enough.”



Craig Valentine's
52
Speaking
Tips

Keep your audience on the Edge of their Seats!

And you see, in my mind, I'm taking notes like, "Catch people doing something right and recognize them for it," and I'm already starting to write down stories, points and activities I can use to meet that message. I'm doing this before I even get off the phone, or before I even get out of the meeting.

Here's the key to location number two: use the exact words they give you.

For example, I gave a speech in St. Louis, and weeks beforehand a director said, "Craig, our managers need to learn to manage people who are not like them." So when I got up to speak, guess what I said? I said, "You know, in many organizations, the managers can only manage people who are just like them."

I have to tell you, their heads were nodding so hard, I thought they were going to get whiplash! And when I looked over at the director, she was looking at me with this big grin.

I'll never forget, she and her boss came up to me during the break and said, "Whoa! You're right on message with this! How did you know? How did you know that this was the message?" I wanted to say, "Well, you told me!"

So really work on finding these two locations. After all, you can have the greatest speech in the world, but it won't matter if it doesn't meet the needs of that specific audience. What doesn't fit is a misfit, and misfits don't get brought back. Find the locations and make your message fit.

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



Keep your audience on the Edge of their Seats!

Pre-Program Questionnaire for Craig Valentine's Presentation

This pre-program questionnaire is to assist The Communication Factory in preparation of Craig's presentation to your group. Craig's objective is to meet your specific needs. Please answer these questions and provide any additional information that will help us make this your greatest event ever! Once completed, return to The Communication Factory:

The Communication Factory, LLC.
8775 Centre Park Drive #559
Columbia, Maryland 21045

To fax: 410.381.8417 or e-mail: info@craigvalentine.com. If you have any questions, call 1.800.682.5063. Thanks!

Your Company's Information:

Company/Organization Name:

Mailing Address:

Phone: _____ Fax: _____ Email: _____ Website: _____

Program Objectives:

Program Theme

My presentation's Title:

Date: _____ Start Time: _____ End Time _____ Length _____



Craig Valentine's
52 Speaking Tips

Keep your audience on the Edge of their Seats!

Prior to Craig's presentations, what is on the program?

Specific objectives for Craig's presentation?

How will you measure the success of this event and Craig's participation? (Please be as specific as possible)

What sensitive topics should be avoided?

AUDIENCE

Number expected to attend? _____ % male _____ % female _____

Educational Backgrounds

Major job responsibilities of audience



Craig Valentine's
52 Speaking Tips

Keep your audience on the Edge of their Seats!

Circle one: Is the event **voluntarily** or **mandatory** for attendees?

Additional Program Information:

Are there other presenters for this event? If so, who?

Speaker _____ Topic _____

Speaker _____ Topic _____

Have you used speakers in the past for this program? If so, who?

Speaker

Speaker

What positive and negative comments did you receive about their presentation (feel free to leave out their names in this section)?

More Audience Information

Achievements? Challenges?



Craig Valentine's
52 Speaking Tips

Keep your audience on the Edge of their Seats!

What makes someone a peak performer in your in your organization?

Introducer's name? _____ Title _____

Note: An introduction will be provided upon request. Would you like one? Yes__ No__

Will the presentation be taped? _____ Audio? _____ Video? _____

Craig can make his educational materials available so that the audience members may continue learning and growing. We can do this in three ways. Please check the way that is best for you.

- A. _____ Group purchase in advance for each attendee (at a discount).
- B. _____ Materials displayed at the back of the room during and following the presentation.
- C. _____ Order forms for each attendee.

We look forward to serving your organization!



Craig Valentine's 52 Speaking Tips

Keep your audience on the Edge of their Seats!

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 life."*Kevin D. Gross,



Craig Valentine's
**52
Speaking
Tips**

Keep your audience on the Edge of their Seats!

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*