



Craig Valentine's
52 Speaking Tips

Keep your audience on the Edge of their Seats!

Use the Rule of 3

If the most important word in speaking is 'you,' the most important number in speaking is three. The Rule of 3 manifests in many ways. It helps make your speech more humorous, clearer, and more memorable.

Let's start with the humor. The Rule of 3 applies when you have three examples that you mention back to back to back, and the third provides a twist. For example, when I talk about writing down your perfect day, I say, "I did this years ago and everything I wrote down has come to pass."

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I wrote down, "I want to be a professional speaker." I'm a professional speaker! I said I wanted to own my own business – I own my own business! I said I wanted a white Mercedes Benz convertible – I have a white Honda Accord. I'm getting there.

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As you can see, the third example is the twist, and that makes it funny. The interesting thing is this; I've actually tried four examples before, thinking it would build up the twist even more, but guess what happened? It fell flat. It doesn't work as well. There's something magical about the Rule of 3. So use three examples, not four, two or five.

Now let's move on to clarity and making your message memorable. I used to give a one-hour workshop in which I gave my audience 7 Secrets to Speaking Success. It was an okay program, but do you know what took it to a much higher level? I changed the program, and instead of offering seven secrets, I offered three



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sections. For example, instead of saying, “You’re going to pick up seven strategies,” I said the following:

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If you look at your handout, you’ll see your first pickup strategies on how you can breathe life into a speech and make your audience come alive. Then you’ll pick up tools on how you can bring the audience to you and keep them engaged at all times, and hopefully awake. And third, you’ll pick up tools on how you can build a message that sticks, so that people will hire you time and time again.

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Did you hear those three sections? And instead of having seven spots on my handout for them to fill out, I simply put three sections. I don’t know why it makes such a difference, and frankly I just don’t care, because it does. It just does. My audience grasps my message now much easier and deeper than they did when I had seven points.

And here’s the most interesting part. I actually give many more than seven pointers now. But because my audience can fit all of the pointers I give them into the three sections – Breathe Life, Bring Your Audience In, and Build a Message That Sticks – they really get the message much clearer, and for some reason it sticks with them better.

So anytime you have nine points to make in a speech, separate them into three sections of three points each. If you have 27 points to make a day-long workshop, separate them into three sections of nine points each, if possible. Whatever you do, find a way to use the Rule of Three. It flat out works!



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Again, it will help make your speech more humorous, clearer, and more memorable. Hey, that was the Rule of 3 right there, wasn't it?

Until next week – 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 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.*
- *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*