



Keep your audience on the Edge of their Seats!

Reflection

Have we done a good job when our audience listens to us throughout our entire speech? No, I don't believe so, because here's what most speakers don't know. It's not good enough for our audience to listen to us. Our job is to get them to listen to themselves.

Instead of simply getting them to listen to us, we need to get them to think about themselves and how they'll use our processes or our formulas, our recipes, our tool kits, or our advice to improve their own lives.

In other words, we have to get them to reflect and not just to listen and regurgitate. If they're not thinking about how they'll apply our message, guess what? They won't apply it.

So listen to this quick live example of how I get my audience to reflect on their own lives.

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All these books led to more and more and more, and the reason why I was able to win the World Championship of Public Speaking out of 175,000 people, 68 countries, and 25,000 contestants is because by the time I got on stage in front of 2,000 people in Chicago, Illinois at the World Championship with five to seven minutes that would make or break my career, I had visited that place so many times.

By the time I got there physically, it was like déjà vu. That's French. [audience laughing] Any Canadians in here? Oh, I've got to say it in English too then. It's a rule.



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It was like I had been there before. I had stepped on that stage visually at least 1,000 times. I'm sure you've done the same thing. 1,000 times. And by the time I got there physically, it honestly felt like I was at home.

My question to you is, in whatever arena you are in, what stage are you stepping on at least 1,000 times? What stage are you stepping on at least 1,000 times? Because I can almost guarantee you you'll get there, and more importantly, when you get there you'll be able to receive it, because you'll feel like you're at home.

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Welcome back. So what are the keys to getting your audience to reflect? Here's the two-step formula:

1. Pick something out of your story.
2. Put it in your audience's life and ask them about it.

For example, you heard me talk about the stage in my story. I picked the stage out of my story and I asked my audience, "What stage are you stepping on at least 1,000 times?" So in a sense I put the stage in their life.

Now their stage might be something completely different than mine, but it's important for them to reflect on what that stage actually is for them.

In a separate story I talk about a scale that a doctor used to weigh my daughter when she was six months old. I then asked my audience, "What's your scale? What lets you know whether you're getting better or worse at what you do? Write this down. You master what you measure, and you can't measure without your scale. So what's your scale?"



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I took something out of my speech – a scale – and put it into my audience's life, and asked them about it.

So when it comes to how to get your audience to reflect, obviously it's important to ask open-ended questions – powerful ones – throughout your entire speech. They should be strategically placed.

But it's also important to take something out of your story or speech, put it into your audience's life, and ask them about it.

When you make your audience reflect, you have the greatest effect. So I ask you, when you get into your next story, what can you take out of that speech, put into your audience's life, and ask them about? Reflect on that.

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*



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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*