



Keep your audience on the Edge of their Seats!

Speak to One, but Look to All

Would you like to feel a greater, deeper connection with your audience than you've ever felt? I can guarantee you that this week's speaking tip will do that for you.

It's a slight edge principle, which means it's a slight change in the way you do things, but over time it creates a significant difference in the impact of your speech.

Oh my gosh, I can't emphasize this enough. It's one of the most common mistakes speakers make. And let me say this to you before I describe it with a live example. If you don't do this, will it kill your speech? Absolutely not. Your speech can still be good. But if you do follow this advice, it will put you way ahead of the pack when it comes to making a connection.

So are you ready? I think it's best for you to listen to a short live clip of me demonstrating this speaking principle, and then you'll hear from me again at the end of the audio.

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What I want you to do is I want you to look out on this audience, pretend they're yours, and I want you to find out how many of them have ever been to Baltimore, so you have to do it pretty loud. Ask them the question.

[audience member: "How many of you have ever been to Baltimore?"]

Okay, now stop. Very good. Now understand this. This is what I call a slight edge principle. Here's what I can promise you about this. You'll connect deeper to your



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audiences than you've ever felt before if you carry this principle throughout your speech.

It's a slight edge principle, a slight change in the way you do things, that makes a significant difference in the impact you'll have on how your audience feels.

When your audience members leave your speech, hopefully at the end [audience laughing], do you want them to leave thinking, "Whoa, I really felt like I was part of a group," or do you want them to leave thinking, "Wow, Olympia was speaking directly to me!" What do you want? A or B?

[audience: "B!"]

How many people did Olympia just speak to? All of us. How many should she speak to? One. So how can Olympia rephrase what she just said to make it feel like she's speaking to one person rather than 200?

"Have you ever been to Baltimore? Can you imagine....? Should you... Could you...."
– singular. Here's the key. Write this down. Speak to one, but look to all.

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Welcome back. Now you might say, "Craig, what's the big deal about how to ask a question?" Well see, that's just it. It's not just about asking a question. This issue of speaking to too many people manifests in many ways.

Have you ever heard a speaker say, "Now some of you might be thinking..." Well, guess what, there is no "some of you." There's only you. It should be, "Now you might be thinking." Speak to one.



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Have you ever heard a speaker say, “Many of you have probably heard this before...” Well, guess what. There is no “many of you.” There’s only you. It should be, “You’ve probably heard this before...” Speak to one.

Now I know I’m beating a dead horse with these examples, but let’s just give one more so that this mistake doesn’t cost you your deep connection. Have you ever heard a speaker say, “I want to thank each and every one of you...” You probably know where I’m going with this, but there is no “each and every one of you.” There’s only you. It should be, “I want to thank you.” Speak to one but look to all.

Now if you speak to one but look to all throughout your entire speech, believe me, you’ll surprise yourself with how heartfelt and how deep your connection with your audience will be.

And there’s a way to test this as well. You want a quick way to always check to see if you’re speaking to one but looking to all? Use what I call the hallway test. If you were walking past one person in the hallway, would you stop and say to him, “I want to thank each and every one of you for being here.”

No, because if you did, chances are that person would look at you and say, “Hey buddy, I’m one person. Who else are you talking to?” That’s your test. If your statement or question passes the hallway test, you’re free to take it to the stage.

So thank you for being here this week. I’ll see you next week. Until then, 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*