



Craig Valentine's
52 Speaking Tips

Keep your audience on the Edge of their Seats!

Match and Move

Have you ever seen a laid-back audience that was kind of quiet, and then all of a sudden the speaker is introduced and the speaker comes out and says, “Hey, everybody! It’s great to be here! How ya doin’! How ya feelin’! Let’s get ready! Are you ready?”

What happens to that audience? They’re probably thinking, “Where in the world is the nearest exit?”

Why does this happen? It’s because the audience was on one level and the speaker was on another one.

I’ve also seen the opposite. Maybe you’ve seen this too. Have you ever seen a quite lively audience, I mean really fired up and ready to go, and the speaker comes out and says, “Well...I’m...glad to...be here...and...I...um...I just can’t wait...well, I can’t wait to get started.”

Again, the audience is thinking, “Where’s the nearest exit?” and this happened because the audience is on one level and the speaker is on a different one.

By level, what do I mean? I’m talking about the all important E word, the most underrated word in public speaking: Energy. You must match the energy of your audience, and then move the audience to your energy level. In other words, you have to meet them where they are, not where you are.

If the audience is laid back, you need to come out a little bit more laid back and connect with them there. The speaker who comes out fired up when the audience



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is burned out will be mentally caught in the flames. But if that speaker came out and matched the energy level of the audience and connected with them where they are, that same speaker would then be able to move their audience wherever he or she wants them to go. That's how you connect immediately with your audience.

For example, sometimes when I have a more laid-back audience I'll approach the microphone and simply say, "When I was in prison...visiting, an inmate came up after one of my presentations, and he said to me..."

Now I start that story in a very low key way and meet them where they are. I get them laughing and I get them engaged at their energy level. And then within just a few short minutes I can take them higher, to a more energetic level and a more energetic pace. That's the key to connect. You've got to connect first where they are.

Here's the question. You might ask, "Craig, how do you know where the audience is?" Good question. You can tell the audience's energy level before you begin by doing a few things.

First, watch how they are with anyone who happens to speak before you. For me, this is often the vice president or some kind of corporate executive who speaks and then introduces me. So I've got my barometer up. I'm feeling that out.

Second, test your audience with your introduction. My good friend Darren Lecroix has some humor written in his introduction. When his introducer reads it, Darren can gauge the energy level of the audience by how the audience responded to the humor he had in his introduction. So that's another very good tool.

Third, just feel it. Just feel it. When you sit in an audience, you can no doubt feel the energy, right? That's why it's important not to show up right before you



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speaking, but to be there for awhile and be in the audience, feeling what they're feeling, because that helps you match the energy level.

So do those three things –

- Watch how they are with someone who speaks before you
- Test your audience with your introduction, and
- Just feel it. Be there for awhile with them.

And if you match and move, it won't take you long at all to make a connection that you'll deepen throughout the rest of your speech. Match and move.

Talk to you next week. Until then – remember, 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*