



Craig Valentine's
52 Speaking Tips

Keep your audience on the Edge of their Seats!

Use the BOB Approach for Handouts

Did you know there's a way to get your audience excited about what you're going to say, before you or your introducer even starts to speak? It involves something you can do with your handouts that most speakers neglect to do. I call it the BOB approach, which stands for Build on Benefits.

When your audience looks at the handout that they receive before you begin speaking, they'll start judging the importance of your presentation from that. Oh, yes, they will! That's why it's important to make the benefits stand out in your handout.

For example, I have a workshop called, "How to Keep Your Audience on the Edge of Their Seats." It has a handout that you'll see in this week's PDF download. You might have even seen it before. By the way, don't download it yet, because you don't want to stop the audio, but make sure you look at it afterwards.

A benefit answers the audience's question of "What's in it for me?" As you can see, the title of my program is a benefit – it lets the audience know that they'll be able to keep their audiences on the edge of their seats. That's why I titled the program in that way. That's what's in it for them. So far, so good.

Then, as you get to the handout, you'll get to the three sections of it.

Section One is entitled "How To Breathe Life Into Your Speech." That's a benefit, right? That's what's in it for my audience. They want to know how to breathe life into their speech.



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Section Two is entitled, “How To Bring The Audience To You.” That’s a benefit, right? That’s what’s in it for them. They want to be able to bring the audience to them and keep them engaged.

Section Three is entitled, “How To Build A Message That Sticks.” That’s a benefit, right? That’s what’s in it for them.

By building my entire handout around benefits, guess what it does? It ensures that my speech will be about my audience and be valuable for them. The whole thing is built on benefits. Plus, when my audience members sit down and scan through the handout, they see several reasons why they should be excited to be in that audience on that day. Contrast this with a lot of other handouts that simply offer ‘fill in the blanks’ for the audience.

By the way, this brings me to another point. Audiences are not in the second grade. They deserve space to write down their own thoughts, rather than just listening and memorizing ours.

I actually learned this from the late great Charlie ‘Tremendous’ Jones, after I had the wonderful pleasure of sharing the stage with him in Pennsylvania. I’ll never forget what he said. “We should not get our audiences to listen and memorize. We should get them to think and realize.”

Oh my goodness, how this has changed my speaking! He said, “While we’re speaking, they should be thinking about how they’re going to apply the information in their own lives.”

Filling in the blanks doesn’t accomplish that. Instead, that’s just a tool to make sure they’re listening. We want a tool to make sure they’re realizing and applying, and that’s done through giving them space to write down their own thoughts.



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Plus, as one of my audience members said, “Craig, people like me like to mind map their thoughts nowadays.” So it’s important to give them the space to do that as well.

When you look at my handout you might say, “Well, Craig, this is really simple though. I mean, there’s nothing but these benefit laden statements or headings, and then a bunch of space!”

Exactly. And let me tell you, in that space my audience can realize life-changing applications, and that’s much more satisfying than filling in a blank.

That’s it for this week. Until next week, remember – keep speaking up!



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How to Keep Your Audiences on the Edge of Their Seats!

*"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**

A. *Breathe Life into your Speech*

1. _____
2. _____
3. _____

B. *Bring your Audience to You*

1. _____
2. _____
3. _____



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C. Build a Message that Sticks

1. _____
2. _____
3. _____



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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*