



Keep your audience on the Edge of their Seats!

Give one exact next step

If you remember the statement you're about to hear, and you heed it, you'll not only make a significant difference in many people's lives, but you'll also get paid very well for it. Ready? Here it goes:

"A confused mind says No, but a clear mind says Go."

Here's a rule that will pay off in droves for you, and it's based on the statement you just heard. With every speech you give, make sure you also give one exact next step for your audience members to take immediately afterward, and this next step should involve you in some way.

What are some of these next steps? It could be to sign up for your free toolkit or newsletter, to purchase a product from you, to reach out to you for coaching, to visit your blog, to add you as a friend on Facebook, to follow you on Twitter, or to get Linked In with you. Whatever it is, just make sure you have one.

I'll give an example. You may very well have ended up on the www.52SpeakingTips.com website because you saw me give a presentation and heard me say something like this: "Raise your hand if, a year from now, you'd like to be three times the speaker you are today. Great! Then you'll see that I have this new program called 52SpeakingTips.com." And that's how you might have signed up.

Notice, I led with the benefit of taking the next step, i.e., "You'll be three times the speaker you are today, a year from now." And then I followed with the feature, "52 Speaking Tips."



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You always want to lead with the compelling reason or benefit first and then follow with the feature.

But here's the key. Most speakers give lots of options of what you should do next after the presentation, or they don't give any options at all. But if they give lots of options, they'll say things like, "You can get this, and you can get that, but if you're in this type of situation you might want this or you might want that." That's too much. Remember: a confused mind says no.

So the key is to give one option per speech, one next step per speech.

If I give two speeches per conference, I might promote the 52SpeakingTips.com as the next step for one speech, and I might promote my storytelling home study course as the next step for another speech. If I'm doing management, I'll do two completely different next steps.

Why? Again, because a confused mind says no and a clear mind says go. I try to keep it as simple and clear as possible.

Plus - and here's the real key - when you give only one exact next step per speech, you get to use that entire speech, from word one, to build the case for taking that next step. Everything you say can be designed to get your audience to take that next step.

But when you offer more than one next step per speech, you dilute the message, and you can't make your case as well. Make sense?

So here are the three keys to offering your next step:

- Back your way into it. First figure out what that exact next step should be.



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- Create a message that builds the case, from the very first word all the way to the end, for taking that specific next step.
- Refuse the temptation to include more than one option.

When you use this process, you will end up with a much higher conversion rate than most speakers.

That's it for this week. Until next week – 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*