



Keep your audience on the Edge of their Seats!

Create a mess and then a message

You can't create a message without first creating a mess. I can't tell you how important this is to understand for your creative process. When putting a speech together, you need to start by creating a mess.

This means you'll have much more material than you need about your topic. You'll have material that you'll never use, and yes, it will resemble a mess. However, that's where you'll find the message. In fact, if you split up the word 'message,' it's just a mess – with age. It means you start with a mess and over time it becomes a message.

Now what negligent speakers do is they try to jump straight from scratch into their message. The problem with this is they'll leave out very important things and they won't say their message as clearly and as creatively as they would if they were willing to go through the mess to get there.

For example, I have a story about taking my six-month-old daughter, Torrey, to her doctor's appointment. When I first started creating that story, that story was about 14 minutes long. That's when it was in complete mess form. As I worked and worked and chiseled and chiseled and tested and tweaked and turned it into what it is today, the story is barely more than three minutes long. But it took the 14 minutes to get to the three minutes. It took the mess to get to the message. Your message is on the far side of your mess.

Now I know I missed the nuts and bolts, and you're used to hearing steps like step one, step two, step three for techniques. However, this theory is just so important to understand, it deserved its own week in the 52SpeakingTips.com. So here's



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what you might want to do to make this theory practical, and make it work for you.

1. Write down all your ideas related to the topic you're speaking about.

I've done this whenever I started to create a new program, whether it's one hour or two days, for a certain topic. Write down all the ideas you can ever think of related to that topic.

2. Just start speaking extemporaneously on those ideas to see where they take you, to see what seems to make its way to the forefront of your message. Test it out on audiences - formal and informal audiences.

One of the best ways to test is in normal conversation. See if your story or your analogy or your thoughts cause a reaction and make people want to hear more.

3. Use the formulas you picked up in the 52SpeakingTips.com or in my *Storytelling Home Study Course*, or my *Create Your Killer Keynote* home study course.

Use these frameworks, these templates. Believe me; they'll do wonders for taking your story from a mess to a message.

4. Fine tune it forever.

The process of fine tuning never stops. I don't care if you've been telling a story for three years or five years; you might find a way to take another word out of it. Fine tune it forever.



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That's it for this week. Remember: Don't create a message without first creating a mess. 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 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*