

Craig Valentine's 52 Speaking Tips

Keep your audience on the Edge of their Seats!

The PARTS Formula

Today, content is king. Whether online or in person, content is king. And if you want to be known as a content-rich speaker, the PARTS formula will get you there. If you want to make you audiences T.A.L.L. – Think, Act, Laugh and Learn – the PARTS formula is the way to go.

You've picked up some of these principles along the way of the 52 Speaking Tips, but now you're going to see how they all fit together.

For every point you make in your speech, you should check it up against this PARTS formula. Make sure the PARTS are there. It's an acronym. Here it is:

P = Phrase

This is your foundational phrase. It should be fewer than 10 words and of course it should summarize, in a memorable way, your main point.

For example, in one of my modules I use "Your dream is not for sale" as the foundational phrase. This phrase is the barometer. It decides what I keep in and what I keep out of that point.

Same thing for you. You might have something you really want to get across, but guess what? If it doesn't support your foundational phrase, then you should leave it out of making that point. You can possibly put it in when making a different point. Your phrase determines what stays. So P = Phrase.

A = Anchor

© 2009 The Communication Factory, LLC

As you know, an anchor is anything that gets you or your audience to remember the point. The most important anchor you can use is a story. When people remember the story, they remember the point.

You've already learned about the 4 As for Anchors – Anecdotes, Activities, Acronyms and Analogies. Just make sure that every point you make is illustrated by an anchor. Otherwise, it will be forgettable.

To support "Your dream is not for sale," that foundational phrase that I use, I use a story or an anecdote as my anchor.

Make sure that you have an anchor and a point, and then another anchor and a point, and then another anchor and a point, and then another anchor and a point. Don't use an anchor and then a point, point, point. You got that before.

R = Reflection

How will you get your audience to reflect on their own situations? Most speakers have you think about the speaker's situation, but the best speakers get you to think about your own situation.

For example, during my "Your dream is not for sale" message, since we can stick with that, I say, "Sometimes the enemy of the best is the good. So let me ask you: as a manager right now, are you too good to be great?" I also say, "What good thing is standing in the way of your best?"

So often what connects with your audience is not what you say, but what they say to themselves when you're speaking. This is something that most speakers give absolutely no thought to: How will you make them reflect? So R = reflection.

© 2009 The Communication Factory, LLC

T = Technique

Technique is what the T stands for. In this case, I'm defining a technique as something tangible that they can do.

You picked this up in another speaking tip, but put it all together. I want you to think of Dale Carnegie. What do you think? What do you remember? See, he's still touching my life whenever I use somebody's name in a sentence when I talk to them. That was a technique. That was a tangible thing that he gave us to do.

Most speakers get their audience members fired up with theory, only to have the flame burn out because there's no way for the audience to keep it burning. You've got to give them a technique, or a few techniques per point, and allow them to throw the logs on the fire and stay fired up.

Plus, it makes you come across as a very content-rich speaker, because the audience leaves fulfilled and really filled up with content. T = technique.

S = Sale

Your audience needs to know what happens when they act on your message and what happens when they don't. Again, you know you can apply the back-to-back If/Then statements.

For example, "If you're holding a grudge, then that grudge is also holding you. It's holding you back from everything you're supposed to be in life, and there's only one way to break its grasp. If you forgive those who have wronged you, then you'll be free to walk right into the life you've imagined."

© 2009 The Communication Factory, LLC

There you have it. For every point you make in your speech, check it up against the PARTS formula, and if you do, you'll be the kind of speaker others will line up and sign up to see. What do you think about that?

That's it for this week! Until next week, the final week, remember – please keep speaking up!

© 2009 The Communication Factory, LLC



Craig Valentine's 52 Speaking Tips

Keep your audience on the Edge of their Seats!

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

© 2009 The Communication Factory, LLC



Craig Valentine's
52 Speaking Tips
Keep your audience 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.**

- ***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**

© 2009 The Communication Factory, LLC