

THE PUBLIC SPEAKING TIPS CHECKLIST

50 Ways to Make Your
Presentations Better



TIM DAVID

- Do you include at least one story? Personal stories are always better than 3rd party stories.
- Do you use humor? Are you sure it's funny? (Can be jokes, quotes, funny stories, or even funny photos or videos)
- Do you include any self-deprecating humor? (You should. Seriously. I've seen you.)
- Is your introduction focused on the audience's wants, needs, and desires?
- Does your introduction make the rest of your speech seem like it is irresistible, "must-hear" material?
- Do you state a problem early on that everyone can relate to?
- Do you come across as a "sage from the sage" or a "guide from the side"? Audiences prefer guides to sages.
- Is your audience likely to experience a variety of emotions during your talk? They should.
- Is there at least one memorable quote or one-liner that drives home your message?
- Are you showcasing your personality?
- Do you build trust and rapport with your audience?
- Is there a crystal-clear call-to-action of some kind? Does the audience know exactly what you want them to think or do?

- Do you give the audience an opportunity to follow up with you later for more information? (Email list, Twitter, etc.)
- Are ALL of your supporting materials (slides, handouts, illustrations, visual aids, etc.) absolutely necessary?
- Have you considered the fact that half of your audience is blind and half are deaf?
- Are you appealing to multiple learning styles?
- What would make you want to be sitting in your audience? Are those elements included?
- Do you have a “mess, quest, success” story?
- Are you incorporating audience interaction?
- Do you establish “yes momentum”?
- Do you “wind up” right before delivering a key point?
(Example: “Most people miss this KEY point. In fact, this will absolutely make the difference between success and failure for you.”)
- Is there a strong, well-rehearsed closing?
- Is your tone casual and conversational? (Think of your talk not as a “one to three hundred” address, but rather as a “one to one, times three hundred” interaction. Imagine you’re conversing with a friend over a beer. If you’re writing your speech, then write like you talk.)
- Do you address the audience’s skepticism?

- Do you use a formula such as “Problem, Agitate, Solve”?
- Do you use open loops to maintain engagement? (Example: Start a story, get sidetracked with a point, then finish it later.)
- Does the first sentence compel the listener to pay attention to the second, the second the third, and so on?
- Are your transitions smooth and natural, or are they forced?
- Can your speech be understood by the average fifth grader? (Leave the big words and techno-jargon at home unless you’re speaking to a niche, savvy group.)
- Have you incorporated rhetorical questions to engage the audience’s minds? Or are you simply throwing statements at them?
- Are you saying “we,” “our,” and “you” more often than “I” and “me”?
- Can anything be taken away without diminishing the impact of your speech?
- Are you trying to teach too much information?
- Can you use an acronym to organize the structure of your talk and make your content more memorable?
- Are you planning on “winging” anything when you get on stage or is your speech 100% prepared?

- Do you require any A/V? Are you prepared to deliver your speech anyway even if all that goes caput? Will it still be good?
- Is your speech authentically YOU?
- Are you plagiarizing anyone? If so, STOP! Be original.
- Is there a clear action step that your audience members can take IMMEDIATELY after hearing you speak (or during)?
- Are you casually mentioning your other products and/or services?
- Are people likely to personally relate to at least one element in your speech? Does your speech “resonate” with the average listener?
- Are there actionable, memorable takeaways?
- Do you provide real-life examples of the points you’re making?
- Do you tell the audience WHY they should listen to you or care about your topic?
- Do you include any proof that what you teach works? Case studies, testimonials, success stories?
- Do you warn your audience about the common myths, misconceptions, and mistakes that most people make?

- Do you teach the audience to associate specific gestures to learning points? (For example, a hand motion that means “leverage”.)
- Do you thank and/or praise the person who hired you?
- Do you utilize repetition and rhyme to make your points more memorable?
- Do you include metaphors or analogies to bolster points?

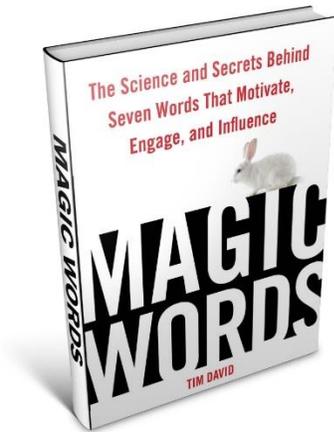


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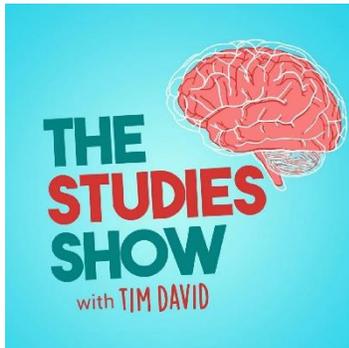
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Fans of Dr. Robert Cialdini, Daniel Pink, and Malcolm Gladwell will enjoy this in-depth look at the often surprising magic behind how words can inspire and influence others. By exploring seven "magic words," Tim David explains the important psychology behind how what we say affects those around us in business and in life. Full of startling scientific research, humorous anecdotes, and word-for-word scripts, this book will help you be a better leader, salesperson, or parent. Highly recommended.

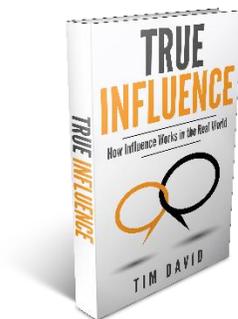
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ABOUT TIM DAVID:



Tim David is an ex-magician turned author, speaker, and podcast host. He is a regular contributor to PsychologyToday.com and the Huffington Post and his work has been featured in the New York Times, Forbes, Inc., Investor's Business Daily, Harvard Business Review, the Today Show, and hundreds of other media outlets around the world.

He is obsessed with the human mind and a self-professed psychology nerd and neuroscience addict. He believes that being good at people is the most important influence skill in business and in life because with more understanding, comes more human connection.

And yes, having two first names can be awfully confusing. He'll forgive you if you call him David.

Get his "short but awesome" emails at: www.GoodAtPeople.com