

SpeakWell Partners  
Presents

Five Ways to  
**WOW**  
Your Audience



# Dear Valentine...we ♥ you!

Our way of showing it is to give you this ebook that we made just for you.

If you love us back, you'll read it and then go out and make your next presentation so good that it results in a promotion! Here's what's in store:

1. Start with the “why”
2. Commit to a process
3. Push your creativity
4. Take up space
5. Think like an athlete





# 1

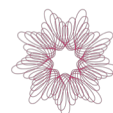
Start with the “why”

What keeps them up at night?  
How familiar are they with my topic?  
What problem do they want me to solve?  
What information do they need?  
What do they hope to walk away with?


## Here’s the secret:

it’s not about you.  
It’s about your audience.

The answer to why you are giving a presentation lies in the needs, wants, and hopes of your particular audience. Start your preparation process by answering the questions on the left. Not only will your preparation time be more productive, but the connection you make with your audience will be much stronger.







*Life is either a  
daring adventure  
or nothing at all.*

- Helen Keller



Would you pay \$1,000 for a Hamilton ticket if you knew the lead actors had skipped every rehearsal? Of course not. The same quality standard should apply to business presentations.

When we ask clients to describe their rehearsal process they'll often say,

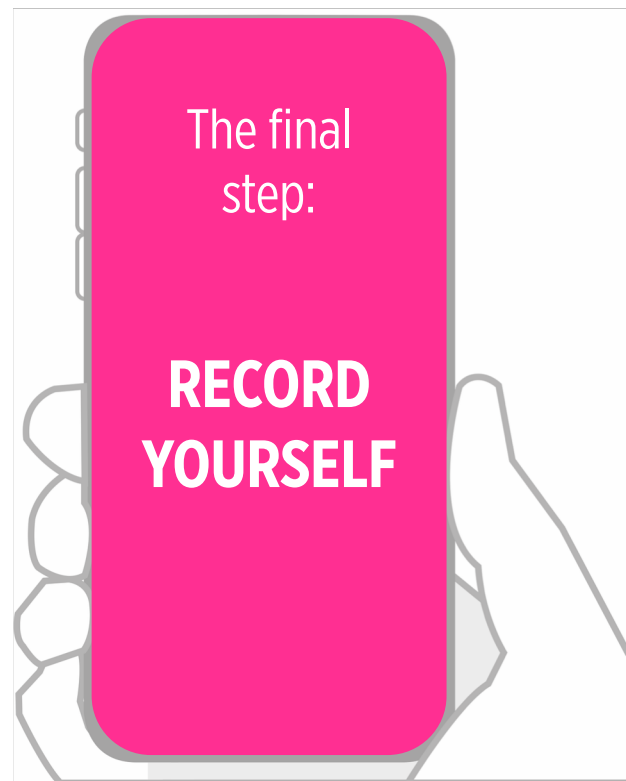
**"I rehearse in my head."**

[Cue sound of "wrong answer" buzzer]

We know what "rehearsing in your head" means for the audience: verbal delivery riddled with ums and ahs, meandering thoughts, and a presenter who uses their PowerPoint slides as a teleprompter.

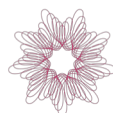
"Rehearsing in your head" is not a rehearsal. Factor in the time to speak out loud to a mirror, a wall, your pet, or your significant other. More than once.

Practice pays big dividends.



# 2

**Commit  
to a  
process**





**Give me six hours to  
chop down a tree and  
I will spend four  
sharpening the axe.**

- Abraham Lincoln

## Push Your Creativity



**The brain loves novelty.**

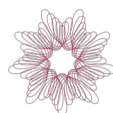
We are likely to remember something different or unusual, and we're able to recall it weeks later. So, if you want to make an impression on your audience, break the monotony.

The first step is to stop thinking *presentation*, and start thinking *performance*.


When your creative energy starts to fire, that's the moment when you are willing to take risks and step out of your comfort zone. It's the moment in our speaker prep sessions when we see the client get really excited about their speaking opportunity.

Is it a prop? Is it emotion? A story? An image rather than text? Meaningful eye contact?

There are 100 ways to step up and stand out.







**If you work with us,  
we will ask you**  
(with peace and love)  
**to get rid of  
your bulleted lists.**

- Barbara and Charlotte

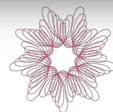
# 4

## Take up space

In Tip #1, we said, “It’s not about you; it’s about your audience.”

Well, now in Tip #4, it is about you.

How do you want to show up?







*Nothing will work  
unless you do.*

- Maya Angelou

What comes to mind when you think of the following people:  
Michael Phelps, Serena Williams, Tom Brady, Mia Hamm.

Possible answers: powerful, inspiring, talented, successful, dedicated, etc.

Presenters can take a cue from athletes. It starts with visualizing success. There is a direct relationship between how vivid your desired goal is and how you ultimately perform. Don't settle for a vague or blurry goal. And never settle for *"I just want to get through it."*

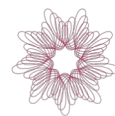
Get specific, write it down, share it with a colleague until it becomes crystal clear.

Next, complete the final phase of preparation by making sure you are rested, hydrated, nourished, and focused.


What changes can you make to ensure your success?

Think like an athlete

5







**Don't be a 'dime a dozen'...  
Go after it...be unique.  
People are looking to see  
what sets you apart."**

- Mia Hamm

## Love our gift? There's more!

1. Join our next [SheSpeaks](#) on April 4th
2. Bring us to your workplace to run our [Speaker Bootcamp](#)
3. Sign up for our [Newsletter](#)
4. Send us an email at [partners@speakwellpartners.com](mailto:partners@speakwellpartners.com)



Barbara & Charlotte

