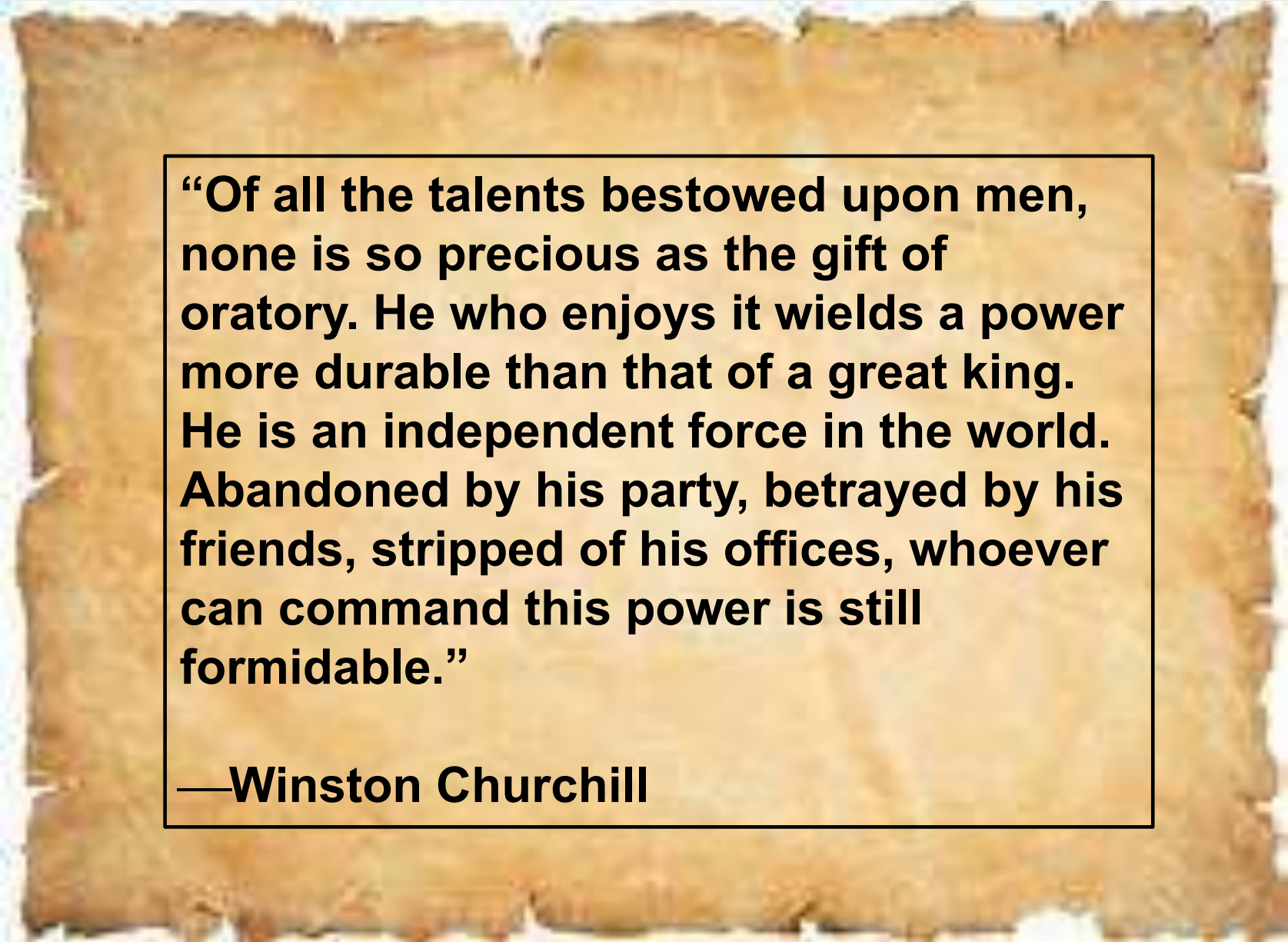


MAKING SUCCESSFUL PRESENTATIONS

**HOW TO WRITE AND DELIVER SPEECHES,
WEBINARS, AND OTHER TALKS YOUR
AUDIENCES WILL LOVE**

Presented by
Robert W. Bly
www.bly.com



**“Of all the talents bestowed upon men,
none is so precious as the gift of
oratory. He who enjoys it wields a power
more durable than that of a great king.
He is an independent force in the world.
Abandoned by his party, betrayed by his
friends, stripped of his offices, whoever
can command this power is still
formidable.”**

—Winston Churchill

Know Your Audience

- Why has the audience been brought together?
- What do the members of the audience have in common?
- How big an audience will it be?
- What do they know, and what do they need to know?
- Do they expect discussion about a specific subject and, if so, what?
- What is the audience's attitude and knowledge about the subject of your talk?
- What is their attitude toward you as the speaker?
- Why are they interested in your topic?

6 QUESTIONS TO ASK ABOUT YOUR AUDIENCE

1. Are they friendly, pleasant, and welcoming or hostile, unfriendly, and argumentative?
2. Where do they stand on your topic? Neutral and unbiased, or in opposition to your position?
3. On the topic you're spotlighting, are they well informed or ill informed?
4. What is their education level? High school dropouts or college graduates?
5. What jobs do they have? High or low income? Affluent, middle class, poor?
6. What is their culture and background? Big city or small town? What about their politics?

—Marilyn Pincus, Boost Your Presentation IQ

Openings

“Sadly, in the next 18 minutes when I do our chat, four Americans that are alive will be dead from the food that they eat.”

--James Oliver

“Okay, now I don’t want to alarm anybody in this room, but it’s just come to my attention that the person to your right is a liar. (Laughter) Also, the person to your left is a liar. Also the person sitting in your very seats is a liar. We’re all liars.”

--Pamela Meyer

““I’m a gamer, so I like to have goals. I like special missions and secret objectives. So here’s my special mission for this talk: I’m going to try to increase the life span of every single person in this room by seven and a half minutes.”

--Jane McGonigal

“One useful thing you can do with an old person, in addition to borrowing money from them, or asking them to do one of their old-time ‘dances,’ so you can watch, while laughing, is ask: ‘Looking back, what do you regret?’ And they’ll tell you. Sometimes, as you know, they’ll tell you even if you haven’t asked. Sometimes, even when you’ve specifically requested they *not* tell you, they’ll tell you.

--George Saunders

“Um, in fact, I intend to give what I am sure will be the most solipsistic talk ever at a Google Zeitgeist. I simply want to talk about why on earth I decided to, uh, say yes and come here.”

--Malcom Gladwell

“But here’s the thing about self-comparison: in addition to making you vacate your own experience, your own soul, your own life, it breeds in its extreme a kind of resignation. When we are constantly comparing ourselves to other people and feeling like there is something available to those with a **certain** existential advantage, but not available to us — we come to feel helpless

--Maria Popora

"Today, we gather to celebrate an extraordinary milestone... This is not an ending, but a commencement—a word which itself means a beginning or start. You stand on the threshold of the rest of your lives, the ink of your narratives ready to fill the pages of the world."

—Frank Joseph

"I'm a reporter so I won't bury the lead. Your country needs you. The country that has given you so much is calling you, the Class of 2025. The country needs you, and it needs you today."

—Scott Pelley

"Purpose is an essential element of you. It is the reason you are on the planet at this particular time in history. Your very existence is wrapped up in the things you are here to fulfill. Whatever you choose for a career path, remember, the struggles along the way are only meant to shape you for your purpose."

—Chadwick Baseman

"Dreams are lovely. But they are just dreams. Fleeting, ephemeral, pretty. But dreams do not come true just because you dream them. It's hard work that makes things happen. It's hard work that creates change"

--Shonda Rhimes

<https://www.bestcolleges.com/news/analysis/2022/04/08/10-great-college-commencement-speeches/>

The SAP Formula for Public Speaking

SAP (subject, audience, and purpose) is a quick and handy formula that speakers, writers, and other content providers can use when preparing to deliver information in any form.

- Subject: the topic on which you speak. Define it as clearly, specifically, and narrowly as possible (e.g., "safe handling of compressed gas cylinders" instead of "plant safety").
- Audience: who you will be speaking to, including the demographics, education, background, and interest (or lack of interest) in your topic as discussed earlier in this chapter.
- Purpose: the objective of the presentation—what you or the meeting planner want to happen as a result of the attendees hearing your talk.

SEVEN TIPS FOR BETTER SPEECHES

Show

Show your connection to the place at which you're speaking.

Ask

Ask a key question and then answer it.

Give

Give the audience a quiz.

Wow

Wow them with an amazing fact.

Throw

Throw one funny item into a list of serious points.

Tell

Tell a vivid story from your experience.

Start

Start with something shocking

—Philip Theibert, *How to Give a Damn Good Speech*

On the Podium

It help's one's nerves to pick out three or four people in the audience—preferably in different sectors so that the speaker is apparently giving attention to the entire room—on whom to focus.

How Questions Help

A question period at the end of a speech is a good notion. A technical talk or an informative speech can be enlivened with a question period.

The Crowd

The larger the crowd, the easier it is to speak, because the response is multiplied and increased.

Stage Fright?

Very few speakers escape the so-called “butterflies.” There does not seem to be any cure for them, except to realize that they are beneficial rather than harmful. The tension usually means that the speaker, being keyed up, will do a better job.

Source: George Plimpton, How to Make a Speech”

Smooth Transitions

Use these transitional phrases to ensure a smooth flow in your talk from point to point.

Why should this matter?	The next thing I want to cover
To begin with	For instance
For example	On the other hand
By comparison	Let's take a closer look
Even more important	Most important
Therefore	Here's another key point
Well	Now, let's talk about
What's more	Here's another thing to consider

Takeda Chemical Industries is the world's second-largest manufacturer of ascorbic acid. But we're second to none when it comes to dependable delivery of high-quality products. Excellence has been a tradition at Takeda for more than 200 years.

Takeda began in 1781 as a retail drug store in Osaka, Japan. Today, we're Japan's largest pharmaceutical manufacturer, with offices throughout Japan, and affiliate companies throughout Europe, America, and Asia..

Seven Takeda factories operate round-the-clock, producing chemicals, drugs, medicines, and other products designed to enhance people's health and well being. And, our eleven-hundred research scientists are continually looking for new and better products to treat disease and maintain health.

For more than thirty years, Takeda Chemical has supplied American food and pharmaceutical manufacturers with ascorbic acid. For example, C-97, our directly compressible ascorbic acid, is used in both multivitamin and Vitamin C tablets.

Management Issues

Introduction

I'm here today to give you some advice on how to pick the right computer security system for your organization and on how to install a security system and get it working. We won't dwell on the technical bits and bytes, but instead, we'll talk about management issues—*the* things you should consider, the decisions you'll have to make, and how deeply should management get involved.

I'll assume you already recognize the need for better computer security in your organization—otherwise you wouldn't be here. And that need has never been as great- as it is today, thanks to some major changes in the way we use our computers.

One of these changes is the industry trend of giving everyone immediate access to data. Historically, all of your data was entered into the system by professional keypunch operators, who checked and cross-checked to make sure it was right.

Now, just about every user—DP pros and non-DP people—is entering, changing, and has access to data and files. As a result, there's no *control* over input or output, and no way to keep track of changes or tampering with the data base.

Source: Planning and Implementing a Security Package, by Greg Hagopian

Pre-Program Questionnaire

This questionnaire is designed to help tailor our seminar to the specific needs, interests, and background of the audience.

Please answer each question as best you can and return this form to our office. Thanks!

1. Program you would like us to present for you:

☐ Effective technical writing

☐ Effective business writing

☐ How to write copy that sells

☐ How to use direct mail to generate more leads and sales

☐ Selling your services

☐ Successful selling

☐ Keeping clients and customers satisfied

☐ 14 ways to sell any product or service in a recession

☐ Other:_____

2. Tell us a little more about the group.

Number of people who will be in the audience:

Average age:_____

Male/female ratio: _____

Annual personal income [if relevant]: _____

Educational level: _____

Average number of years with company or organization: _____

Job titles/functions of people in the audience: _____

(1) _____

(2) _____

(3) _____

3. Which of the following best describes the attitude of the majority of your audience toward our upcoming training session?

☐ Very eager and enthusiastic—really looking forward to it

☐ Somewhat eager and enthusiastic—if perhaps a tad skeptical about our ability to deliver something they can use

☐ Neutral—neither enthusiastic nor skeptical—their attitude is "show-me"

☐ Not terribly interested but not unhappy about going

☐ Hostile, bored, or both—don't want to go and are being forced to by supervisor or manager

☐ Smug---think they already "know it all"

☐ Other: _____

4. How well educated is the audience in the topic of the seminar?

☐ They're all experts—the presentation should be advanced and on a high level

☐ They're fairly knowledgeable but recognize there's always more to learn and room for improvement

☐ They have some knowledge of the topic but haven't been exposed to it that much

☐ They're novices and require a strong education in the fundamentals

☐ Other: _____

5. What are the three most pressing challenges or problems faced by the members of your group?

(1) _____

(2) _____

(3) _____

6. Which professional speakers have you previously used to present programs on my topic?

(1) _____

(2) _____

(3) _____

7. Aside from #7 above, what are the three most significant events or trends to have occurred in your industry, or within your company or group, during the past year or so?

(1) _____

(2) _____

(3) _____

8. What are your specific objectives for our program? (e.g., what skills do you want your people to gain, what changes in attitude do you desire, what actions do you want them to take as a result of the training, etc.?)

(1) _____

(2) _____

(3) _____

9. What specific information, strategies, techniques, or topics in particular do you want to make sure I cover in the program?

(1) _____

(2) _____

(3) _____

Giving a Great Talk: How To Plan, Write and Give Winning Presentations

10. Are there any issues or topics that you want me to avoid during the program?

(1) _____

(2) _____

(3) _____

11. Have you any other suggestions or advice to help me make this program your best ever?

(1) _____

(2) _____

(3) _____

Instructions:

Please complete this form and mail it back to us at the address below:

Return to:

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VISUALS AND THEIR APPLICATIONS

Type of Visual	This Visual Shows
Photograph or drawing	What something looks like
Map	Where it is located
Diagram	How it works or is organized
Schematic	How it is assembled or put together
Graph	How much one variables changes as another variable is changing
Pie chart	Proportions and percentages
Bar chart	Comparison among quantities
Table	A body of data
Flow chart	Steps in a process



Thank you.

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