Presentations That Deliver Clients – Part II:

How to Develop and Deliver Highly Effective Presentations That'll WOW Your Audiences and Attract More Clients

Introduction

1. Follow up question: Who has applied something from our last session—and is willing to share that with us?

2. Quick Review. We started our last session by asking and answering three questions.

   a. Would you like to have a bigger book of business?
   b. Would you like to increase the number of people who perceive you to be an expert in your area of the law?
   c. Would you like to increase your hourly rate while, simultaneously, reducing fee resistance and negotiation?

3. The three main ways to establish expertise (meaning, "perceived," expertise).

   a. Writing (includes all Information Products)
   b. PR/Media
   c. Speaking

   "*An expert is someone who has their information in order.*" Nido Qubein

4. The Irreducible Minimum of a speaking strategy that delivers clients

   a. Secure the right engagements
   b. Develop the right content
   c. Deliver that content attractively
   d. Follow-up leads consistently

5. **Warning #1**: If you ever catch yourself thinking, "I know that!" be careful. Knowing alone is irrelevant. The only thing that matters is, "Am I doing that?" and if so, "Am I optimizing it?"

6. **Warning #2**: There's no one right way to do this. Therefore you want to pay attention to the principles and then filter them through your personality and situation.

III. Deliver That Content Attractively

Key question: Think back to every teacher you've ever had. If you were to use one word to describe them in aggregate, what one word would you use?

1. Think like a speaker

   a. You need to be an edutainer to be a great communicator these days

"People hire speakers because they make information come alive. They give it texture, color and character. They breathe life into words." Willie Jolley, CPAE

"What I've committed to in my life, continuously, is finding out what are the best strategies [for maximizing one's potential] and then sharing those strategies with people in a way that's entertaining." Tony Robbins

b. You need to <u>believe</u> deep down that what you have to share is the most important thing anyone in your audience could do with their time that day. Passion rules!
c. Audiences will forget your content, but they won't forget how you made them <u>feel</u>.
d. You need to expect the best of <u>yourself</u> (i.e. make sure you practice positive self-talk). If you're not confident in you and your material, your audiences will sniff it out fast.
e. You need to expect the best of your audience.
f. You need to remember that what you think is <u>obvious</u>, probably isn't to your audience

> *"To every fourth grader, a fifth grader is a god!"*

g. You can't <u>please</u> everyone
h. People buy from people they know, like and trust (i.e. likeability is not over-rated).
i. Even though your style will be influenced by your personality, you should always adjust it to fit the <u>role</u> you select and the situation you're facing.

2. Enhance your content to make it more attractive

a. Note: the following content enhancers are in addition to the ideas from last session (such as connecting with all four learning styles …Why? What? How? Now? Or arranging your material to make it easy to remember. Or focus you material on WIIFM. Etc.)

b. <u>Sweat</u> your illustrations (this is what people will remember). Experts tend to think that the content matters most. Listeners tend to think the stories matter most. So, here's the rule: Never make a point without an illustration!
    1. <u>Experience</u>
    2. History
    3. Testimonies/Results
    4. <u>Imagination</u> (Illustrating from the present)
    5. Current Events
    6. Sports and Business
    7. T.V. and Movies
    8. Nature
    9. Comic Strips
    10. Books and Magazines
    11. Observations
    12. Conversations
    13. Quotes
    14. Podcasts/mp3s/CDs (from other speakers—just give credit)
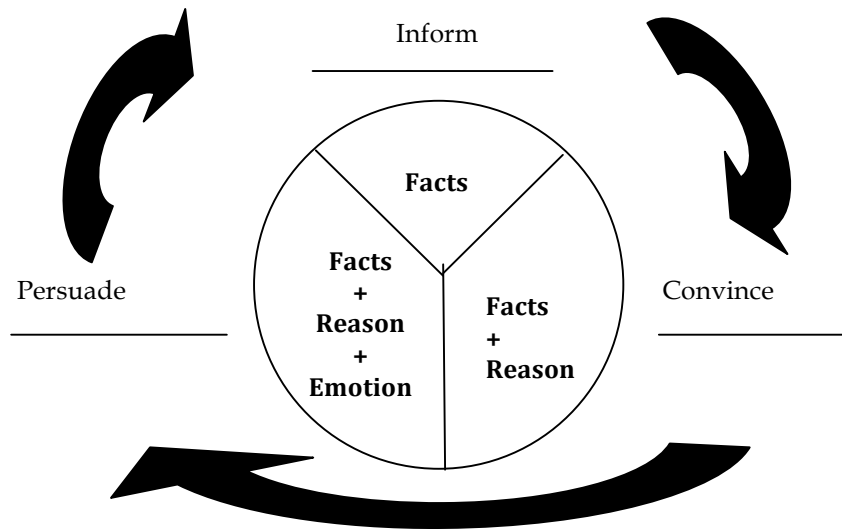   15. Internet (just be careful since everything you read hasn't been fact-checked)

16. Letters and Emails (file topically)
17. Comment Cards (file topically)

c. Avoid these illustration mistakes
   1. Choosing illustrations that don't fit <u>perfectly</u>
   2. Choosing common "well-known" illustrations
   3. Choosing illustrations that haven't been worked out ahead of time
   4. Adding in too much detail/material that's irrelevant to the point of the story
   5. Using <u>yourself</u> and your experience too much (or not enough)
   6. Making yourself the hero of most of your stories (people are usually moved more by people who are two steps in front of them, rather than twenty). Furthermore, most audiences prefer our mess-ups over our successes.
   7. Not nailing the purpose of the illustration with your audience (make the connection/point obvious)

d. Become a great <u>story teller</u>
   1. Know the story inside out so you don't have to look at your notes
   2. Add <u>details</u> to the story to make it more believable
   3. Remember Story-telling 101 - set the scene, introduce the characters, begin the journey, introduce the conflict, bring resolution.
   4. Add dialogue to make the story come alive
   5. Help people <u>imagine</u> being in the story
   6. Give people space to think and feel—especially if it's an emotional story.
   7. Add lots of vocal variety and physical motion to your story telling (when appropriate)

e. Spend time working on your <u>words</u> (and grammar)
   1. Take time to find the right words. The right word or phrase can change everything

      "The ability to express an idea is well nigh as important as the idea itself." Bernard Baruch

      "If words are to enter people's hearts and bear fruit, they must be the right words shaped to pass defenses and explode silently and effectually within their minds." J.B. Phillips

   2. Don't speak above your audience or use <u>jargon</u> (unless your audience is made up of fellow attorneys). Most people don't use legal terminology in their daily lives.
   3. Define words that some might not get ("In case you're unfamiliar, … means …)
   4. Use specific words (many > 2,000, a long time ago > 27 years ago)
   5. Refuse to say something that might intentionally be <u>offensive</u> to some (Note: I'm not talking about offensive ideas, but rather offensive language or statements or jokes)
   6. Make sure your grammar skills are on target. Few things will shoot you down faster, as a speaker, than using poor grammar (especially poor subject/verb agreement)
   7. Use words that communicate that you <u>feel</u> deeply about your audience and this subject. Remember, people buy on emotion and justify with facts.

8. Start with "we" language and move to "you" language.
9. Don't try to be "<u>hip</u>." Use language that fits you and your life. Be authentic.

    f. Use humor that fits you
1. The longer the joke, the funnier it has to be.
2. Don't <u>laugh</u> at your own jokes
3. Avoid puns (you don't want groans)
4. Audiences love self-effacing humor.
5. Don't set up a joke by announcing it.
6. It's harder to tell jokes in smaller environments.
7. Always <u>memorize</u> the punch line.
8. Deliver the punch line to one person.
9. Don't use unrelated humor (i.e. don't use jokes just to get a laugh).
10. Give people <u>time</u> to laugh. Don't rush the laugh.
11. Try impersonations (i.e. add different voices to your characters/text).
12. Avoid humor that might offend a segment of your audience (i.e. beware of blonde jokes, jokes that poke fun at other religions, etc.)
13. The best way to use a joke or humorous story is to use it to set up a serious point

    g. Use a variety of different teaching methods
1. Lecture
2. Questions or Q&A
3. <u>Demonstration</u>
4. Discussion
5. Group work
6. <u>Interview</u>
7. Role play
8. Projects
9. Games

3. Make it easy on your audience to remember your content

    a. Arrange your material in a way that's …
1. Easy to understand
2. Easy to <u>remember</u>
Remember: Simple is not the same thing as simplistic
    b. Retention increases in direct relationship to its perceived relevancy
    c. Repetition is your friend
    d. Maximum involvement equals maximum retention
1. "I hear, I forget" _____%
2. "I see, I remember" _____%
3. "I do, I understand." _____%

4. Up your energy level

Inform
_____

Facts

**Facts
+
Reason
+
Emotion**

**Facts
+
Reason**

Persuade
_____

Convince
_____

"I like to see a man preach as if he were fighting bees." Abraham Lincoln

5. Use your physical body to its full advantage

   a. Remember, your non-verbals speak more loudly than your verbals (plus, your non-verbals are where you build trust and likeability)
      1. Words =   _____%
      2. Tone =   _____%
      3. Non-verbals =   _____%

   b. Make sure your non-verbals sync with both your topic and the setting

   c. Vary your external behaviors
      1. Voice – tone/pitch, volume, rate/speed, emphasis, etc.
         a. "I never said I stole that car"
         b. In general, always use a conversational tone. You want to talk "with people", not "at them."
         c. Minimize non-words (like um, ah, etc.)
      2. Eye contact
         a. Communicate to one person at a time (i.e. don't move your eyes too fast). Try to focus on one person for 3-7 seconds at a time.
         b. Divide your room into quadrants. Then move from quadrant to quadrant.
         c. Don't look over people. Look at them.
         d. Avoid looking down as much as possible (another reason to memorize)
         e. If you need to read from a script, stand behind the podium vs. at an angle
         f. Make sure there's enough light on your face so people can see your eyes (Note: If you wear glasses, make sure you have them coated as anti-reflective so people can see your eyes in bright lights)
      3. Facial expressions (and number one is … SMILE ☺)
      4. Gestures/hand motions (make them bigger). Also, remember that your right is their left and vice versa.
      5. Posture (communicate confidence)

6. Appearance – "*Clothes don't make the man, but they do make the message about the man.*"
7. Movement (from side to side and front to back). Break planes.
8. <u>Stand</u> – your believability increases by 35% when standing vs. sitting

d. Eliminate your nervous gestures (e.g. pacing, jingling coins, playing with objects, holding your hands, tapping your fingers, moving your hair, ring twirling, etc.). Note: video is key to discovering these (as is feedback)

6. Take full advantage of visual aids

   a. While some speakers avoid this because it's easier to not use visual aids, you should always use them for one simple reason … <u>65</u>% of people are primarily visual learners (only <u>10</u>% are primarily auditory).

   b. Remember you have a range visual aid options
      1. Powerpoint (or Keynote for Macs)
      2. Handouts
         a. I highly recommend them for multiple reasons, but number one is that most people forget <u>95</u>% of what you say within 48-72 hours
         b. Don't just hand out copies of your slides. Instead hand out outlines with blanks (otherwise people simply read ahead and don't listen). More people pay attention when there are blanks to be filled in.
         c. The actual act of writing helps people remember what you've said
         d. Always put your <u>contact info</u> on every page (linking to your website). This way if someone copies a page of your notes and passes them along to someone else or they want to get in touch with you, they always have your contact information.
      3. Video (which you can insert into Powerpoint if you're using it—just remember that sound can be a problem)
      4. Role playing or a reenactment
      5. <u>Props</u>
      6. Pictures
      7. Charts/tables/graphs
      8. Easel pad work
      9. People (ex. testimony or interview)

   c. Avoid "Death by Powerpoint" (i.e. slide design does matter)
      1. Use large font sizes (never go below <u>32</u> pt. Better to use between 42-68 pt.)
      2. Don't put too much information on one slide (remember it doesn't cost more to add a slide to a presentation ☺)
      3. Don't spend a lot of time reading from your slides. It's better to use them for support. This means you should minimize the number of words per slide (i.e. simple is better).

         "*Simplicity is the ultimate sophistication.*" Leonardo DiVinci

         Note: The one exception is when you use handouts with lots of <u>blanks</u>.
      4. Images rule over text (Keynote's image tool is amazing)

5. Minimize the number of fonts, colors and sizes (the rule of <u>two</u> works well here).
6. Remember there is a difference between what someone sees on their computer and what they see on a screen (for example, lighter backgrounds and cool fonts look better on a computer screen than in a well lit room)
7. Use lots of "white space" (or negative space)
8. Avoid <u>clip art</u> (use real images—at a high resolution since low res photos don't blow up well on a large screen)
9. Use builds and animations judiciously (and minimize the kinds you use)
10. I highly recommend you run your own slides
11. If you have a lot of text on a slide (though still in the over 40 pt. size), it's okay to turn and read the slide
12. Keep the <u>lights on</u> in the room (never dim for Powerpoint). Remember, you're the main delivery system for your content, not your slides. Your slides are meant to compliment you, not the revers.

7. Practice, Practice, Practice

   a. My recommendation is that you always have at least <u>two</u> run throughs before an engagement (one the night before and one the day of). Remember James Woods in Shark ☺. You don't want your first complete run through to be when you're actually in front of a group speaking to them.
   b. As you listen to yourself, make <u>mid-course</u> <u>corrections</u> (change out an illustration, change the wording, change out an image or visual aid, change up your vocal variety, change up your physical body movements, etc.).
   c. Try to do your run throughs without notes (as much as possible)
   d. Remember, "Practice doesn't make perfect. Perfect practice makes perfect."

8. Make sure you pay attention to the <u>physical</u> <u>location</u> details

   a. Before you arrive (confirm room details)
      1. Whenever possible, have the screen positioned off to the side and the projector away from the middle of the room (usually stage right)
      2. Confirm if they have a video projector and screen—and what size format your slides should be in (4:3 or 16:9)
      3. Confirm your sound preferences—like what hat kind of microphone you prefer (e.g. I can't use a handheld so I always confirm a wireless or wired lavalier—over-the-ear or tie clip)
      4. Discuss the set up in the room (depending on your preference—horseshoe, classroom, round tables, chair only, etc)
      5. Discuss the location of the front of the room (in general, you want to be away from the door(s))
      6. Discuss your preferences for lighting. I would highly argue for bright light in the room. Why? 1. Because light is energy (i.e. it'll keep people more energetic and focused) and 2. Because people don't trust someone whose eyes they can't see.
      7. Create a backup of your presentation (just in case something goes wrong)

   b. When you arrive
      1. Arrive at least a <u>half hour</u> early

2. Make sure the room is set up the way you want it
3. Make sure your audio-visual equipment works (and is set up where you want it). Also, check monitors (or the placement of your lap top, as well as the placement of the screen). Turn off your screensaver. Make sure your laptop is plugged in. And turn off all other programs.
4. Monitor the temperature of the room (is it too hot or too cold)
5. Do a sound check (make sure there's a new battery in the microphone pack) and check for any dead spots.
6. Do a lighting check (note any hot or cold spots)
7. Check your sight lines (make sure you can see every one)
8. Make sure your handouts and materials are copied correctly and placed according to your directions
9. Make sure the podium is where you want it
10. Remove any keys and change you have in your pockets/outfit, as well as putting your cell phone aside

9. <u>Evaluate</u> continually

    a. Evaluate during your writing
    b. Evaluate during your practice
    c. Evaluate during your presentation
    d. Evaluate afterwards
        1. Use a speech evaluation from
        2. Get others to evaluate you (e.g. a 3x3 = three positives and three things to improve)
        3. Video tape yourself as often as possible
    e. Create a personal development plan for your speaking

IV. Follow Up Leads Consistently

1. Begin your "follow up" <u>long</u> <u>before</u> your presentation concludes
    a. By securing the right engagement
    b. By developing the right content
    c. By pre-selling your expertise and your ability to solve their problems during the talk
    d. By delivering your content attractively

2. Remember the three key sales guidelines related to follow up
    a. <u>80</u>% of sales are lost because of lack of follow up
    b. It takes <u>7</u> contacts before most people are willing to buy (this is known as The Rule of 7)
    c. Most people miss your communication <u>2</u> out of every <u>3</u> times you send something out (i.e. The Rule of 7 is really The Rule of 21)

3. Capture (or obtain) lead contact information
    a. Use an Audience Evaluation Form (feel free to use the form I created for you as a template)
        1. Hand out with your handouts or have someone hand them out when you call for them
        2. Make sure you leave enough time for people to fill them out (after all, you can't follow up with people whose contact information you don't possess).

3. Give them boxes they can check to sign up for some kind of follow up (a call, a program, a free report, a product, etc.). Note: Free is still a winning word!
4. Ask for the minimal amount of contact information (i.e. name, phone, email).
5. If you have a product, service or package they can buy, offer it then and there
    Note: If the organization hiring or sponsoring you is copying your handouts, make sure that your Audience Evaluation form is NOT on the backside of the other pages. It needs to be a separate sheet that can be detached and turned in.

b. Consider offering a <u>free</u> follow up (e.g. free webinar, 30-minute consult, free teleseminar, etc.
c. Check with your sponsor to see if they'll give you an attendee list with contact information
d. Another option is to offer something free if they'll hand you their business card with the word "Free" on it (or some other phrase you ask them to write).

4. Follow up your interested leads as soon as possible.
    a. Send out an email ASAP
    b. Call them within days
    c. Be persistent

5. Enter your leads into a <u>database</u>
    a. Besides your own CRM (content relationship management) system, check out a vendor like www.Aweber.com or www.iContact.com or www.ConstantContact.com for sending out email blasts.
    b. A double opt-in system has a higher deliverability rate (but a lower total number of names than a single opt-in system).
    c. Set up a tracking system and keep records of each contact
    d. If you have a presentation you're offering multiple times, consider creating an autoresponder series of messages.

6. Engage in a <u>content</u> marketing strategy
    a. Set up your own website/blog (make sure you have an RSS feed set up plus an RSS email feed through a company like Feedburner for email distribution)
    b. Send people to your website/blog to download additional materials
    c. Write content on a regular basis that your target market wants/needs in order to demonstrate your expertise
    d. Send out an email blast at least once a month (less frequently won't keep you top of mind) that focuses on content they want (not what you want).
    e. Create short videos you can distribute to video sites like YouTube and then send an email to your list with a link to that video.
    f. Send them a personal email or make a personal call from time to time (focusing on your Top 30 list)

7. Close the deal

Making it Real

1. If you made speaking one of your primary marketing tools, what do you think that would be worth to you over the next twelve months? _____ The next five years? _____

2. On a scale of 1 – 10 (high), how would you rate yourself as a speaker? _____

3. On a scale of 1 – 10 (high), how do you think your typical audience would rate you compared to other speakers they've heard? _____

4. Do you see yourself as more of a content person or an edutainer? Circle one.

5. On a scale of 1 – 10, with 1 = boring, 5 = average and 10 = WOW, how would you rate your energy and style? _____. What's one thing you could do to raise that number?

6. As a speaker, what do you think you do well when presenting in front of a group?

7. As you were listening to this presentation, were there a few areas where you realized you need to improve? If so, what were they?

8. Review the presentation skills section and circle the numbers from the items you need to remember.

9. Find a recent talk you gave, and review it using the information you've received over these two sessions. What worked? What didn't? What would you change based on what you've learned in these two sessions? Note: this works even better if you have a video tape.

10. Video tape your next presentation.

11. Design your follow up system

12. Track your results

13. Start your content marketing blitz. What's the next step you need to take to get your content out to your target market?

14. With whom can you share, within the next 48-72 hours, what you learned from today's presentation?

15. What is one thing you can do within the next 24 hours in response to what you just heard?

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