



Presentation Skills for Persuasion and Profit

Eric Feinendegen

Inspire to Empower, LLC

Phone: 847-366-8995

Email: eric@inspiretoempower.net

Website: www.inspiretoempower.net

Stay in Touch! Join the Inspire to Empower Newsletter



Why Public Speaking

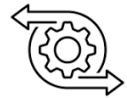
The ability to verbally persuade (or inform) a group of people is the most valuable asset in business today.

- Builds your brand, your business, and your bottom line
- The more you persuade, the more you get paid
- If you're not speaking about your business, you're losing business

You can improve your value by 50 percent just by learning communication skills--public speaking."

- Warren Buffet

Speaking is a PROCESS



All great speakers were once terrible speakers.

Effective speaking is a skill you can learn.

Choose to make your voice heard!

98% of the success of your speech happens *BEFORE* you step on Stage.



Seven Levels of Speaker Awareness

Presentation Ladder

(Move up the ladder to become a better speaker)

*“The cave you fear to enter holds the treasure you seek.”
- Joseph Campbell*

Level 1: Darkness – You are engulfed in fear and avoidance.

Level 2: Words – What you speak, so shall you reap. Your words have power.

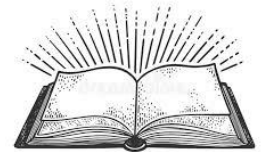
Level 3: Voice – Words backed by emotion is a superpower.

Level 4: Body – Strive for congruence between your body language, gestures, and voice.

Level 5: Entertainment – People want an experience. Audiences will forgive just about anything, except a boring presentation.

Stories are one of the best ways to create an engaging and entertaining experience for your listener.

- ***Tell a Story, Make a Point***
- ***Stories connect logically & emotionally***
- ***Have a story mindset***
 - 1. Audience focused
 - 2. Engagement
 - 3. Balance relatability and credibility
 - 4. Seek connection, not perfection
- ***Story Structure:***
 - 1. Character/Setting
 - 2. Obstacle
 - 3. Goal
- ***Keep a Story File on places, people, and your problems***



Level 6: Influence – At this level, people are willing to follow you.

Level 7: Mastery – You have ultimate confidence as a presenter.

Persuasive Delivery

1. Visual

2. Verbal

3. Vocal



**SAMENESS IS THE ARCHENEMY
OF GREAT COMMUNICATION**

Facial Exercises

- *Big Lion Face*
- *Little Scrunch Face*
- *Yawn with Sound*
- *Lip Roll*



Vocal Exercises

- *Hum...“Zim-Zim”*
- *Hum...Happy Birthday*
- *A-E-I-O-U*
- *Tongue-Twisters*

Rehearsal

- Practice out loud
- Practice “TO” something
- Spaced Repetition
- Use Different Voices / Singing



Managing Nervousness

*There are two types of speakers...those
that get nervous and those that lie about it.
- Mark Twain*

- 1) Come from a state of gratitude (shift focus)
- 2) When you're in service, there is no fear!
- 3) 10x factor
- 4) Preparation, Preparation, Preparation!
- 5) Have a routine
- 6) Exercise beforehand
- 7) Deep breathing



5 Effective Speaker Habits

➤ **Get LOTS of Stage Time**_____

➤ **Practice Impromptu Speaking**_____

➤ **Use Humor (Wisely)** _____

Humor How-To's:

- 1) Trade Fact for Funny
- 2) Add Imagery
- 3) Exaggerate
- 4) Use Twists – Rule of 3
- 5) Act-Out
- 6) Attitudes

➤ **Record Yourself**_____

➤ **Avoid the 5 Deadly Distractions**_____

- 1) Spiders on the Mirror
- 2) Jangler
- 3) Velcro Elbows
- 4) Prisoner
- 5) Sticky Fingers

Presentation Day Checklist



- √ Get there early
- √ Bring Backups of your Backups
- √ Wear your “superhero” outfit
- √ Drink room temp. water (but not too much!)
- √ Meet & Greet beforehand
- √ Say hello to the microphone
- √ Visualize success
- √ Power Posing
- √ Trust in yourself and your message
