

"Paul is my all time FAVORITE speaker!"

- Carrie Wilkerson, The Barefoot Executive



Instant

SPEAKING

SUCCESS



**Taking You From
Dull to Dynamic**

paul b. evans

instant 
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Step 1

PURPOSE

*"Make sure you have finished speaking before
your audience has finished listening."*

- Dorothy Sarnoff

Speaking Myths

Myth #1: "I've got to be the best."

I used to live by this myth. My mind would tell me to forget about speaking. If I couldn't be the best, there was no use stepping on stage. But that changed. I decided to take a slightly different approach. Instead of being the best, I wanted to focus on improvement. I knew that every event, every speaking engagement, offered me the opportunity to improve over my last attempt. When I stopped competing against an ideal and worked

instead toward a goal of honing my strengths and overcoming my weaknesses, I wasn't so daunted by speaking. I began to enjoy the process.

The truth is that you only have to be the best you that you can be. Don't fall into the speaker trap of thinking more about yourself than about your audience.

Myth #1 comes into play when your thoughts are "I hope they like me," "I hope I don't mess up," or "I hope I don't freeze."

Are any of those phrases about the audience?

Myth #2: "I've got no business speaking to this group. I'm not an expert on anything."

Wrong. You're an expert on your experiences and interpretations of life. Go to the bookstore and browse. There are thousands of people making millions of dollars based on **their opinions**. They simply know how to communicate their personal know-how.

The **ONLY** thing you **HAVE** to do is have a definite purpose for your message and allow everything you say to support it.

The Reason I've Called You Here

No matter whom you are speaking to or for, you must have purpose. There must be a *distinct reason* for you to stand before a crowd.

Your purpose is the **ONE** concept you want to communicate—one phrase, one sentence—that sums up the talk. Decide what is the one idea that you want the audience to remember even if they forget all else.

Remember that your audience wants to

- Know that they will be changed for the better for having listened to you; they want something that will alter their lives.

- Gain information that will enable them to make it through the next day with success.
- Know that they are not wasting their time.
- Believe that if they miss your message they could miss something major.
- Know that what you present is relevant and applicable.
- Be confident that the talk will be entertaining and engaging.
- Learn something they didn't know.
- Be affirmed in something they did know.

According to Tony Jeary, author of *Inspire Any Audience*, people want to belong, to be respected, to be liked, to be safe, to succeed, to find romance, to be inspired. While your talk can't fulfill all of their dreams, you may be able to help unlock some of the things that have been blocking them, simply by sharing your own experiences honestly. That is the power of speaking with true purpose. A successful speaker is able to plug into these basic human desires through the content in his or her message and hammer it home with points and proof.

Irrefutable Law of Speaking:

*If You Don't Know the Purpose of the Message,
You Can't Expect the Audience To Gain Any Specific Value.*

On an elementary level there are four possible purposes of any speech: to inform, instruct, persuade, or entertain. Those

Your Purpose Defined...

Your narrow topic: _____

+

Head: _____

+

Heart: _____

Irrefutable Law of Speaking

Engage Your Audience Intellectually and Emotionally.

The first step in drawing people to your purpose is through your talk's title.

Titles That Pull

A title works like a magnet. It either draws people or repels them. Create a good one and you have people wanting to hear you before you even step to the platform.

Benefits: a title that predicts a specific gain.

- How Our Department Gained 25 Percent in the Past Twelve Months and How Yours Can Too

Solutions: a title that promises an answer to a problem.

- Barely Breaking Even? Boost Your Profits by 25 Percent in Twelve Months

Curiosity: a title that raises questions.

- 25 Percent and Climbing

Rapport: a title that makes people feel accepted.

- We Did It and So Can You

Shocker: a title that creates surprise, scandal, or skepticism.

- What the Boss Doesn't Want You To Know

Teaser: a title that begs people to peek behind the curtain.

- Three Keys to Instant Increased Profits

Guarantee: a title that pledges satisfaction.

- More Profitable Ideas in One Hour or I'll Buy Your Lunch

Instant Titles

If you're having a tough time coming up with a title for your talks feel free just to fill in some blanks.

- _____ Ways To Become _____
- How I Went from _____ to _____
_____ in Only _____

- The Little Known Secret of _____
- The Truth about _____
- Simple Techniques for _____
- An Easy 3 Step System to _____
- How To Avoid _____
- The ABCs of _____
- Why Almost Everyone Is Wrong about _____
- How To Turn _____ into _____
- Quick and Easy _____
- End Your _____
- _____ Ways to Bullet-Proof Your _____

Step One in Practice

Topic: Goal Achievement

Title: The Awesome Power of Goal Achieving

Purpose: "The audience should compare where they are to where they could be {*head*}, and should feel a belief in themselves and a hope for what can be accomplished {*heart*}. "

Proof Worksheet

(Duplicate this sheet for EACH point.
Log PROOF sources next to the category.)

Point # ____ : _____

<input type="checkbox"/> Life	<input type="checkbox"/> Analogies
<input type="checkbox"/> Quotes	<input type="checkbox"/> Interviews
<input type="checkbox"/> News	<input type="checkbox"/> Statistics
<input type="checkbox"/> Newspapers	<input type="checkbox"/> Stories
<input type="checkbox"/> Movies	<input type="checkbox"/> Definitions
<input type="checkbox"/> Songs	<input type="checkbox"/> Examples
<input type="checkbox"/> Poetry	<input type="checkbox"/> Syndicated Columns
<input type="checkbox"/> Books	<input type="checkbox"/> Television
<input type="checkbox"/> Conversations	<input type="checkbox"/> Jokes
<input type="checkbox"/> Benches	<input type="checkbox"/> Success Stories
<input type="checkbox"/> Bumper Stickers	<input type="checkbox"/> The Bible
<input type="checkbox"/> Magazines	<input type="checkbox"/> Everywhere!
<input type="checkbox"/> Ezines	