

Dental Consultant Master Academy
evolve ■ emerge ■ influence

Action Sheet – Week 44
Crafting Your Speech Part I

Resource: “Perfect Pitch: The Art of Selling Ideas and Winning New Business”

Book by: Jon Steel Get some great ideas for persuasive speaking and giving great speeches!

Answer these questions during the develop stage:

Who will be attending your presentation?

What is the size of the audience?

What level are they regarding your topic?

How familiar are they with your topic?

The more familiar you are with your topic, the more relaxed and confident you will appear.

During your Speech try to use the following:

- Statistics
- Articles and headlines
- Photos
- Cartoons
- White papers
- Video clips
- Famous quotes
- Graphs and charts
- Music

Transitions

- Recap the section of information covered
- Ask questions such as “If there is one thing you will never do again what will that be?” or “When you go back to your office what will you do differently?”

Hint:

Think of what you want the audience to know at this point in your speech before you go to your next objective for the entire speech.

If I speak for 3 hours I will have three objectives. After I go through each objective and before we dive into the next, I always want to know what my audience has learned before we move forward. Sometimes I will do a recap and it sounds something like this: “During the past hour we have talked about Jonnies red tricycle. I want to know if you would buy this red tricycle and would you allow your child to go outside riding alone? What has changed your thinking about children riding red tricycles? Let them answer. Next you will go to your next section – your next objective.

General Guidelines for Persuasive Speaking

- Start off with an attention-grabbing statistic or fact.
- Give a brief outline of what the presentation will contain; people like knowing what to expect.
- Move from simple to more complex ideas.
- Give examples, especially if the ideas are abstract.
- Don't assume people will understand what you mean. Spell it out for them.
- Keep things fast-paced. Intersperse photos, cartoons, video clips and quotes with factual information to liven it up.
- Only use humor if it's part of your personality. If you're uncomfortable telling a joke, it will show.
- Don't play music throughout the whole presentation; use short clips here and there to grab attention or emphasize a point.
- Tell engaging stories to convey your message; people remember stories much more easily than statistics or facts.
- Use metaphors, pop culture references and recent news items to illustrate your points.
- Stick to what's relevant. Don't include all the information you can find. If in doubt, apply the "so what" test to decide whether to include a point.
- Don't try to do too much. Think about what three main messages you want to get across and concentrate on them.
- Use statistics to make your point, but don't overdo it. Slide after slide of numbers is mind numbing.
- Don't belabor the point. Don't go over the same point over and over again in one spot. Reinforce main ideas, but do it intermittently.
- Make sure you transition between topics.
- Always summarize at the end.

Legal Disclaimer: *The speaker/author of the foregoing audio and transcript make no representations or warranties with respect to the accuracy, applicability, fitness, or completeness of its contents. The information contained in the audio and transcript is presented strictly for educational purposes. You are responsible for the results, should you choose to apply any of the information provided to the operation of your business.*

There is no guarantee that you will earn any money using the techniques and ideas contained in these materials. Earning potential is entirely dependent on the person using our products, ideas, and techniques. Every individual's success depends on many factors, including his or her background, dedication, desire, motivation and the nature of the business in which he or she is engaged. Your level of success will be affected by the time you devote to the ideas and techniques presented in the audio and transcript, as well as your finances, knowledge and the various skills you possess.

Any claims made in the foregoing audio and transcript of actual earnings or examples of actual results will be verified upon request. We cannot guarantee that your success or income level will be the same or similar to the examples given.

The speaker/author disclaims any warranties (express or implied) of merchantability or fitness for a particular purpose. The speaker/author shall in no event be held liable to any party for any direct, indirect, punitive, or other consequential damages arising directly or indirectly from any use of this audio and transcript, which is provided "as is," and without warranties.

The speaker/author of the foregoing audio and transcript is not qualified to provide legal, tax, accounting or financial planning advice and nothing in the audio and transcript shall be construed as such. As always you must seek the advice of competent legal, tax, accounting and other professionals as needed. The speaker/author does not warrant the performance, effectiveness, accuracy or applicability of any websites listed or linked to in this audio and transcript. All links are provided for information purposes only.

This audio and transcript is (copyrighted) by Dental Practice Solutions audio and transcript and its contents may not be reproduced or used in any way, in whole or in part, in any format, without prior permission from Dental Practice Solutions.