

Dental Consultant Master Academy
evolve ■ emerge ■ influence

Transcript - Week 45
Craft Your Speech Part II

Hello, this is Debbie and welcome to this weeks training video! Last week I gave you some tips, some guidelines to begin crafting your speech. This week I will continue but will focus on your closing statements and some tips to help you present some of the best speeches your audience has ever heard.

Now, the moment of truth has arrived. You had them at “Hello.” I mean you have opened your speech with a powerful introduction, your audience has been focused and leaning on your every word. Their eyes were locked on you as you weaved through your carefully crafted stories, anecdotes, research, and more all to support your message. The best scenario is that now your audience agrees with what you have said so far.

The moment of closure has arrived. You can just tell them “To conclude what I have said and Thank you very much for your time listening to me today.” But what do you think would happen if you just abruptly ended with this type of conclusion?

Well everyone would probably clap or nod and then leave the room.

The purpose of your speech was more than just standing up there to entertain right? Of course it is! So let’s talk about some powerful ways to end your speech and make this a winning situation for all because if you have done a great job then your audience **will** be asking for more!

Just as you had a powerful opening, you want to leave the room with an upbeat feeling. You want people to take action on what you just talked about. Don’t you want to be inspirational? Of course you do! The reason you are up there speaking in the first place is because you are known in your community as an influencer.

The end of your speech needs to have a direct call to action. This will be similar to your transitions. Remember those suggestions I provided last week where you will ask what people will do differently, etc.?

Your call to action is something similar to this. For example you will first of all provide a review of what you spoke about. Then you can use a joke to shift gears at this point.

Not a humorist? Not a problem because you can also use anecdotes and show the audience how other dental professionals or dental offices have gone through what you just spoke about. Provide the audience some personal associations to prove that theories or information you have been speaking about. Prove to your audience how what you just spoke about really does work.

You can use testimonies or not, maybe if time permits you can go on to comment or show an example of what will happen if the audience does not take action and do what you just spoke about. How much money will it cost them if they don’t take action on your topic? Will they be disorganized and stressed out if they do nothing?

Now is your time to express the WHY they need to take action so they know exactly **HOW** they can make this shift. When they purchase and take action you will show them **HOW** to do what you have been talking about. Don't tell them HOW to do it all during your speech.

This is the time to rephrase how you can make life better. If they take action to accomplish what you have been talking about now is the time to really emphasize how life will be different.

Look for a word or phrase that crystallizes thoughts and will move your audience to take action. What is one word that will describe what will happen when people do what you have just talked about doing?

An example of this would be to ask "What choices will you make when you leave this room today?"

Wait for one or two people to answer this question. Now when developing your speech, ask yourself. If there is one word that can describe how my audience will feel if they were to take action, what would that be? What is a perfect word to describe this?

You can also think about it like this "What actions can the people in your audience take after they hear what you have to say that will make their life different?" And when people do take action how will they feel?

What if people never change what they are currently doing? If they do nothing how will their life be? Ask these questions of your audience. Take a bold stance with the audience.

Maybe use a quotation that shows what will happen if they choose to do nothing. Or put up a quote that will explain what happens when they do take action. It is worth your effort to find a quote that will pull some emotion out of your people.

Another suggestion to end with some **umph** is to ask a rhetorical question. Ask a question that will capture your message and leave the audience thinking. This question must be one that directly ties in your call to action.

So now let's recap this: First you will recap which sounds something like this: We have talked a lot today about x, y,z and a, b, c as well so let me leave you with this and I want to mention that it is important for you to remember...Tie in information you gave at the beginning and important information provided.

Finally, once you've completed the presentation, there are two last things to do: use feedback from audience evaluations to continually improve your material and delivery and, most of all, let yourself enjoy the praise

Now you will ask your questions about how life will be different for your audience because of what you have just delivered in your speech. The very last thing you will do is collect your information forms from the audience. I provided this form in last weeks guides and forms section. Once you have those turned in from your audience and by the way; ask someone to pass a basket ,that you will bring, and then pick your winners from that basket. Now when you get back to your office you should have a large majority of the audience on your list and you can continue to engage with them for years to come because you will send your newsletter, holiday letters, promotionals, specials, etc. I am going to end on this note and be back next week to talk more about speaking and a job well done so you can speak and sell.

This week your action steps are to continue developing your first speech and begin to write your powerful conclusion. In your action sheet this week I have a format to follow for your speeches. In your guides and forms section I have a sample of what I say during the close of my programs when I am speaker.

Everyone have a great week and I will see you on next week's video! Bye for now.

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