***How to Out-Present Your Competitors AND Build a 7+ Figure Speaking Platform…***

**Speaking Assessment Cheat Sheet:
Increase Stage Presence & Profits**

**SECTION 1 (7 Critical Areas to Master)**

**BIG PICTURE (FRAME)**

--Powerful headline that paints the big picture

--Use of deductive language anchors the big picture

--Anchors the name of program

--Slide deck anchors the speaker’s personal allure

--The emotions of desire (status) & pain (fear& frustration) are anchored through out

**STRATEGIC CHUNKING**

--Content of presentation is controlled by the offer

--A key test of allure is established at the beginning

--ROI Case Study established at the beginning (Within first five minutes.)

--For each teaching point, follows the five step process to maximize your influence:

1) Rule/Step/Principle 2) Case Study 3)Teaching Point 4) Actionable step 5) Anchor the name of your program

--Teaching is done from the context of the big change in your market place

-- Tracks the way the audience wants to learn and based on the research the ***4MAT Method*** developed by Dr. Bernice McCarthy…Speak first to the 1) *Why* Learner 2) *What* Learner 3) *How* Learner 4) *What If* Learner

**HIGH CONTRAST**

--Clear positioning established that communicates the Competitive Advantage (CA)

--Allure established with title

--New paradigm/context which establishes the unique approach

--Anchors CA throughout the presentation

--Audience knows how they can disqualify themselves and clearly anchored

**VISUAL/SPATIAL**

--Clear visual and spatial representation/diagram of what makes you different (THE MAGIC or EXLIR)

--Slides communicate the old way versus the new way and anchored to your program and name of system

--The speaker consistently demonstrates personal allure

**NOVELTY**

--use of Pattern Interrupts (PI) & Discrepant Events (DE) to hold attention

--Slides show powerful and engaging graphics and video

--Audience is held ‘spell bound’ and clearly demonstrates they are enamored with the presentation

--Anticipation (context) is clearly created before delivering content

--The use of backstory is used to elevate the intrigue of the presentation

--Great speaker mechanics (Refer to ***Section II*** below)

**VERIFIED EVIDENCE**

--Quantitative/numerical data showcases the target market’s pain and ties to the big trends in the market place

--Anchors social proof with potential candidates/audience members

--Momentum for the speaker is clearly felt in the context of big change going on in the industry

--Powerful prediction established based on the evidence presented and positions speaker above all other experts in one’s industry

--Evidence is showcased in a way that suspends disbelief

 **STRATEGIC EXECUTION**

--Steps 1-6 of the consultative process are followed which constrain how your audience wants to hear your message

--Action steps throughout presentation noted and follow the highest forms of active learning

--A huge sense of urgency and anticipation is noted throughout

--Audience knows it must qualify

--The presentation clearly outlines a vetting process

--The presentation naturally leads to step 8 of the consultative process and drives the audience to take the next step

--Step 8 (key action step) is clearly presented

**II SPEAKER MECHANICS**

Speaker Voice

1 2 3 4

Oratory

1 2 3 4

Diction

1 2 3 4

Speaker Distractions( Ums/Ahs)

1 2 3 4

Hand Gestures

1 2 3 4

Eye Contact

1 2 3 4

Slide show compliments the speaker

1 2 3 4

Slide show is subordinate to the speaker

1 2 3 4

Dynamic versus Robotic

1 2 3 4

**III Marketing/Feedback Data for Speaker**

**(The Ultimate Test of How the Speaker Performs)**

**At the end of Presentation answer these six questions.**

1) Would you buy from this person? Yes or No

2) Rate your conviction on a scale of 1-4

1 2 3 4

3) Explain why (or why not) would you purchase?

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4) Where exactly did you decide to buy?

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5) Where did the speaker lose your attention?

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6) What were your 2 or 3 biggest ah ha moments?

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