

Rory Vaden

Speech coach, Self-disciplined strategist, author - "Take the Stairs"
District 53 Tele-class – Wed. February 15, 2012

Speaking Tips:

- Simple points that are easily remembered
- Master metaphor – thing that holds the entire presentation together
- Preparation – be so good that the only question is “Who is going to come in second?”
- “Take the Stairs” – master metaphor on self-discipline; metaphor for doing the things we don’t want to do
- You know it’s memorable if people are talking about it much later. The key is to have everyone get the same message from the presentation.
- Get to the message quickly. TTM – Time To Message should be as quick as possible (winners take less than 2:5 minutes to get to message). MCB – Message Call Back – number of times the message is repeated in a presentation (7 times in 7 minutes).
- Message should be 8 words or less. Business Card or Billboard rule – message needs to be brief and memorable
- Branding – what do people think of when they think about you? Everything you do should be in alignment with your brand – be the message. The message should be branded to everything – business cards, presentation, books, etc.
- Clarity, Hitting it Early, Hitting it Often, Stories/Anecdotes that are in alignment with the message. Message needs to be anchored to the message.
- Stories are mental coat hooks – you hang the message on the stories.
- People remember how you made them feel and stories help them to “feel” and thus connect to the speaker.
- Intentionally create the question “How?” rather than accidentally asking “Should?”
- Reading, Writing & Research – pick a topic you want to be known for – something you are passionate about. Read everything you can on that topic. Write on that topic – Use Twitter to laser focus the message to 140 characters. Research the topic thoroughly.
- Success is never owned, success is only rented and the rent is due every day.
- Techniques to keep an audience engaged:- Any time you: tell a stories, tell a joke, act something out, bring out a prop, bring up a volunteer, introduce a group exercise, give a statistic, say a person’s name (someone in the room), ask a rhetorical question, say a provocative or insightful statement
- “Take the Stair” Tour – 20 states

Steps to get started in professional speaking:

- Take advantage of each opportunity to speak
- Paying clients aren't interested in speakers winning Toastmasters World Championship of Public Speaking
- Difference between an amateur and a professional – 1000 speeches
- Speak for Free, until you can speak for Fee.
- Optimist Clubs, Chamber of Commerce, High School Public Speaking Classes, speak anywhere and everywhere you can
- Develop a "product" – CDs, training classes, booklets, books, etc. Invest 75% of proceeds back into your business
- Need to have a terrific story
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Questions for Rory Vaden