

SPEAKING **SUCCESSFULLY** & PRESENTING **PERSUASIVELY**

with Alan Youngson



PERSUASIVE PRESENTATIONS

7 strategies to improve from ordinary to masterful

Ordinary presentations do not persuade audiences to take action. If you want to move audiences, you need to become masterful at presenting:

1. Make an attention-grabbing Opener.
2. Know your audience's pain. Before anything, you must connect with your audience. You need to research their deepest pain points. Everyone has a fear, a pain point – something that keeps them up at night. The question is: are you able to walk in their shoes, empathize with your audience, build trust and provide solutions?
3. Do you know what they care about? This question is very different from “what do they need to know?”. Knowing is about information; caring is about emotional connection.
4. Emotions and Visuals makes the memorable unforgettable. The more you want to persuade, the more necessary it is to engage your audience emotionally so they remember your message and act on it. Adding visuals will transform the way your audience learns. Visual

aids will help you grab their attention – so why not surprise them with a funny video or shocking statistic chart – even use one to open your presentation.

5. The Heart of your Presentation is a Story. Your best technique for establishing an emotional connection is storytelling. Remember, your entire presentation is a story – “The story of . . .” whatever you're there to discuss. But you also need actual stories. Stories help you go beyond raw data as content to reach motivations.
6. Make them laugh. Masterful presentations always leave your audience with a great feeling and a few good laughs. How do you get your audience to feel that? Ask them to participate from the beginning. Remember: People don't always laugh when something's funny – deep inside, they laugh when they feel good. Your job is to make them feel good, engaged and ready to take action.
7. Finish strongly.

NEXT MONTH:

THEATRE TECHNIQUES

*Alan Youngson, an award winning speaker, holds academic and professional qualifications: B.A.(Hons.) English & Drama; B.Ed. specialist Speech & Drama Teacher of 20 years; Certificate IV TAE (Workplace Trainer-Assessor-Educator); Certified Personal & Business Coach for Leaders, Managers, Speakers, Presenters and Performers. 25 years as a Theatre Manager & Director-Presenter of 97 shows; showcasing many Professional Speakers.



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