

Give Great Talks

How to Wow the Crowd, Move People to Action, and Grow Your Business

Humor voice Speaker
story telling audience CONFIDENCE
Entertain
Connect **Present with Ease**
PRESENCE
Charisma Build Trust ENGAGE Change Lives
Influence INFORM Inspire
Build Credibility PRACTICE

by Ellen Rogin, CPA, CFP®

Give Great Talks: How to Wow the Crowd, Move People to Action, and Grow Your Business

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Give Great Talks:

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Story Creation Worksheet

Stories are what will make your talk rock and create a strong connection with your audience. The outline below will help you structure your story in a way to make a big impact. Tell your story in the present tense as though you're relating it as it's happening.

As you are sharing your story, try to feel how you were feeling at the time of the situation/anecdote.

Your Story Structure: The 3 Ps:

The Problem

Begin your story by sharing the problem. What happened? Speak authentically and vulnerably.

The Pivot Point

Tell how you (or the subject of the story) changed the situation. This is where you build credibility and expert status.

The Payoff

Finish your story by telling how things were better at the end. In a well-crafted story your audience will see themselves, and how they can benefit as well. Make sure to tie the story back to your talk and how this applies to the topic. Don't assume your audience will automatically make the connection themselves.

Story Creation Model Example

The Problem

What happened?



My client, recently divorced, was so scared she wouldn't have enough money she was losing sleep and afraid to spend a penny.

The Pivot Point

What changed?



We worked with her to clarify what is most important to her and helped her to track her spending. We then showed her how, with her current income, she'd be able to spend money on what she values most and still have enough for the rest of her life.

The Payoff

How things were better in the end.
Lessons learned.



She is now confident in her financial future. She is calm and happy and is excited to look at her financial updates as she realizes she is right on track.

Story Creation Model

The Problem

What happened?



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The Pivot Point

What changed?



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The Payoff

How things were
better in the end.
Lessons learned.



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Story Brainstorming

Stories I tell a lot:



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Difficult times
in my life:



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Times I've overcome
a challenge:



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The stupid things
I have done:



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Funny things that
have happened
to me:



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Funny/stupid
things my kids
have done:



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Client success
stories:



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Taking Questions and Giving Awesome Answers

You decide if you want to include a Q&A section in your talk. Some speakers love this part and others not so much. I'll do it if the sponsor of the talk wants me to, or if I'm given lots of time to speak. Otherwise I'll stay after the program to talk to attendees and answer their questions.

Many less-experienced speakers fear this part of their talk the most. Usually they're afraid someone will ask a question they can't answer. Here's the thing... At some point they will! But way more of the time you'll know the answer, be able to get it for them, or won't care because it's a ridiculous question (please don't tell them that!). Don't worry, you won't ever sound like this: [Miss Utah answers a tough question.](#)

Here Are Some Things To Keep In Mind:

- **Take questions during your talk or near the end, but don't end your talk with Q &A.** You want to control the last message your audience hears from you. If you end your time taking questions, you are letting someone else take control of the last word. If you get a lame or fear-based question at the end – this is the feeling people will have as they leave. If you are taking questions near the end of your talk say something like: “Before we go on, I'm going to pause to take some questions.”
- **When you ask for questions say: “What questions do you have for me?”** (As opposed to, “Do you have any questions for me?”) Then wait. Stand with your feet pointed straight ahead. Your arms at your side with your palms facing forward. And wait. Sometimes an audience member needs time to formulate his or her questions and get up their nerve to speak.
- **Unless the questioner has a microphone make sure to repeat the question so the entire audience can hear it.** This also confirms you understand the question. You can even ask, after you've repeated the question, “Did I get that right?”
- **Don't say, “Good question.”** It infers the other ones are stupid.
- **If you get a question you don't know how to answer, here are some possible responses:**
 - I'm not really sure about that. I'd have to do some research. Please give me your contact information after the talk and I'll get back to you.
 - That really depends on your specific situation and I'd need more information to properly answer your questions. If you'd like we can handle this during a complimentary consultation (if you offer these).
 - That question is pretty specific to your situation and would require more time than we have here to answer. Let's talk after the program. I'll be here for a while.
 - People ask me all the time where I think the market is going. Sadly my crystal ball is in the shop. What I do know is that having a long-term plan helps you to reach your goals and weather the ups and downs in the market over the long run.

Got Jitters? 10 Tips to Calm Your Nerves

1. Remember to breathe.

Taking in deep breaths into your belly and exhaling slowly will oxygenate your brain, reduce stress, and help you think more clearly.

2. Visualize your presentation.

As you prepare for your talk, spend a few minutes each day picturing yourself giving a wonderful presentation. See yourself standing in front of the audience, giving your best information, changing their lives, speaking clearly and confidently. Imagine getting a standing ovation from the people in the audience. Picture the audience receiving such great insights that they want to work with you (or whatever end result you'd love to have). See yourself having fun and your audience being moved to action. Actually feel how you will feel as you are giving your talk. [Click here to begin.](#)

3. Focus on the audience.

Remember you are speaking to share valuable information with your audience. It's about them, not about you. If you are feeling self-conscious, shift your attention to the people listening to you. It's about changing lives – this is where your focus should be.

4. Drink a glass of water.

Before and during your talk, drink a glass of room temperature water whenever you feel nervous. It will help with dry mouth, but more importantly it will help to ground you.

5. Feel your feet on the floor.

Get present in the current moment.

6. Go to the bathroom.

This might sound like “mom” advice, but spending a couple of minutes alone in the bathroom before you speak will allow you to calmly focus on giving your best.

7. Stretch.

Loosen up before your talk. Do some head rolls, shoulder shrugs, touch your toes, bend over to each side, and do some twists.

8. Bring backups for your presentation.

If using PowerPoint, make sure to bring your presentation on a flash drive, print out your slides, and bring your notes. Even if you never use them, it will make you feel better to know they are there. Don't let A/V issues throw you off.

9. Greet people as they come in.

Make a connection with as many people as possible before you speak.

10. Get trained.

Giving great talks comes with practice and coaching. One of the best ways to calm your nerves is to feel confident in your communications abilities. This will come with presenting a lot. Get a coach, take a course, and read books. Learn as much as you can about talk construction and presentation skills.

Bonus Tip

PRACTICE, PRACTICE, PRACTICE!

Don't practice until you get it right; practice until you can't get it wrong.

What to Wear?

First Impressions

- Within the first 7 seconds, your audience will have made their first impression of you.
- Your smile and eye contact are the best part of your attire.
- Know your audience. Dress only slightly better than them. So don't be all suited up at a manufacturing plant, but be dressed really well for the "Women in the Fashion Industry" event.

Consider Your Comfort and Confidence

- Be comfortable. I'm not talking sweatpants and your most comfy T, but don't wear that great-looking outfit or suit that makes you squirm. Ladies, make sure you're wearing shoes you can stand in for your entire talk plus the time before and after. It's hard to be there for your audience if your feet are killing you.
- Wear what makes you feel like a million bucks – love what you're wearing. It will boost your confidence and this will show.
- Women:
 - You want your audience focusing on your face – be careful not to have them distracted by seeing too much skin. If you are going to be on a stage, consider your skirt length.
 - Make sure to have a belt, pocket, or slacks to clip the mic. If you don't you can clip it to your bra – but warning: this makes most AV tech support squirm.
- Men: If there are women in the audience they will notice all the details of what you are wearing. Shine your shoes, iron your slacks and shirt.
- If you're speaking out of town, bring a "plan B" outfit/shirt/tie. You won't have to worry about spills, rips, or changing your mind.

Colors and Patterns

- For larger audiences try to find out what the backdrop color will be. You don't want to look like a talking head or clash with the background.
- Colors? Bold tones help you stand out and have good energy.
 - Blue = authority and trust
 - Red = a call to action, power, passion
 - Green = calming
 - Pink = heart opening, unconditional love, warmth, loving
 - Purple = has a feeling of royalty, prosperity
- Be careful of patterns that might be distracting from a distance.

Next Steps

3 places I can
practice what
I have learned:



- 1
- 2
- 3

3 areas I need to
improve to be a
better presenter:



- 1
- 2
- 3

3 places I will target
to speak:



- 1
- 2
- 3

Sample Comment/Follow-up Card

What I loved and learned from XXXXXX's program

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Name Phone.....

Address.....

City, State, ZIP

Email

Yes! I'd like to schedule a complimentary consultation. You can reach me at

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.....

I'd like to receive your free email newsletter. Here's my email

.....

Please send me information about

.....
.....

Thank you!

Meeting Prep Check List

First Things First

Whose event is it? Organization?

Location/Venue.....

Date

Event or conference theme

of attendees

Who is the audience?.....

Who are my contacts for the event? Cell numbers?

.....

.....

Am I being reimbursed for any expenses? Who gets my invoice?

.....

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Things The Event Planner May Ask For

My bio ☐ YES ☐ NO

My headshot ☐ YES ☐ NO

A copy of how I want to be introduced ☐ YES ☐ NO

A brief description of what I will talk about. It may be used to promote the meeting so make it compelling!

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Meeting Prep Check List

It's In The Details

- Have I downloaded the directions to venue? ☐ YES ☐ NO
- Who is introducing me?
- Did I email a short introduction to this person?
- ☐ YES ☐ NO
- Did I print a copy of my introduction to take with me on the day of the event? ☐ YES ☐ NO
- What's my start time and how much time do I have to present my talk?
-
- Will there be Q & A? ☐ YES ☐ NO
- What's the room layout? How will the audience be seated? At tables? Is there a platform or stage? Do I want a lectern? Do I need a small table for my supplies?
-
-
- What audio/visual equipment will I need? What is available?
-
-
- What time can I get into the venue to set up and test the equipment?
- Do I need to get any materials to the venue in advance of the date? If so, who is the contact person at the venue? The address?
-
-
- Do I need to make any travel or accommodations reservations?
- ☐ YES ☐ NO

Marketing Plan

- What is my marketing goal for this audience? e.g. Do I want the attendees to sign up for a consultation? Share their email address with me? Buy my book or course?
-
- What resource, checklist, audio, etc. am I offering to attendees to inspire them to sign up for my mailing list?
-

What About PR?

If this event is for my clients, how am I getting the word out? Emailing or mailing invitations?

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If this event is for another organization, am I helping with promotion? How?

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Day Of Event

Bring:

For myself: some kind of energy bar, snack or drink, makeup kit

For audience: handouts, gifts for the audience volunteers.

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Business cards

Evaluation cards for the audience

My laptop, cords

My presentation on a flash drive, my slides printed out (if using), my introduction for the person introducing me, and my notes

After the Event

Thank you notes? ☐ YES ☐ NO

Am I sending a list of “audience raves” to the planner? ☐ YES ☐ NO

Follow up with attendees regarding my offer of materials, resources? ☐ YES ☐ NO

Invoice the reimbursable expenses ☐ YES ☐ NO

My Favorite Resources for Giving Great Talks

Books:

Duarte, Nancy [*Resonate: Present Visual Stories that Transform Audiences*](#)

Morgan, Nick [*Give Your Speech, Change the World: How to Move Your Audience to Action*](#)

Morgan, Nick [*Power Cues: The Subtle Science of Leading Groups, Persuading Others, and Maximizing Your Personal Impact*](#)

Reynolds, Garr [*Presentation Zen: Simple Ideas on Presentation Design and Delivery*](#)

Videos:

Cuddy, Amy. [*Your Body Language Shapes Who You Are*](#)

Rogin, Ellen. [*The Surprising Way to Teach Your Kids to be Smart with Money*](#). Ellen Rogin's Tedx Talk

Podcasts:

[How to Project Confidence with Your Voice.](#)

Interview with speaking coach and voice expert Cindy Ashton

[Building a Media Strategy.](#)

Horsemouth interview with media trainer and expert Shawne Duperon

[The Power of Story.](#) Interview with Bo Eason (Adult language warning)

[How to Make Connections with Your Communications.](#)

Horsemouth interview with George Kansas

[Stress Reduction and Balancing Your Brain.](#)

Interview with performance expert Debbie Vyskocil

Articles:

[Why Most People's Charts and Graphs Look Like Crap.](#) Ross Crooks.

[Color Psychology: What Color Says About You.](#) Melanie Brooks.

Websites:

For story ideas: www.Goodnewsnetwork.org

For meditation/nerve calming:

www.calm.com

www.headspace.com

www.meditainment.com

Courses/coaches:

“Advisor Voice” Course through Horsemouth www.horsemouth.com This is a thorough on-line learning course specifically designed for financial advisors.

Cindy Ashton does individual, group, and online training in a variety of areas including having a persuasive voice, speech content, and delivery skills. <http://yourpersuasivevoice.com/services/>

Jonathan Bender is trained as an actor and coaches on voice, presentation skills, speaking authentically. www.wholespeak.com

Tracey Trottenberg focuses specifically on speaking skills for women. She and her husband George Kansas guide people to get their message out into the world. They do individual and group coaching. www.traceytrottenberg.com

About the Author



Ellen Rogin, CPA, CFP®

Ellen Rogin, CPA, CFP®, and Abundance Activist® is the co-author of New York Times best-seller, *Picture Your Prosperity: Smart Money Moves to Turn Your Vision into Reality*. A top-producing financial advisor, Ellen is a nationally-known expert on success and prosperity.

Chock full of “left-brain” credentials (MBA, CPA, Certified financial planner™), Ellen also walks on the “right” side, balancing values, big picture ideas, meditation and a sense of humor with all her professional training. She speaks as easily about the power of compound interest as she speaks about the power of belief.

Ellen is a regular contributor to Horseshmouth® and a host of Horseshmouth Advisor Radio.

She has appeared on PBS Nightly Business Report, CNBC and WGN TV in Chicago, presented at TEDx Seven Mile Beach, Cayman Islands, and has been interviewed on NPR Marketplace Weekend. Her work has been quoted in such national publications as The New York Times, Money, Time.com, Forbes.com, The Huffington Post, and US News and World Report.

Ellen is founder and president of a wealth management firm in Northfield IL, and serves on the Board of Directors for Metropolitan Capital Bank in Chicago.

For more about Ellen Rogin, please visit ellenrogin.com

Notes

Notes

"I've learned that people will forget what you said,
people will forget what you did, but
people will never forget how you
made them feel."

- Maya Angelou