SPEAK IN COLOR!

PRESENTATION ESSENTIALS

Learn 8 scientifically proven principles that turn ordinary black and white communication into something "colorful"

- Use 8 questions to prepare any message
- Learn simple mnemonic devices
- Try a new approach to prepare in less time
- Witness personalized demos that you can apply in 5 minutes or less
- 24 page workbook
- You will hold **ATTENTION**, maximize your **INFLUENCE**, and improve **RESULTS**

WORKSHOP FORMAT

Expect classroom discussion, fill-in-the blank worksheets, Q&A, and instructor demonstrations. Only attendees who volunteer will be expected to participate in front of the group.

HOW TO PREPARE

Bring your questions, and be open to new ideas that may contradict conventional wisdom. Optionally, contemplate a personal experience you could share with the group.

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3.5 Hour Agenda

10 Min	SpeechDeck Introduction
60 Min	Clarify Your Content Clarify your objective Clarify your structure & logic Clarify your illustrations
10 Min	How to Add Color
15 Min	Inject Anticipation Holding attention
15 Min	BREAK
15 Min	Develop Relationships Building rapport
15 Min	Reveal the Messenger Credibility & Authenticity
15 Min	Encourage Participation Compliance
15 Min	Empower the Individual Personal relevance
15 Min	Manage the Theater Visuals Aids & Focus
15 Min	Engage the Subconscious Lasting impact
10 Min	Review & Synthesis

ABOUT MICHAEL

I walked away from my internet marketing business to focus on my true passion—the science of communication and influence. Aren't you also tired of meetings that waste your time, speakers without personality, and sermons that put you to sleep?

After thousands of hours on stage in front of restless teenagers, top-level executives, stone-faced secret service agents, and everything in between, I've simplified 20 years of experience into the SpeechDeck communication system: the science of great communication in 8 colors.

SpeechDeck™.com

Attention. Influence. Results.