

SPEAK IN COLOR!

PRESENTATION MASTERY

Learn 8 scientifically proven principles + 21 specific techniques that transform your message into "colorful" communication

- Use 8 questions to prepare any message
- Learn the scientific basis, memory aids, and evaluation techniques for each principle
- 3 demos for each principle (21 total). Choose techniques that fit your personality so you can prepare in less time.
- Full 60 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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7 Hour Agenda

20 Min	SpeechDeck Introduction
90 Min	Clarify Your Content Clarify your objective Clarify your structure & logic Clarify your illustrations
15 Min	BREAK
15 Min	How to Add Color
35 Min	Inject Anticipation Holding attention, audience expectations, & creativity
35 Min	Develop Relationships Rapport, audience analysis
-----	BREAK
35 Min	Reveal the Messenger Personality, credibility, & authenticity
35 Min	Encourage Participation Activities, interaction, & compliance
35 Min	Empower the Individual Personalization, relevance, & eliminating obstacles
15 Min	BREAK
35 Min	Manage the Theater Slides, Visuals, & Focus
35 Min	Engage the Subconscious Lasting impact & emotion
20 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.



Attention. Influence. Results.