

SPEAK IN COLOR!

PRESENTATION MASTERY

*Practice 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) so you can choose techniques that fit your personality and prepare in less time
- Full 60 page workbook
- You will hold **ATTENTION**, maximize your **INFLUENCE**, and improve **RESULTS**

HANDS-ON FORMAT

Expect group discussion, personal worksheets, Q&A, and instructor demonstrations. All attendees should expect an opportunity to role play techniques with live coaching on-stage in front of the group.

HOW TO PREPARE

Please be open to ideas that may contradict conventional wisdom. Bring a basic 5-6 point outline of your typical presentation and be prepared to tell a short 1 minute personal experience to the group.

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14 Hour Agenda Eight 1.5-2 hr sessions

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

