

10 *10 Bigger Steps to Success*

Step 1: Public Speaking

There might be more people who fear public speaking than fear flying. I can identify with that since I froze in front of an audience in July of 1982 for what seemed like an hour. In actuality, it was for 15 seconds but a REAL LONG 15 seconds. However, I learned on that July day that all speaking is just a conversation between you and the audience.

3,000 seminars and web conferences later, I have come to a conclusion that in order to have a successful seminar or web conference, you just need to do three things. In fact, in order to have a successful marriage, you need to do the same three things. Would you like to know what those 3 same things are? Firstly, be likeable. You want Max in the back row to say to his spouse, "Isn't he a nice guy?"

Secondly, give them 2-3 unforgettable ideas. You do not have to give them a 40-slide power point presentation with 40 different charts. You do have to give them 2-3 unforgettable ideas. You want Mabel to say to her spouse, "Wasn't that interesting when Mr. Wesley taught us the Rule of 72?"

Thirdly, convince them that they need you. At every seminar, you either convince them that you can help or they convince you that you cannot help.

With exaggeration intended, you can have seminar success even if you talk about the Oregon football team, 90% of the time as long as they say 1) "Isn't he nice!" 2) "That was an unforgettable idea!" 3) "We should get together with him." and (smile) "Go Ducks! "