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? why speak?
change the world
move to action
listen to audience

👥 audience centered speech

structured conversation
structure content
focus if only 1 thing..
1 key message
journey why -> how
tell stories
rehearse aloud
transitions
listen to audience wait for answer
passion have a good time

all speeches are persuasive acts seek to persuade
never to inform

enlist audience **know everything = objections**
invite audience

understand audience
study audience who?
fear?
want?
study schedule before you
after you
20 minute rule max attention
laughing break
question break

craft elevator pitch
essential benefit listener
contain 'you'
emotion
solve audience problem

pick level of need
details vs concept
identify w audience
repeat memorable phrase

find story
quest achieve difficult goal
encounter obstacles
holy grail
stranger in strange land change presentations
achieve knowledge
planet of apes
revenge star wars
boy meets girl
relate to audience needs

structure content
problem-solution structure
state problem audience
explain solution
5 steps relate problem
analysis situation
present solution
benefits solution
get them started

make journey
frame story
mini version
strip details
problems known to audience
unknown to audience
controversial? present alternatives
filter towards yours
end **call to action**
in the room action

involve audience
teach write goals
explain to neighbor
tell story toys
show
play competition
design solution
next step

deliver 🧑

listen to audience lean back
boss hands behind head
end strongly call to action
favorite story
special occasions introductions short
after dinner short
representative of audience
summarize emcee
question
put opposites to sides
poke poke and poke moderator
questions ready
not what you say, what audience hears charisma

rehearsing 🗣️

search truth first summary
less detail opening
emotion
mlk imitate hero
thatcher
clinton
move to audience **key point?**
movements rehearse transitions
audience needs
conquer fear blabla
pause
voice presence
pitch resonance
breathing
face smile
nod
raise eyebrows
open eyes wide
you

start **hands sides, palms out**
gestures touch face don't
posture straight up
fluid