



## **PUBLIC SPEAKING EXTRAORDINAIRE**

### **Session #2: GOAL SETTING – How to Deliver a Simple But High Impact Message**

**Important Learning Advisory:**



To experience better learning, it is recommended that you print and follow this transcript while listening to the MP3 audio. There is ample space at the bottom of every page for you to write your own notes and jolt down ideas. Happy learning!



SESSION #2:  
GOAL SETTING - How to Deliver a Simple But  
High Impact Message

PUBLIC SPEAKING  
EXTRAORDINAIRE

Secrets to Incredible Public Speaking in 3 Days...  
Even if You Are a Total Newbie!

Welcome to the second session of Public Speaking Extraordinaire. In this session, we will cover goal setting for your speech presentation, and how to deliver a simple but high impact message.



## DEFINING YOUR SPEECH GOAL

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- ▶ **M**arket
- ▶ **M**edium
- ▶ **M**essage

Defining your speech goal can be broken down into three main segments: MARKET, MEDIUM and MESSAGE. Let's take a more detailed look at each of these segments.



## DEFINING YOUR SPEECH GOAL

- ▶ **M**arket – the audience is the most important component to look at first!
- ▶ **M**edium – how are you going to deliver your speech or presentation? (on stage, rent a room)
- ▶ **M**essage – what is the core message of your speech?

MARKET. This is the most important component of your speech goal to observe first or else designing your speech will be useless. It pays to have clarity on knowing exactly WHO you are going to be talking to. For example, if you intend to market or sell a product, you most definitely don't want to approach students – unless they are your target market. It will be very helpful to research your client's background, level of education and understanding. Targeting the right audience will ensure that both parties gain maximal benefit from your presentation.

Then we look at the MEDIUM. This simply means, how are you going to deliver your speech or presentation? Think of it as a vehicle for your speech. It can range from casual conversation with a small group of people, speaking in front of the room, or climbing the stage to deliver a powerful presentation.

Finally, you look at the MESSAGE. What is the core message of your speech? It should be summed up in one short and memorable sentence. This is the main message you want to send to the masses, and the rest of your speech will be elaborated from this



simple message. Amateur speakers don't realize the fundamentals of effective speaking, and you can see this when someone delivers a random or unorganized speech.

## BEGIN WITH THE END IN MIND

- ▶ Ask yourself: "what do you want the audience to do during or after your presentation?"
- ▶ **CALL TO ACTION:** Make the desired end result the **objective** of your speech / presentation
- ▶ **EXAMPLE:** if you want to move your audience to buy your back-end product, the presentation must be relevant

Your entire presentation, long or short, will be centered on your single goal.

Now that your speech goal is defined, the next thing to do before you make your next speech is to define your own objectives, by beginning with the END in mind. Ask yourself: "what do you want your audience to do during or after your presentation?"

This is the main reason why you are doing public speaking in the first place, especially if it is on a more professional level. And it matters all the more if you are a leader or person with power within an organization. The expert sales people often use the term "call to action". In other words, after delivering your presentation or speech, you expect the audience to take some form of action or initiative. What will it be?



## BEGIN WITH THE END IN MIND

**EXAMPLE:** if you want to move your audience to buy your back-end product...

- ▶ The presentation must be relevant to the product
- ▶ Spend the last 10 - 15 minutes of your presentation pitching

For example: if you are a salesperson and you are representing your company to pitch in your company's latest product, you want your audience to become your customers. Therefore, your presentation teaches product knowledge, and must result in persuading the audience to become your customers.

If you are selling a product or a course, your goal would be for them to take action or to buy your back-end offer. Your goals should be such that all parties will benefit from your speech. As a speaker, you will get to establish credibility for yourself, gain experience and increase exposure, build confidence, and not to mention benefit from the immense satisfaction you get from delivering a mind-blowing speech. You must also set the goals for the audience and tell them the benefits so that they know what they will gain from listening to you.

This is a common practice in self-improvement, wealth creation and Internet Marketing seminars. These wealth creation gurus are truly walking their talk, and you can learn a



lot from how they push their back-end products and services by spending the last 10 to 15 minutes of their speech pitching in their latest offer.

However this technique is not limited to just sales. Good church leaders, priests and pastors employ the call to action after a sermon is read. At the core, the reason you are speaking in public is so you can move and compel your target audience!

## OTHER GOALS

- ▶ Creating awareness about an existing problem
- ▶ Fostering understanding / new relations
- ▶ Inspiring audience to take call to action

That said, your reason for public speaking is not only to make sales. You will see that public speaking is a highly adaptable skill in any field that demands creation for awareness.

This also includes fostering understanding and relations, and even as far as inspiring and motivating other people. Now it's no small wonder why self-improvement seminars are highly profitable. Public speaking is a powerful skill, and motivating your audience positively can elevate you to greater heights in success and relationships.



Finally, once you've set your goals, you must always have them at them back of your head when you develop your speech. How does the topic relate to your goals? What specific objectives or results are desired? The entire setup of the speech will have to take into account these goals so that you won't waste your time or your prospects' time.

## CREATE HIGH IMPACT PRESENTATION IN 30 MINUTES OR LESS

- ▶ Use **Powerpoint Program**
- ▶ The **objective** of your speech = **title** of your speech
- ▶ Key bullet points in each slide – **bold** or **color** words that have impact
- ▶ KISS – **K**ep **I**t **S**imple **S**illy

Now moving on to how to create a high impact presentation in 30 minutes or less. Many anxious and first-time speakers spend a great deal of time with preparing before their live presentations. To me, it's more important to spend as little time possible at this stage so you can spend more time rehearsing and improving. Thus, here is a quick formula to developing your own high impact, mind-blowing presentation in half an hour or less!

Before we cover the four main elements of high impact presentation, be sure to use a Powerpoint program to create your presentation slides, very much like what you are seeing in this video, or reading in this transcript now. Microsoft Powerpoint is normally available in most PCs. Alternatively, you can use any other computer programs that create presentation slides that will aid your flow of speech, as well as deliver effective



key points to your audience, allowing them to both see and hear your speech. It is also worthy to note that expert speakers like T Harv Eker use nothing more than a white board and marker pen, though this is best reserved for speakers with more experience. For now, start off with leveraging on Powerpoint presentations to boost your speech excitement and flow of message.

As mentioned earlier in this session, you must craft a core message to send to your audience. Your core message, which can be summed up in one short sentence, can very well be the title of your presentation. In the Internet Marketing field, the online marketing experts who specialize in different areas title their presentations like: “Online Teleseminar Secrets” by Alex Mandossian, “List Building Power” by Jaz Lai, “6-Figure Info Product Empire” by Edmund Loh, and many more.

Your presentation slides do not have to be overloaded with words – just a few words and a few key points will do. It is up to your duty as the speaker to elaborate on each key points. The function of the slides is to not only give you a smoother flow of speech, but also aid in your audience memory. Bold and color some words to keep your presentation exciting and deliver impact.

Last but not least, stick to the K.I.S.S. principle – Keep It Simple Silly! There’s no need for a bombastic presentation, loaded with technical jargons or words that make you sound smart. In fact, the simpler your presentation the more effective you can communicate your message across the room. And this is what defines professionalism. There is little or no use in your presentation if at the end of the day, your audience barely understand or get excited let alone respond to your final call to action.



## ELEMENTS IN YOUR SPEECH

- ▶ **P**roblem
- ▶ **C**ause
- ▶ **S**olution
- ▶ **B**enefit

The following elements apply to any speech: Problem, Cause, Solution and Benefit. These elements are similar to the ones you would find in a successful direct response sales letter: Problem, Promise, Proof, and Price.

In public speaking context, you start the introduction with highlighting an existing problem or challenge your audience can relate to, or are currently facing. Then you transit into the cause – the root of the problem. This is later followed by solutions and its benefits.

As a rule of thumb, the introduction must provoke curiosity and arouse the interest of the audience. It's the make or break point which will determine if your presentation is going to impact your audience or not. Start by thanking the introducer or emcee, and follow with a **STRONG** opening to your speech. A strong opening involves a probing question and a strong statement, which you can then throw in a personal story or a quote to draw the attention of the crowd. It also sets the mood for the rest of the presentation.



The introduction is followed by a smooth transitioning sentence. Example: “In addition” “my next point” and “where I’m leading you up to is this” Your main points are backed up by supporting sub-points which include inspiring stories, facts, history, humor, and illustration which help exemplify the point you are trying to make.

## SPEECH DRAFTING

- ▶ Include 3 - 4 **key points** for every element
- ▶ Use **stories** in your speech
- ▶ End speech with a **CALL TO ACTION**

SPEECH DRAFTING. Drafting your speech follows after crafting your presentation slides, or mind map for some more experienced speakers.

Identify your topic and goal, write your opening lines and follow with 3 to 4 key points, accompanied by backup points and summarize with a conclusion. Once you have written down your points you can now craft your presentation based on the following outline.

Start with an Introduction and then transit into your first main point. The main point is backed with interesting stories, illustrations, and examples. After that, transit into the second and third point using the same method. If you are selling or motivating your



audience, you may include the benefits of taking action, suggested action and finally end with some closing remarks.

Using stories – especially if it is your own personal experience – can make your speech highly compelling.

Once you have conveyed all your points, you can now focus on driving your audience into taking action. This can be done by conveying the benefits of your product you are selling and relating back to the problems you have stated earlier.

Finally, to conclude you should tie everything together, summarize, make an appeal, call to action, or challenge your audience (depending on the goal of your presentation). Sum it all up by bringing up the objectives in the beginning and reinforce that these goals have been achieved.

IN SUMMARY: there is no fixed guideline to the perfect presentation but this session has given some good insight as to how to prepare a high impact presentation in a short amount of time, so you can the rest of the time rehearsing and improving your presentation over time!