



How to Out-Present Your Competitors AND Build a 7+ Figure Speaking Platform...

**Speaking Assessment Cheat Sheet:
Increase Stage Presence & Profits**

SECTION 1 (7 Critical Areas to Master)

BIG PICTURE (FRAME)

Powerful headline that paints the big picture
1 2 3 4

Use of deductive language anchors the big picture
1 2 3 4

Anchors the name of program
1 2 3 4

Slide deck anchors the speaker’s personal allure
1 2 3 4

The emotions of desire (status) & pain (fear& frustration) are anchored through out
1 2 3 4

STRATEGIC CHUNKING (ORGANIZATION)

Content of presentation is controlled by the offer
1 2 3 4

A key test of allure is established at the beginning
1 2 3 4

ROI Case Study established at the beginning (Within first five minutes.)
1 2 3 4



For each teaching point, follows the five step process to maximize your influence:

- 1) Rule/Step/Principle 2) Case Study 3) Teaching Point (Inductive) 4) Actionable Step 5) Anchor the name of your program

1 2 3 4

Inductive teaching is done from the context of the big change in your market place

1 2 3 4

Tracks the way the audience wants to learn and based on the research developed by Dr. Bernice McCarthy (4MAT Method) ...Speak first to the 1) Why Learner 2) What Learner 3) How Learner 4) What If Learner

1 2 3 4

HIGH CONTRAST (DIFFERENTIATION)

Clear positioning established that communicates the Competitive Advantage (CA)

1 2 3 4

Allure established with title

1 2 3 4

New paradigm/context which establishes the unique approach

1 2 3 4

Anchors CA throughout the presentation

1 2 3 4

Audience knows how they can disqualify themselves and clearly anchored

1 2 3 4

VISUAL/SPATIAL (COMMUNICATION)

Clear visual and spatial representation/diagram of what makes you different ('THE MAGIC')

1 2 3 4

Slides communicate the old way versus the new way and anchored to your program and name of system

1 2 3 4



The speaker consistently demonstrates personal allure

1 2 3 4

NOVELTY (ENGAGEMENT)

Use of Pattern Interrupts (PI) & Discrepant Events (DE) to hold attention

1 2 3 4

Slides show powerful and engaging graphics and video complementing the speaker

1 2 3 4

Audience is held 'spell bound' and clearly demonstrates they are enamoured with the presentation

1 2 3 4

Anticipation (context) is clearly created before delivering content

1 2 3 4

The use of backstory is used to elevate the intrigue of the presentation

1 2 3 4

NOTE: Speaker Mechanics (Refer to **Section II** below)

VERIFIED EVIDENCE (CONGRUENCE)

Quantitative/numerical data showcases the target market's pain and ties to the big trends in the market place

1 2 3 4

Anchors social proof with potential candidates/audience members

1 2 3 4

Momentum for the speaker is clearly felt in the context of big change going on in the industry

1 2 3 4

Bold Prediction (BP) established based on the evidence presented and positions speaker above all other experts in one's industry

1 2 3 4



Evidence is showcased in a way which suspends disbelief

1 2 3 4

STRATEGIC EXECUTION (OBEDIENCE)

Steps 1-6 of the consultative process are followed which constrain how your audience wants to hear your message

1 2 3 4

Action steps throughout presentation noted and follow the highest forms of active learning

1 2 3 4

A huge sense of urgency and anticipation is noted throughout

1 2 3 4

Audience knows it must qualify

1 2 3 4

The presentation clearly outlines a vetting process

1 2 3 4

The presentation naturally leads to Step 8 of the consultative process and drives the audience to take the next step

1 2 3 4

Step 8 (key action step) is clearly presented

1 2 3 4

II SPEAKER MECHANICS

Speaker Posture

1 2 3 4

Speaker Voice

1 2 3 4

Oratory

1 2 3 4



Diction

1 2 3 4

Speaker Distractions (Ums/Ahs)

1 2 3 4

Hand Gestures

1 2 3 4

Eye Contact

1 2 3 4

Nonverbal cues

1 2 3 4

Speaker anchors different parts of the stage

1 2 3 4

Dynamic (full engagement with audience) versus Robotic (presents like a university lecturer)

1 2 3 4

III MARKETING/FEEDBACK DATA FOR SPEAKER
(Critical Performance Data)

Based on the speaker's presentation, answer these seven questions:

1) Would you buy from this person? (Yes or No)

2) Rate your conviction from question #1 on a scale of 1-4

1 2 3 4

3) Explain why (or why not) would you purchase?



4) If (Yes) in question #1, where exactly in the presentation did you decide to buy? Conversely, if (No) in question #1, where did this happen.

5) Where did the speaker lose your attention?

6) What were your 2 or 3 biggest AH HA moments?

7) What should the speaker 'START/STOP/CONTINUE' doing?

START:

STOP:

CONTINUE:
