



5 Keys to Crafting and Delivering an Unforgettable Speech!

by Kent Julian

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The speaking world is filled with cookie-cutter presenters who blend in with one another. If you want to bust out from the pack and make a huge impact as a speaker, try these five key ingredients to creating and delivering an unforgettable speech.

Ingredient 1: Be An Entertainer First, An Informer Second.

What's the #1 complaint about most speeches? "That was boring!"

Here's a dirty little secret about audiences — they want to be entertained! It doesn't matter whether you're presenting to highbrow educators, stoic religious leaders, or squirrely seventh graders. All audiences want to be entertained.

So give them what they want! Even though one of your major roles as a speaker is to inform, that doesn't mean you can't do so in an engaging, interesting, and yes... entertaining way. What good is your information if everyone is taking a nap?

ENTERTAINMENT:

This entertainment ingredient is true whether you're giving a keynote presentation or leading a workshop.

Additionally, it's important that you broaden your definition of entertainment. Being entertained includes laughing, feeling emotions, being frightened, and even pondering deep thoughts. You watch different movies to be "entertained" in different ways, and the same can be true about your presentations.

Ingredient 2: Be A One-Point (i.e. Purpose) Presenter.

Most speakers pack three speeches into one presentation. However, they have no clue that their presentation is actually three separate speeches because they call each of these speeches a "point." Yet, since each of their points is so comprehensive, each point could, and probably should, be a standalone presentation.

In speaking, less is more! Since audiences usually don't remember Point #1 by the time you start Point #3, focus on just one point (i.e. purpose) during your entire presentation. Go deep with it. Empower your audience to look at this one point from different angles and perspectives.

Additionally, if you creatively capture your point in a memorable phrase, your audience will not only get the point, they'll walk out with it, too.

Bottom line, you accomplish more as a presenter when you narrow your focus down to a single point (i.e. purpose).

Ingredient 3: Begin With The End In Mind.

You've heard the saying: "If you don't know where you're going, you'll get there every time." With this in mind, as you prepare your speech, figure out your one point (i.e. purpose) first and then immediately ask yourself:

What is my call to action? What do I want people to do in response?

Get crystal clear on your call to action before developing content. Once you do, you'll know the starting place (i.e. your one point) and the final destination (i.e. your call to action) of your speech. Now you can figuratively string a "clothesline" between these two poles and hang up pieces of your presentation in a way that makes sense to you and your audience.

Ingredient 4: Stories Teach Better Than Stats.

Most speakers present the same way because most trainings on how to present teach the same method. It looks something like this:

BLEND-IN PRESENTATION FORMAT

Point #1: _____

- *10-15 minutes teaching content*
- *3-5 minutes illustrating the content by telling a story*
- *Restate Point #1*

Point #2: _____

- *10-15 minutes teaching content*
- *3-5 minutes illustrating the content by telling a story*
- *Restate Point #2*

Point #3: _____

- *10-15 minutes teaching content*
- *3-5 minutes illustrating the content by telling a story*
- *Restate Point #3*

SIDE NOTE:

Do you see why audiences don't remember Point #1 by the time you start talking about Point #3?

Don't blend in as a speaker. Bust out by changing the way you present. Here is an example of more engaging speech:

BUST-OUT PRESENTATION FORMAT

Insight #1 About Your One Point (i.e. Purpose): _____

- 10-15 minutes of a “story” that has the content you want to teach within it
- 3-5 minutes highlighting what the audience just learned through the “story”
- Restate Insight #1

Insight #2 About Your One Point (i.e. Purpose): _____

- 10-15 minutes of an “story” that has the content you want to teach within it
- 3-5 minutes highlighting what the audience just learned through the “story”
- Restate Insight #2

Insight #3 About Your One Point (i.e. Purpose): _____

- 10-15 minutes of a “story” that has the content you want to teach within it
- 3-5 minutes highlighting what the audience just learned through the “story”
- Restate Insight #3

“STORY”

The word “story” is in quotes because while telling stories is the default method of creative communication for most speakers, you can do so much more than tell stories. You can use interactive experiences, visuals, onstage activities, videos, and more to creatively teach your content.

The reason the Bust-Out approach works better than the Blend-In format is because audiences learn better through stories and experiences. The key is to design your stories and other creative communication techniques in such a way that they teach your content without it feeling like a lecture.

Also, notice how the Bust-Out approach flipped the typical speech format upside down. Instead of teaching content 80 percent of the time and illustrating the content 20 percent of the time, this approach invests 80 percent of the time to teaching through “stories” and uses the remaining 20 percent to highlight what the audience is learning.

Ingredient 5: Think Like a Stick-ologist.

Speakers who speak on similar topics often end up saying the same thing. Those speakers who bust out from the pack, however, find unique and unforgettable ways to

communicate what everyone else is saying. As Chip and Dan Heath describe in [Made To Stick](#), they become stick-ologists.

There are six principles that make an idea sticky. The more of these principles that you include in an idea, the stickier it gets:

- Simplicity – is the idea both simple and profound?
- Unexpected – surprise creates interest and curiosity.
- Concreteness – our brains are wired to remember concrete ideas.
- Credibility – nothing hurts an idea more than the lack of credibility in the idea itself or in the person communicating the idea.
- Emotions – when people “feel” an idea, they connect with the idea.
- Stories – stories give people a framework for how to act on an idea.

[Made To Stick](#) is my absolute favorite book on creative communication. A must read for all speakers!

Be Unforgettable!

There you have it. Five key ingredients to creating and delivering an unforgettable speech. Use them to bust out of the pack and make a huge impact as a speaker.

Kent Julian is a professional speaker who presents in 35-45 venues to 35,000-45,000 each year. He has received the National Speakers Association’s highest earned designation for professional speakers, the Certified Speaking Professional (CSP). Less than 800 speakers worldwide have earned this designation. To find out more about Kent’s presentations, visit KentJulian.com.

Kent also hosts the [Paid to Speak Conference](#) and the [Killer Keynote Conference](#) annually to equip people to move from DREAM to DO as speakers. These events will equip you, step-by-step, to go from no brand and no bookings to experiencing impact, influence, and a great income as a speaker!

Find out more about Kent’s newest product ***Your First Paid Speech – How to Land Your First Paid Speaking Engagement Even If You Are Starting From Scratch*** at FirstPaidSpeech.com

