



SPEAKING EMPIRE

Presentainer

09 March 2020

Professional Speaker Training

**Lyman
Montgomery**

PRESENTAINER
OF THE YEAR

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NEW SPEAKING STRATEGY
THAT **SURPRISED THE WORLD**

About Us



WE ARE THE LEADERS IN SPEAKER DEVELOPMENT WITH OVER 11,000 INDIVIDUALS TRAINED, PREPARED AND PLACED ON STAGE.

With this guide you will see it all. How we look at speaking as our ethical responsibility to deliver the best value and experience possible to our audience.

This guide will service as a framework for Speaking Empire to not only train you in the art and science of public speaking but to also carefully craft and design your speech – 100% done for you. Simply put, we love to speak and know you will too.

WHO WE ARE

>>

We are speakers that thrive on training others in the art of speaking.

WHAT WE DO

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We teach you. We train you. We build your entire speech and find you the best stages around the world!

BECOME A PRESENTAINER®

There are influencers and there are extraordinary influencers and there's a big difference between the two. What sets extraordinary influencers apart from those who are simply mediocre? Keep reading. I'm not only going to tell you, I'm going to teach you how to be one.

The first and most valuable quality of an extraordinary influencer is mindset. It lays a firm foundation for everything that follows. Mindset involves more than having a positive attitude, although that's a big part of it. It's more like an established set of attitudes; an inclination in a particular direction.

Mindset is at the crux of belief system, and belief system is the root of action-taking. If you want to be extraordinary, first you have to believe in yourself. This means owning that you have value. You're worthy of success. If you don't believe in yourself—or your abilities, product or service—how can you expect to influence others?

Being an extraordinary influencer means being a Presentainer®.

Presentainers® are strong communicators. They're privy to secrets only a select few have access to called **Neuro Emotional Empowering Patterns®** and they know how to integrate them into a presentation. You're on your way to joining that select group as you learn about N.E.E.P. from Speaking Empire®.

How do Presentainers® set themselves apart from mainstream communicators? First, they don't just haphazardly throw a few PowerPoint slides together. They format their presentations with precision—they capture attention and hold it. They're passionate and know how to sell themselves first, before even attempting to sell anybody else.

Believing in yourself allows passion to fuel your delivery. There's only one thing worse than getting up on stage in front of a group of eager listeners and then falling flat. A lack of belief in self leads directly to it.

It's an attack from within, called self-sabotage.

Self-sabotage does more than stand in the way of allowing you to achieve your objectives. It goes further than misdirected deserving issues. When your action—or inaction—results in self-defeating consequences, you are fully engaged in self-sabotage.

Through Speaking Empire I work with a number of people and I see a good amount of self-sabotage. It can be so subtle that most are unaware they're even doing it. In this case, self-sabotage stems from thinking, for whatever reason, that selling is bad or prosperity is bad. Some people even believe making money is bad. They feel guilty.

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FEATURED ARTICLE

Turning Tragedies into Strategies



Presentainer® of the Year **Lyman Montgomery**

WHEN YOU FIRST MEET LYMAN MONTGOMERY, YOU ARE CAPTIVATED BY HIS OUTGOING PERSONALITY AND INFECTIOUS ENERGY. HE INSTANTLY DRAWS YOU IN WITH HIS POSITIVE DISPOSITION AND BIG SMILE. YOU QUICKLY LEARN HOWEVER THAT LYMAN'S JOURNEY HAS BEEN FAR FROM EASY.

Lyman was born with a severe speech impediment that precluded him from speaking until he was 8 years old. He also had braces on his legs and wore corrective shoes. Early on, he faced constant ridicule and bullying by his classmates. Finally, in the 5th grade his mother found an alternative school for him to attend. She chose a foreign language magnet school as she felt that Lyman learning to speak Spanish would be beneficial to him in the future.

When Lyman shared this opportunity with his 5th grade teacher, he was told the words that would change him forever: "You will never make it. You can't even speak English." Although these words were crushing for any 10-year-old to hear, his father convinced him that the best thing he could do was prove his teacher wrong. His father gave him an insatiable work ethic and a belief that he could do anything. He never referred to himself as handicapped or disabled; he was just doing things differently. Lyman attended the magnet school and began to thrive. He went from a student who regularly scored D's and F's to one who made the "A" Honor Roll.

He was befriended by his 6th grade teacher, who was also his Boy Scout Leader. This teacher encouraged Lyman, believed in him, tutored him, and was the reason for his academic success. He also began to sexually abuse him. This abuse went on for years. Lyman was flourishing for the first time ever academically but was doing so at the hands of a predator. He went from one tragedy to another.

Although the abuse from his one teacher continued, he had another teacher, Mrs. Jarvis, who would change his life forever. Mrs. Jarvis believed in Lyman and believed he had a message to share with the world, so she entered him into a speaking competition. She said to him, "You have a wonderful voice, you just have to find it and my job is to help you find it." Lyman went to his best friend telling him he had to do a speech and seeking advice. His friend recommended recording himself with a tape recorder and pretending to be his favorite speaker, Martin Luther King. Lyman convinced himself that if he became someone else in his mind, he could do anything. He ended up winning the speech competition.

One of Lyman's biggest regrets was staying silent about his abuser. He was finally able to speak but didn't have the voice to share what was happening to him. If he had come forward, he could have spared others. Although his teacher was eventually arrested and sentenced to 50 years in prison, many lives could have been spared from similar abuse if he had shared his story.

Lyman finally broke his silence 20 years later when he was reconnected with an old friend who was a fellow speaker. During a conversation, he discovered that this friend had also suffered at the hands of the same perpetrator. "You're a fraud!" the friend said to Lyman. "You speak on stages and inspire audiences, but you have a much greater story and you must share it!"

This encounter led to Lyman's first book, **Shattered Masks**, where he shares the pain and the scars of the abuse he suffered as a young teenager. This also changed the story he shared from stages in hopes to impact more people.

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Lyman Montgomery (continued from page 3)

According to Lyman, ***“I know what it’s like to go through hell and back and still be able to look at that audience and deliver a commanding conversation with conviction and passion. I’d rather be transparent and honest.”***

Lyman’s quest to help others find their voice led him to receive two Master’s degrees, various life coaching certifications, and he will receive a doctorate degree in June 2020. He believes that this experience coupled with furthering his education allows him to continue to transform the lives of others.

What Lyman has learned from his experience and his training is that people are distracted. They go from one fire to another and don’t allow their brain the opportunity to stop, relax, and enjoy the moment. His latest book, ***Focused Driven Lifestyle Book – 7 Strategies to Overcome Procrastination and Distraction*** helps people focus on three main areas:



Work • Home • Play

When we are at work, we think about things at home. When we’re home we think about work. We don’t focus enough on our play to enjoy it because we are usually distracted with other things. **Lyman encourages a FOCUS method that allows a shift away from time management to time allocation and energy.** Appreciate the moment and be in that space at that time for more efficiency and joy in life. When you focus, you prioritize, and achieve. Learn more at www.FocusDriven.com.

Lyman Montgomery survived both learning and physical disabilities and sexual abuse. He lost a grandmother to suicide and a grandfather to a drunk driving accident. Mrs. Jarvis, his beloved teacher who inspired him to speak his message died from cancer. He has had a life of tragedy, yet he has flourished from turning these experiences into leadership strategies. He took his pain and gained a voice of passion and purpose.

You can hear Lyman share his message on stages across the country engaging his audience with his stories and passion. When he’s not traveling, speaking, and inspiring, he is a single father to two grown sons. He is passionate about encouraging the next generation so you can find him on social media and even on the newest platform, Tik Tok, where his videos have thousands of views.

To schedule a consultation or to book Lyman to speak, please email, Info@focuseddriven.com.

Do you recognize your own erroneous thoughts here? These self-sabotaging messages are often rooted in childhood programming. The good news is they can be overcome. In fact you must overcome them if you're going to be able to influence others.

In order to influence others successfully you have to be willing to step into your power. You need to learn how to break through fear—much of which is unfounded—to be the communicator and leader you were meant to be. Once you take steps to overcome self-sabotage, you can then move past whatever else holds you back. Once again, it's a matter of mindset.

Who are your target prospects? Can you pick them out from a crowd? If not, you will hold yourself back—professionally and financially.

Extraordinary influencers know their target audiences. Before they address an audience, they know who they're speaking to and what actions they want them to take. Your mindset will help you create those beautiful, targeted PowerPoint presentations I was talking about earlier. You don't even need to say a word to begin influencing.

For instance, color will set the stage. Different colors elicit different emotions. If you want your audience to feel relaxed, certain colors will encourage relaxation. Be sure to choose colors wisely. Some colors will cause people to feel a sense of urgency.

Now, if that's what you're after, it will be important to use colors that pique awareness or promote a slight sense of anxiety.

Extraordinary communicators use their skills to outline their talks appropriately.

You might think offering more information holds more value. Not always.

There is such a thing as too much information—hence the word information-overload. Think about what happens when you're over stimulated. You zone-out, right? In the same way, using too many slides in a presentation might cause you to lose your audience's attention.

Once you lose your audience, they're gone.

The most important part of your talk is the delivery. It's not what you say, but how you say it. Have you listened to presenters who have your attention at the onset but at some point, your interest wanes? Instead of focusing on the presentation, your mind wanders.

Even the most experienced communicator, presenting the most valuable information, will fall short of success without proper delivery skills.

Delivery Techniques

How does an influencer present successfully? Effective communication relies on more than the words you choose. A few paragraphs back I mentioned techniques called Neuro Emotional Empowering Patterns (N.E.E.P.). Understanding this technology will lead you to delivering masterful presentations.

Presentainers® are aware of their audiences. They know non-verbal communication plays a huge role. It offers clues that will help you refine your talk and sculpt it to appeal to the target audience.

Professional speaker coaching programs all teach that unless you address the same group on a regular basis, every audience will be unique. Every single person in the audience is unique in the way they take in information. Some will quickly respond to humor and others prefer a more serious tone. It's important to learn how to recognize non-verbal cues so you'll get a good idea of how to set the tone of a successful delivery.

By the time you finish reading this piece, you'll have a different mindset. In fact at this point you've already been impacted to some degree. Your behavior might stay the same but you'll never go back to seeing things the way you used to before you learned the things I'm teaching you.

Pay close attention. I'm going to divulge a lot of very advanced communication techniques. I'm not going to hold back because I want you to come away with what you need for your very next presentation.

Before I go on, I want to caution you. The information I'm going to share may be seen by some as controversial. The other side of the debate rests in ethics. Ethical use of the Presentainer® Principles when influencers believe in their messages usually diffuses any apprehension. Do you believe in your message?

At any point during this read, take what you want and disregard anything you feel uncomfortable with. If you're ready to go to the next level as an influencer, don't allow fear of the unknown to hold you back. Learn and use the techniques.

The Subconscious Mind

One of the skills powerful influencers possess is the ability to communicate with the subconscious minds of their audiences. This goes for live events, and webinars too.

In the time we spend together on these pages, I'm going to share highly sophisticated ways to communicate with the subconscious. Again, it's not for everyone, but if you learn how to captivate people. Hold them in the palm of your hands.

The power of suggestion can take over and even those with differing learning styles will understand whatever you want them to.

As we continue, I'll explain how and when you can use powerful techniques called scotomas and presuppositions. I'm going to teach you how to Presentain®.

Success Takes Time

Once you learn how and when to use your new communication skills, you can expect to learn one more thing: patience.

Success doesn't necessarily happen overnight. It took me time to achieve the success I was after. I gained experience doing 1000's of talks. I practiced. The next logical step would've been to get training, but my partners didn't believe in training so I had to learn the hard way.

Success as a Presentainer® takes time, too. Even with professional speaker coaching it can take years to reach the level you're aiming for and years after to perfect your craft.

Experience will teach you things no program can, and there's no way to rush experience. You have to practice—A LOT.

Unfortunately, many people want what they want—RIGHT NOW.

You've probably noticed in yourself or others the desire for immediate gratification. Technological advances over the last 25 years have primed society by finding newer and better ways to respond to our needs; offering solutions almost instantaneously.

For instance, the advent of the microwave oven turned the experience of slaving over a hot stove into dinner on the table in 15 minutes. The concept caught on quickly. The marketplace was—and still is—flooded with processed, microwavable foods.

When dial-up Internet connection was available on home computers, it transformed the way we lived. In about 30 seconds we could leave a mundane existence and be connected to the worldwide web. It was a miracle.

Soon DSL connections were available in some areas and people were astounded. Connection time went from 30 seconds down to 3 seconds. Those who still had dial up felt as though that 30 seconds was 30 days.

Now slow internet being 3 seconds seems like days. The wait is agonizing. 5G and ultra-high speed fiber optics is almost instant. Studies show that a millennial will leave a website in 3 seconds, if it doesn't load that fast.

Be willing to take the time to be the best at what you do. Develop your style; it's what sets you apart from other speakers. As you gain speaking experience you'll stumble upon things that hit big with audiences. You'll also make mistakes with calamitous results. Experience will teach you what works for you and what doesn't and there's no other way to learn that. Time, plus experience, plus training is going to get you where you want to go as a speaker.

Now I'm going to contradict myself.

What if I swallowed my words and told you could learn how to bypass all the years of experience to achieve success immediately? It's true. With the right professional speaker coaching you won't have to climb onto the stage and present 3,000 times before you reach your goals as a speaker. Being coachable is your best asset.

Many speakers have big egos and most are not open to being coached. It's a challenge. The biggest favor you can do yourself is to check your ego at the door and give yourself permission to learn.

As you continue to read, I'm going to empower you with the knowledge that there's a whole other level you don't even know about yet. Some people will never come to know it. They will never reach their full success potential. You can attain the level I'm talking about by using Presentaining® skills. It's a form of subconscious communication.

Successful speaking has nothing to do with the product. It's always about the delivery. I want to get inside your mind and open you up to greatness. I'm going to teach you to use the specialized N.E.E.P. skills to sell anything to anybody, at any time. I'm going to show you how the techniques I spoke about a few paragraphs back can be used. The 11 Presentainer® Principles you're going to learn about have the potential to whittle away at the hours and days and YEARS you could spend practicing and place you at the door to success. All you have to do is walk through it.

As a speaker, how would you like to unlock the secret to getting up on stage at any time with any product, and then watch people run to the back of the room waving credit cards—sometimes even before the presentation is over? You may have seen this done. I'm going to tell you how to do it for yourself by being a Presentainer®.

As I've said, very few people have the skillset I'm going to share with you. My 11 Presentainer® Principles are delivery principles. I combined over 10 years of NLP (Neuro Linguistic Programming) training and hypnosis—first learning about the techniques themselves and then learning how to use them for speaking and presenting.

I'm going to share my forbidden secrets to mass persuasion and show you how to use the magic of trial closes when you speak. I'm going to show you all my magic tricks and I'm not going to hold anything back. AND I'm going to show you how some of you can partner with me before I retire.

Myths

Before we go any further, let's address a few myths. There are a lot of myths about what I'm teaching you. Here are a few:

"I can't do this."

"This won't work in my industry." "I can't be you."

There's no truth to any of these statements. That's why we call them myths. A myth is a false belief or idea. Do you want to know what a myth really is? A myth is subconscious sabotage.

One Speaking Empire® client wanted to be a better closer. The first thing she did was put up a Facebook post about a free 90-minute seminar. Then, she sold it during her 3-day boot camp. She used the free to go, pay to leave system, but she lacked a few things.

Fortunately, she recognized a self-sabotaging mindset and before she presented the seminar, she called me.

I worked with her and made some changes to her subconscious programming. A short time later, my client presented at a conference with 20 other speakers. All of the speakers gave their presentations and sold one or two products each. She got up on stage and closed 50% of the room.

There is no such thing as second place as a speaker. You're either going to be the person who makes all the money, or you're going to be last; it's Plato's principle of opposites. That's how it works.

Are you ready to get started? Let's do it.

Presentainer® Principle #1

Pacing and Leading

The notions of brain and mind are often confused. Aside from making the distinction, knowing how the brain and mind work is important to understand as you work toward becoming a powerful influencer.

The first thing to remember is confusion makes the mind say NO.

Powerful influence requires a clarity. Understanding the difference between brain and mind is the first step toward when learning Presentainer® Principle #1, **Pacing and Leading**.

The brain is the physical organ that occupies our skulls—the mass of gray and white matter. The mind is more a philosophical concept. It's the part of us capable of thought.

The mind is divided into three basic systems:

Conscious | Subconscious | Unconscious

The conscious mind is characterized by present moment awareness. You can be aware of your breathing and you can also be aware of the way something makes you feel. As a speaker, you can be—and hopefully are—conscious of how your audience appears to be receiving your presentation.

The subconscious mind stores information you are not completely aware of in the moment, such as memories. Information you were once conscious of can be stored subconsciously if you don't need it.

Automatic behaviors, such as placing your foot on the brake when approaching a stop sign, or turning on your turn signal are pretty much beneath the level of conscious awareness. You can access this information if you need to be conscious of it, otherwise it's housed subconsciously. Early-life programming that paves the way for self-sabotage is subconscious unless we access it.

The third component of mind, the unconscious is believed to consist of primitive, **instinctual wishes** as well as information we cannot access. For the purpose of our discussion, we'll be addressing only the conscious and subconscious systems. As an influencer your goal is to access the subconscious; the emotional mind.

Think of it this way as it relates to prospects purchasing what you happen to be selling.

There's a gatekeeper. If you say to the subject, "Go to the back of the room." The Gatekeeper says, "No."

The gatekeeper filters out information. What you want is for the prospect's gatekeeper to open up and allow access to the subconscious.

When you speak the truth and gain the trust of your prospect, the principle of

Pacing and **Leading** allows the gatekeeper to become relaxed. Defenses are down and there is no fear of harm. At this point, you can give what's referred to as an embedded command.

A prime example of Leading and Pacing is used by our previous President, Obama. He does this well. In fact he's so good at speaking, people have said he's god-like. There's a lot to learn from his speaking style. What he says is something like this:

"As you listen to me now [which is a truth], you will want to vote for me as President of the United States [embedded command]."

So what he does is he first gives them a truth, then follows immediately with an embedded command. This is Leading and Pacing.

"As you watch the couple in this video [which, when you play it is a truth] you will see a way you can use my product to impact your life, too" [embedded command].

It works in the same way when you're presenting. You're not just teaching. You're programming the minds of prospects to take in powerful instructions. You must bypass the conscious mind.

Presentainer® Principle #2 teaches you how to do this.

Presentainer® Principle

#2 Yes Questions

Your goal as an extraordinary speaker is to move your audience emotionally and then move them to action. You'll do this by bypassing the conscious mind, going directly into the subconscious and getting it to say yes.

How is this done? By asking **Yes Questions**. There's a specific strategy.

You may recall learning about the relationship between stimulus and response while studying classical conditioning in psychology class. (Remember Pavlov's dogs?) A stimulus can be internal or external. A stimulus is always followed by a response. In this case, a **Yes Question** [the stimulus] elicits either a YES or a NO [the response].

The brain is primed for response. It's saying yes or no all the time—usually no. It's a way of managing boundaries or protecting us when the brain feels we might not be in a safe situation. The problem with this is, when we think or say no, it doesn't empower us and give us more energy, it gives us less energy.

Have you heard about the emotional tone scale? If you were to take a blank piece of paper and divide in half horizontally, placing "positive emotions" on the top half and so-called "negative emotions" on the bottom half, according to the scale, emotional responses such as fear and grief would be at the bottom of the page.

Emotions such as joy and happiness would be near the top.

Everyone's response to pain falls somewhere on the emotional tone scale. When the subconscious is saying no, then the person is somewhere lower on the emotional tone scale. People don't buy when they're bored or fearful.

They buy when they're feeling empowered. As a Presentainer®, your time is spent getting prospects into the yes state—the empowered state. Yes Questions will help you do that.

The yes state changes the physiology of the body and brain, supporting the theory that mind and body are one: the mind-body system. The brain releases feel-good chemicals into the body that result in creating a positive, more joyful state.

As you Presentain®, small commitments lead to the bigger commitments. Therefore, the very first sell in your presentation is introducing the yes state.

As a speaker, you're not just teaching, you're conditioning.

Let's revisit the discussion a few paragraphs back on stimulus-response. Classical conditioning involves learning a new behavior via the process of association. If you motivate people—to get them so excited about your offer they bypass the conscious mind and run to the back of the room even before you've finished your talk—it will be of great value to you to know how to condition behavior.

The brain is primed for response. It's saying yes or no all the time—usually no.

Asking Yes Questions is one of the easiest ways to do it. There's also something that occurs naturally every seven minutes. Presentainer® Principle #3 tells you how to use it to your advantage..

Presentainer® Principle #3

Take Control of the Audience

If you want to **take control of an audience**, every seven minutes ask the members of the audience to take some form of action. Ask them to raise their hands, write something down, or stand up and turn to their neighbor and say something. You might prompt them to, "Repeat after me", and then say something empowering.

There's a reason for this, and it's not just to keep them awake.

Every seven minutes, the mind gets distracted. Create five strategies to captivate, or Presentain®, the audience. By doing so, you're giving them commands and conditioning them at the same time.

Here are a few examples:

"The more you listen, the more you'll learn."

"The more you write, the more you'll learn."

"The more you write, the more you'll want to go to the back of the room."

"The more you listen to me now, the more you'll learn."

"The more you try not to listen to me, the more you're going to want to."

After the audience responds to commands like the ones above, get people to stand up. It's a very powerful pattern. At the end of your presentation, get them to stand up again. If you get them to do it once, they'll do it again.

You've just inspired the audience with an empowering presentation. Instruct people—still standing—to turn to their neighbor and repeat after you (in this case, let's use speaking as the item we are selling): "I am a powerful communicator." Then tell them to look their neighbor straight in the eye and say, "I am a powerful communicator and so are you!" Instruct them to give their neighbor a high five.

Self-talk is the most powerful influencer over the belief system. We listen to the conversations in our head more closely than anything else—and we believe them.

When audience members say, "**I am a powerful communicator**" out loud and paired with emotion they not only hear it, but it becomes subconsciously anchored. Likewise, when someone is face-to-face with another person telling them they are also a powerful communicator, if you've done your job and they're receptive, they'll take it in.

NOTE: Be sure to swap "communicator" with a word that resonates with your audience and furthers your sale.

By the way, there are three things you always want to be sure to anchor:

- The Back Table
- The Product
- Yourself

Do you really want to super-charge the audience? Ask them to go around the room and repeat the statement, "I am a powerful communicator and so are you," to three other people.

You've already begun to build trust and the emotional connection you'll make with this exercise will help you transition to Presentainer® Principle #4.

Presentainer® Principle #4

Become the Expert

In order to get people to listen to you, you have to keep their interest. You do this by earning trust. If your audience is disconnected to your message because they are bored or not paying attention, it's difficult to recapture their focus. A way to maintain focus is to be perceived as the authority on your topic. When authority speaks, people listen.

One way to do that is to **associate with experts**. Know who the experts are in your field and associate yourself with them. You can do this by linking your ideas, thoughts or some element of your presentation to a recognizable authority on the same topic.

Who are the forerunners in your target industry? Which experts have earned trust and have provided social proof of their legitimacy? Know who they are and associate yourself with them, but first, perform your own due diligence.

Becoming the expert in the minds of your audience gives you instant authority. It gives you instant credibility, and with credibility comes control of the audience.

Credibility is the quality of being convincing or believable. Once established, it builds on the rapport you've been building and from there garners trust, giving you instant influence.

Influence leads to power. Influence is actually itself a form of power that refers to the capacity to have an effect on the thoughts and behavior of others. Knowing how to instantly transfer authority to yourself will help you overcome resistance.

We'll discuss this at length in the next section as I introduce Presentainer® Principle #5.

Presentainer® Principle #5

Prepare for Resistance

Once you've established the right mindset and created a dynamic presentation you might be thinking that with a solid grasp on Presentainer® Principles 1-4, you're home free. You would be if it were not for the number one unavoidable deal breaker: resistance.

Even with rock-solid influence, prepare for resistance.

Before you can expect members of the audience to hustle over to the sales table and buy, you'll have to overcome objections. Here's where the gatekeeper resides, lying in wait to prove you wide of the mark, invaluable, too expensive, or whatever else the subconscious holds as doubt.

Some people will already have been sold because of something you said or did earlier in your talk. Twenty-five percent of people are what is called hyper-suggestable. They're easily influenced and take action immediately. The other seventy-five percent will need more proof and have questions.

It doesn't matter how well you understand your material or how much you believe in it, if you don't do your homework before you get on stage, you risk falling flat.

All the time and money spent on promotion and preparation, all the energy spent on building your list—all of it—will have been for nothing if you don't understand how to overcome objections. Your instant credibility can instantly dissolve as you fizzle into obscurity right in front of the audience.

What questions are likely to be asked by the audience? Know all the answers to those questions before they're even asked. What might the biggest objection be? Know what it is and how to respond to it before you speak.

I once gave a presentation in Canada. Their biggest objection to products is that they're too American. To them, that translates as, "It won't work here."

I had to know how to overcome that mindset before I presented. It's a valid concern, and one that can prompt prospects to avoid risk.

As it turned out, my biggest objection in Canada was that I was too American! I did some research, and realized I had forgotten something really significant. They call attorneys, lawyers and their retirement vehicle is not called an IRA it is an RRSP. Once we talked about Tim Hortons, RBC Bank and lawyers speaking went much better!

Know what your prospects' objections are likely to be and then find a way to get past that gatekeeper. Overcome every possible objection. Even if they have only one objection, they won't buy.

The best way to overcome objections is through case studies and social proof. Case studies are relatable. They're real life examples or stories about real people who've benefited by your product or service. Social proof refers to an actual testimonial from a satisfied client or student. It can be provided in writing or as part of your PowerPoint or in the best cases, by live endorsements from people in the audience.

Asking a person to risk what might be a considerable financial wager by providing proof of validity by others who have taken the same risk and benefited overcomes a huge objection: money. Offering a money back guarantee if not satisfied makes it irresistible.

It's also important for you to determine the best return on your investment. Do you know? Presentainer® Principle #6 discusses ROI.

Presentainer® Principle #6

ROI

Most people don't want to gamble. How about you? Are you willing to put out \$1 to get \$2 back? Would you spend \$25,000 to make \$100,000? What type of ROI (return on investment) would have value for you?

Once I was presenting and things were going really well. I had built rapport with the audience and established trust. They were engaged hanging onto every word. Then the video monitors went down.

I lost my audience. A word to the wise: as soon as you've lost the audience, stop speaking. It's over.

Certain things—such as in the case I just illustrated—are outside of your control. It's disappointing, but there's often nothing you can do about it. Others are mistakes speakers make because they are immature, inexperienced or just plain out of touch with the audience.

I've seen people keep pushing and try to sell after they've lost the audience and it just makes them look bad. I was at a mastermind convention once and a famous marketer was speaking. At one point, he could have sold easily but he committed the carnal sin: he over-talked. He lost the crowd and nobody bought.

The promoter felt bad for the speaker, and got up on stage and tried to save him. Then more people came up. I was embarrassed for the presenter. If something outside of your control occurs—the power goes out, the audio malfunctions—just get off the stage. Unless you've planned ahead, just in case.

Be prepared to take the audience back in case something unexpected happens to you. Here's what I do:

When I speak, I always carry a \$100 dollar bill in my pocket. It's a good way to break state. A \$5 bill, \$10 bill or even a \$20 will have little impact once you've lost the audience. There's no more powerful pattern interrupt than a \$100 bill.

If you lose the audience, stop. Take a deep breath and gather yourself. At times like these seconds seem like minutes, but a slow delivery of this exercise is vital. Ask the audience, "How many of you would invest \$1 to make \$2? How many would invest \$12 thousand dollars to make \$20 thousand dollars?" Wait for them to raise their hands.

Pause briefly and ask, "How many would invest 12 thousand dollars to make half a million dollars?"

Questions like these get people thinking.

I take out the crisp \$100 dollar bill and I ask, "Who in this room would give me \$20 dollars for \$100?" Many people stand up immediately and run toward the stage, waving \$20 bills. I choose someone and I say, "Okay I'm going to give you this \$100 for your \$20. When I take the \$20 bill and then hand the person my \$100 bill, saying, "It's in giving that you receive." I'm modeling the concept of ROI.

This tool offers an impactful way to show people that when they give you money (invest in your product), they make more money. What about me? Am I out \$80? No. After I close my presentation, the person I exchanged a \$100 bill for a \$20 bill with is usually the first person rushing to the back of the room to buy.

Why? What did I do? I anchored her. To what? Using the law of reciprocity I anchored her to the statement, "It's in giving that you receive."

Everything is energy and in life there's an exchange of energy, so when you give something to somebody, they're naturally going to want to give back. It's a universal law—it's the way things work. A seed is planted and it grows.

Clearly understanding your goals also allows you to plant seeds that when nourished by elements of your presentation, germinate and grow.

Presentainer® Principle #7 illustrates the importance of planting the seeds that will lead your audience in the desired direction.

Presentainer® Principle #7

Plant Seeds

You've been learning a skillset most speakers don't know exists. Even those who do know bits and pieces of this information don't know how to use it effectively. As a Presentainer® you can be confident that you'll not only know what to do, you'll know when to do it. There's a strategy that adds another layer to your foundation.

Presentainer® Principle #7 is Planting Seeds.

An extraordinary speaker knows their material and has formulated a strategy that will help them achieve their goals. Knowing what you ultimately want and how you're going to get there is vital to a successful delivery.

By understanding your goals, you can find places to plant seeds that will be fertilized throughout your presentation and blossom at just the right time.

I teach my students to look for hidden opportunities to plant seeds in their presentations. For instance, we've talked about how testimonials are a prime influencer of behavior. They are important, but just presenting a section on testimonials (which we'll talk more about in the next section) would have less value than scattering them at different intervals throughout your talk.

I'm not referring to mindless scattering—I'm suggesting strategic placement. Knowing where to plant seeds with testimonials is as important as the testimonial itself. Proper placement will reinforce your message.

There's a principle of behavioral psychology that explains why this works. It's called intermittent reinforcement and it's more powerful than one big whammy. You might assume talking about your full price tag offer would dissuade people from purchasing. Not so. Every time you mention it, it'll plant seeds that describe the value of the purchase.

During the talk, the Presentainer® is building relationships with the audience. The more you learn when someone is presenting, the more comfortable you'll feel with the presenter. Especially when the presenter uses non-resistance, not pushy selling.

Planting seeds offers a covert way of moving people toward taking action. There are three tools of influence that will take it from there. Presentainer® #8 explains.

Presentainer® Principle #8

Use Testimonials, Case Studies & Proof

Nothing is more valuable than a positive endorsement from a past client. Whereas it may be easy for you to say you have the best product or the most effective service, most prospects want proof. A testimonial gives them that proof. But not every testimonial will do the trick. As with everything else, Presentainers® follow a specific strategy.

Before I tell you what that is, I want to address those in professions where compliance plays a huge role in monitoring how much they're allowed to share. Financial planners, therapists and anyone else bound by confidentiality may be challenged by getting and having permission to use conventional testimonials.

In these cases, if you are connected with high profile people in your industry, celebrities or respected members of your community or organization, having them speak highly of you will serve a similar purpose. Offering to exchange positive endorsements with another speaker in your circle will also have value.

Those for whom testimonials are permitted will benefit from the following strategy:

When writing your presentation be sure to have seven strong testimonials. A testimonial is an affirmation of the value of working with you or using your product or service. Savvy speakers have a camera set up in the back of the room to capture testimonials when attendees are at the height of emotion and willing to give an endorsement on camera. They serve as a personal recommendation. It doesn't get any better than that.

The purpose of each of the seven testimonials you choose is to overcome an objection.

Common Objections are:

"I don't have time." "This isn't for me." "I'm just a beginner."

Whatever the objection, during your presentation you'll need to overcome it so that as you close, you won't be met with resistance and people will effortlessly run to the back table.

How should a testimonial be constructed?

Testimonials require social proof, also known as informational social influence. It occurs as people assume the actions of others in an attempt to act in ways they perceive to be correct a given situation.

Before purchasing products, 70% of Americans say they look for social proof (ratings and reviews). A whopping 63% say they are more likely to purchase a product that has been reviewed by other consumers.

The Wall Street Journal published an article weighing the value of saving money against group influence. Positive social proof was found to be more persuasive than saving money. Similar results have been demonstrated many times over.

People buy results. Who is better to sell your products—you or the students who've achieved positive results with you? Of course you want to be believable. If you've done your job, prospects will want to follow you and **testimonials** encourage them to do so.

When you come to each testimonial, be sure to pre-frame it. For instance, to overcome an objection, play the testimonial on the screen. Your student or client sells the product. You're not doing the selling.

At the end of the testimonial you want to trial-close them. If your student or client says "Speaking Empire helped me make a million dollars," you then turn to the audience and casually ask "How many of you would like to make a million dollars?" This is called a trial-close.

Closing is not a separate thing from the presentation. It should be integrated into the delivery and it should flow naturally. Whereas the close asks for a decision, the trial close asks for an opinion. The best time to use a trial-close is after you've presented a testimonial and handled the objection successfully. Ask questions and then wait for response. Principle #9, The Power of Pause, explains.

Selling is either win-win or win-lose situation. You're going for a win-win. You want your prospect to win by purchasing what you're selling, and you want to win by closing the sale.

Presentainer® Principle #9

Power of Pause

Have you ever had a conversation with someone who refuses to take a breath? You can't get a word in edgewise. Even when these people ask questions, they neglect to wait for an answer. It appears they're also oblivious to social cues, but it might be that they're uncomfortable with silence.

Untrained speakers can also be uncomfortable with leaving space between words or concepts. I'm talking about a **pause**. In radio they call it dead air, and many presenters mistakenly try to avoid it. The most powerful thing you can do in your presentation is pause.

It's just like when you're reading a book and there are big blocks of text. Your mind becomes fatigued before you even begin to read. Sometimes your mind wanders and you have to go back and read the section.

A good writer leaves white space. It might only be one or two seconds long but the **pause** allows the reader to integrate what they read. The mind is given the opportunity to rest.

Just as white space is the writer's best friend, the pause is an ally to the presenter.

In the climax of your presentation, utilize the power of pause. It doesn't matter if you're giving a 25-minute presentation or you have 90-minutes to speak. Your job is not to sell but to inspire the desire to purchase.

You're teaching and the audience is learning. Some may be familiar with the subject matter you're presenting and others might be getting acquainted with concepts for the very first time. Pausing will allow them time to ingest and comprehend your message.

Asking a questions, such as, "Can you see yourself doing this?" has a powerful impact when followed by a pause. When you ask a question, the mind prepares itself to call forward an answer.

Giving a command, "Imagine what your life would be like if you had..." Failing to pause will diffuse the image being created by the mind. If you ask a question and then keep on talking you interrupt the person visualizing what their life might be like if they buy from you.

Pauses are dramatic. They stir the emotions. Pausing allows audience members to assimilate what you're telling them. When you get to the most important point in your presentation, use the power of pause.

Emotions are powerful anchors. Thoughts, images and experiences become cemented in memory when paired with emotion. There is, however, one emotion that is counterproductive to your presentation. Move onto Presentainer® Principle #10 to learn about it.

Presentainer® Principle #10

Persuasion

Did you see the movie or read the book, *The Secret*? I read the book and saw the movie, and was astounded. I had never heard of the Law of Attraction.

It changed my life.

The impact *The Secret* made on me has improved upon who I am as a person and as a teacher. There are two main points I teach in my own presentations:

- 1) When you are anxious or nervous, be of service.
- 2) Fear is an illusion; False Evidence Appearing Real.

As a presenter, when you feel what you believe to be fear, it's really your self-image you're worried about. When your concerns are focused on you, your presentation is no longer prospect-centered. How do you get around that?

When you make the presentation about the audience, you'll be oblivious to any anxiety. Fear can't exist in that realm. The way I found to do this was to buy a copy of *The Secret* and give it away at my presentations.

I was well aware of the benefit that came to me after reading the book and so I focus on the life that's about to change when someone receives the book at my event.

When I first began speaking, before I got on stage I would tell myself I would change one person's life that day. After I saw *The Secret*, I would ask the audience who had seen it. Then I would ask who had heard of it but not yet seen it. A few people would raise their hands. I would give the book away to one of them.

Knowing that this person's life would probably be impacted in some way felt really good. But there was another benefit; an unexpected result of a gift that I gave without attachment.

By now, you've probably figured out the answer to the question I'm going to ask.

When I got to my close, who do you think was always one of the first at the back table? The person who got *The Secret*. Over the years I must have given out thousands of copies of the secret. I paid \$20 and they paid \$8,000. Pretty good ROI, wouldn't you agree? Today I look back and think, I should have given out more copies of *The Secret*.

Use the law of reciprocity. What can you gift to someone? Can you give away your book? How about giving away part of your course? It's a win with benefits.

You win by sharing. The person who gets the gift benefits by receiving and you're secondary benefit comes through the law of reciprocity when the person whose heart you touched gives back.

The Law of Scarcity is a powerful motivator. It can also be a very powerful technique during your presentation. Before I discuss it further, I want to impress upon you the importance of being in integrity when using these laws we're talking about. Use these principles in truth and use them gracefully.

The Law of Scarcity

In order to understand how the Law of Scarcity can be experienced as leverage, it's important to understand what scarcity is. Scarcity refers to an imbalance between what exists and what is needed or desired. In the context of product sales at a presentation, scarcity would imply that there is just so much of something to go around. There's not enough to go around so some will go away empty-handed.

Well, no one wants that.

At an event, the Law of Scarcity is leveraged when there are more prospects than there are opportunities to acquire what is desired. The likelihood of a prospect to take immediate action increases when desired things are perceived to be in limited supply.

As your presentation comes to a close, if you've been successful, you've built trust, shown social proof and diffused objections. Is this enough to get prospects to the back of the room? Sometimes, yes. But no matter how eloquent and successful your presentation has been, there will always be a few people teetering on the verge of purchase. The nudge they need might be cradled in the scarcity principle.

It's vital that you maintain an honest and truthful exchange at this juncture, or you might not only lose the sale, but also respect. You can work toward a sale in the future, but lost respect is difficult and in some cases impossible to earn back.

Leverage scarcity by offering a bonus to the first 10 people who go to the back table to order your product or sign up for your course. If you're a coach or mentor, you can offer a personal coaching session, valued at X number of dollars—and be sure the value you place on it is what you actually charge.

Today people see through straw claims and prices inflated for the purpose of luring prospects.

I offer private sessions as a bonus when I speak. I'm telling the truth when I limit the number of bonuses I can offer. I can only work with a set number of new clients because all of my work is custom work.

If you say 10 bonuses, stick to it. Not only does this keep your personal integrity intact, but if the person doesn't buy this time, next time, you'll find them FIRST in line, checkbook in hand. They'll remember that you kept your word and they didn't feel duped into purchasing

Presentainer® Principle #11

Time Distortion

The last ten principles have prepared you for Presentainer® Principle #11. This is the principle that brings it all together.

Although time distortion and time travel are two different things, we often wonder if time travel is possible. Flying from one side of the planet to the other makes it possible to physically time travel. If you take an 11-hour flight from Shanghai to Vancouver, you'll actually arrive two hours before you left! Time distortion makes you only think you have manipulated the passage of time.

The concept of time distortion sounds like something from a science fiction film. It might also imply the alteration of time, but it's actually changing the perception of how fast time passes. You've probably already experienced this in one form or another.

For instance, have you ever been travelling and all of a sudden you arrive home sooner than what seems possible? Maybe you've been working on something and look up at the clock and realize hours have gone by. Both are examples of time distortion.

Just as watching the clock ... second ... by ... second ... creates time distortion that

Putting It All Together & Final Steps

Now that you have learned about the 11 Presentainer® Principles, you can see that being a powerful influencer requires more than just a basic understanding of public speaking. Other than those who have panic attacks at the thought of getting up in front of a group of people, almost anyone can stand on a stage and give a presentation.

Being a Presentainer® is altogether different.

Each of the 11 Presentainer® Principles you've learned, when applied, will elevate your presentation and empower you as an extraordinary influencer. Used alone, they are tools. Together they become a strategy for success.

- Presentainer® Principle #1 Pacing and Leading
- Presentainer® Principle #2 Yes Questions
- Presentainer® Principle #3 Take Control of the Audience
- Presentainer® Principle #4 Become The Expert
- Presentainer® Principle #5 Prepare For Resistance
- Presentainer® Principle #6 ROI
- Presentainer® Principle #7 Plant Seeds
- Presentainer® Principle #8 Use Testimonials, Case Studies & Proof
- Presentainer® Principle #9 The Power of Pause
- Presentainer® Principle #10 Persuasion
- Presentainer® Principle #11 Time Distortion

At the beginning of this Field Guide, I said you would never go back to being the same person you were before you began reading. Now you know what I meant. Your mindset has shifted, regardless of what you choose to do with the knowledge. Some who read this will choose to remain the same, but it will be by choice. Having had a glimpse of what is possible, others will be hungry for more.

If you enjoyed this Field Guide and want to enhance your message and presentations, plus learn about our “Irresistible Offer Architecture®”, visit us at *SpeakingEmpire.com*.

To schedule a free introductory coaching call, phone us toll-free at *1-800-674-9655*.

If you'd like to learn more, especially in a live environment, contact us for the date of our next live event.

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