

A 4 Step Formula that will get your Audience to Listen

Before beginning any presentation we must use all our skill to answer 4 vital questions in the midns of the audience.

The Strategy below works perfectly if you are producing an online video for your website, It will be spot on if you are speaking to a corporation and an outside consultant or trainer. It will open people up if you are an employee needing to get a message accross in a meeting to your fellow employees. It will do wonders for you if you are working with the general public. It will work as the beginning of your book. Finally it will help you nail it whether your audience is five or 5000.

1. Why Should your Audience Listen **?**

To answer this question I must create content in the first few moments of my presentation that speaks directly to the hopes, dreams and aspirations of the audience. I must then move to highlighting the problems, challenges and frustrations they face in trying to achieve this. In doing so I position the audience so they are my audience.

1. Why should I listen to THIS?

To answer this question, I must create content that positions why focusing on an mastering my subject area will help my audience to accelerate their ability to overcome the obstacles to achieving their goals. I must build the case for why this is true and, in doing so, position my subject as the solution to their current challenges.

1. Why should I listen to this NOW?

Let’s face it-we live in busy times. There is much competing for our attention. So if your audience can put off doing something, the chances are they probably will. So here I have to create content that inceases motivation to focus their attention now. I must show them the consequences of inaction and the cost of not solving their current problems, and then I must show them where the opportunity is right now, based on both where they and the world are at right now.

1. Why should I listen to YOU?

Audiences are naturally sceptical. We then to guard the gates to our minds against what and who we allow to influence us. Until this question is answered, your audience remain closed- and although they may appear to be listening to you, they are not going to change or behave differently as a result. I begin to pen them up to being influenced by me through positioning myself as the ’go to authority’, and the best way to facilitate this si through telling of a personal story.