



*"Your Success Depends On How Skillfully You Tell Your Story!"*

**"Perspective is everything. To a worm, digging in the hard ground is more relaxing than going fishing."**

## **MATTRIX Talking Points – Telling Memorable Stories**

If you want to be recognized as an influential and motivating leader, you need to be able to tell **your stories** (preferably ones that are poignant and memorable) to your marketplace, your clients, your employees, your colleagues, and especially to the media. You need to understand and use "**Signature Stories**".

### **Telling Memorable Stories**

The power of public speaking is phenomenal. You can increase your business 200% to 300% just by adding public speaking "gigs" to your marketing repertoire. More to the point, becoming a first-rate public speaker opens doors for you, your career, and your business ... doors closed to over 95% of most business owners and top-level executives. Even *Fortune Magazine* listed public speaking as **the** most important business skill for the 21<sup>st</sup> century. However, be aware that public speaking is much more than standing in front of a podium with a stack of note cards or a boring "book report" style PowerPoint presentation. "**Why?**" you ask?

The answer is simple. People remember two types of public speakers ... the **very good**, and the **very bad**. The rest of them (the mediocre) are simply boring and easily forgettable. The vast majority of speakers fall into this category of "boring" because they fail to connect with their audience. They either lecture from an outline, read from note cards (or from PowerPoint screens), or worse case scenario, they try to "wing it". As a professional-level speaker, if **you** can't remember your speech, why should anyone else want to remember it? Professional actors don't *wing it*, professional singers don't *wing it*, professional entertainers don't *wing it* ... and neither should you!

Questions you should ask yourself include:

- "When I finish a speech or presentation, how will the audience respond?"
- "How do I WANT them to respond?"
- "How would I like to be remembered?"

If you are fortunate enough to be asked to speak, you want to be a **pleasant** surprise to your audience. When it comes to speakers, we always remember the **Very Good** and the **Very Bad**; we always forget the **Boring!** The best way to be remembered is to learn how to tell memorable stories ... your own stories ... in short, make sure YOU are **UNFORGETTABLE** !!! You need to master "The Art of the **Signature Story**".

**"Life is like a 27-speed bicycle ... most people have gears they never use."**

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**Matt Rix** is a professional speaker, speaking consultant, and is America's "Sage of the Signature Story". He specializes in coaching upper-level executives and sales/marketing groups in Persuasive Presentations, Leadership Development, Diversity Networking, and Motivational Public Speaking.

If you have an upcoming event or know of a business associate looking for an entertaining professional speaker or motivational presentation expert, please call our office for available dates. Matt specializes in keynotes, workshops, breakout sessions, sales/marketing presentation training, diversity networking, and leadership development skills. Call us at (505) 833-0013 or email Matt at [mrix@matrixx.com](mailto:mrix@matrixx.com)

**MATTRIX**.com™ -- "**Making You and Your Story UNFORGETTABLE**"™

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