

Message on answering machine – “Hi, I’m probably home. I’m just avoiding people I don’t like. Leave a message, and if I don’t call back, you’re one of them.”

Tip #56 -- Casting a Spell (over your audience)

Great speakers have the ability to cast spells over their audiences. They can keep their crowds “spell bound” for an entire performance. The most successful keynote speakers understand they are *more* than just speakers ... they are educators and Story-Tellers.

For example, we may not be able to remember what we had for breakfast two weeks ago, but we can recall (in amazing detail) stories from our early childhood. Before we had a written language, humans passed down important information through stories. Fables, parables, sagas, or legends; the fact remains – they are stories. From one generation to the next, the gatekeepers of knowledge were always Story-Tellers.

Today, we use stories to exchange everyday information with our friends and family. We enjoy good stories. We especially love GREAT Story-Tellers! The best books, songs, movies, theater, (even soap operas and sit-coms) – they are all successful forms of story-telling.

On the other hand, we dislike dull lecturers, we fall asleep during boring speeches, we hate sales pitches and pushy salespeople, and all of us despise “Death by PowerPoint” presentations. However, great Story-Tellers can make us laugh or cry, they can arouse within us emotions such as love, sorrow, happiness, hope, or compassion – they allow us to “feel” and “see” through the use of words. **We remember great Story-Tellers** because we remember their stories.


Ask yourself this – “How do I want to be remembered?” You can end your speech to the sound of spattered applause, or you can end your presentation to the sounds of laughter, cheers, and possibly a standing ovation! *It is YOUR choice.*

First, you need to overcome your innate fears of public speaking. Avoid becoming a lack-luster speaker – and learn how to become a Story-Teller!

If you want to learn more, visit the Business Leadership page on my website (http://www.matrixx.com/Business_Leadership_Skills.htm)

Lesman’s Law of Exams: If you are given an open-book exam, you will forget your book. If you are given a take-home exam, you will forget where you live.

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