

# Powerful Speak to Profit Tips

1. **Get Booked:** Ask leading questions, so they can tell you what they need and you tell them how you fit.
2. **Wow factor:** Capture the audience immediately with something that says, "you are no ordinary speaker!"
3. **Opener:** Never begin with, "My name is..." or "Thank you for having me". You want the first words you speak to be unexpected. Appropriate, yet a surprise.
4. **First Impression:** Have impact and influence on others, not by telling people what you do, but HOW what you do, helps others.
5. **Connect:** Engage the audience by being YOU. Share who you are and why you are the expert.
6. **Feet Don't Lie:** Check their feet- if they are pointing at you, they are interested, away or at the exit, you have lost them.
7. **What's Your Point?:** Never tell a story without a point. Never tell a point without a story.
8. **Overloading:** Don't give away the kitchen sink during your talk. Dive deep into one of your many steps.
9. **Move 'em:** A successful talk always has a call to action, inspire them to make a decision and move.
10. **Leave 'em Smiling:** You have a responsibility to leave your audience feeling better than when they walked in.