

the

Presenter Manifesto

EIGHT DISTINCTIONS OF A WORLD CLASS PRESENTER

1st distinction:

GET TO THE
POINT[®]

Your audiences
live in a world of:

**DRAMATIC
DISTRACTIONS**

WHETHER IT'S *Technology*



OR THEIR *Own Thoughts*

"Did I send that report to Dexter?"

"Wonder what I should eat for dinner?"

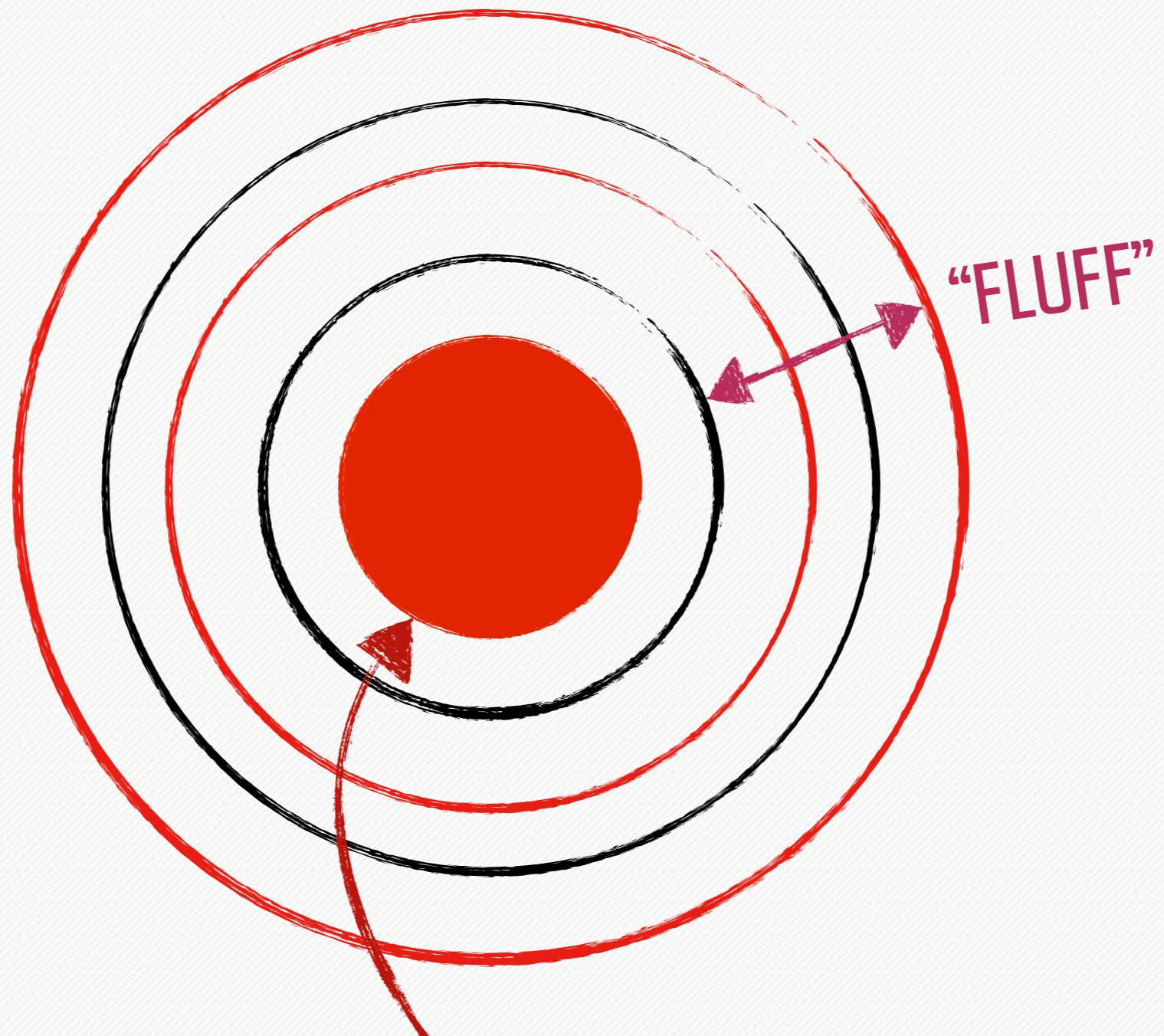
"\$300 + \$47
+ \$109..."

YES! CANDY CRUSH

2222222

"The speaker looks
a lot like my ex"

**CUT THE
FLUFF**



get to the **CORE** of your
message **FAST!**

BEFORE

Schemas affect what we notice, how we interpret things and how we make decisions and act. They act like filters, accentuating and downplaying various elements. We use them to classify things, such as when we 'pigeon-hole' people. They also help us forecast, predicting what will happen. We even remember and recall things via schemas, using them to 'encode' memories. In short, a schema is a mental structure we use to organize and simplify our knowledge of the world around us. We have schemas about ourselves, other people, mechanical devices, food, and in fact almost everything.

AFTER

Schemas affect what we notice, how we interpret things and how we make decisions and act. They act like filters, accentuating and downplaying various elements. We use them to classify things, such as when we 'pigeon-hole' people. They also help us forecast, predicting what will happen. We even remember and recall things via schemas, using them to 'encode' memories. In short, a schema is a mental structure we use to organize and simplify our knowledge of the world around us. We have schemas about ourselves, other people, mechanical devices, food, and in fact almost everything.

The Point

2nd distinction:

**LESS IS
MORE**



" Schemas affect what we notice, how we interpret things and how we make decisions and act. They act like filters, accentuating and downplaying various elements. We use them to classify things, such as when we 'pigeonhole' people. They also help us forecast, predicting what will happen. We even remember and recall things via schemas, using them to 'encode' memories. In short, a schema is a mental structure we use to organize and simplify our knowledge of the world around us. We have schemas about ourselves, other people, mechanical devices, food, and in fact almost everything."



WHEN THE *Speaker*, RAMBLES

THE *Listener* SUFFERS



**EVERYTHING
AFTER FIRST SENTENCE:**

“ BLAH BLAH BLAH BLAH, BLAH
BLAH BLAH, BLAH , BLAH BLAH
BLAH, BLAH, BLAH BLAH ”





it's not about

HOW MUCH

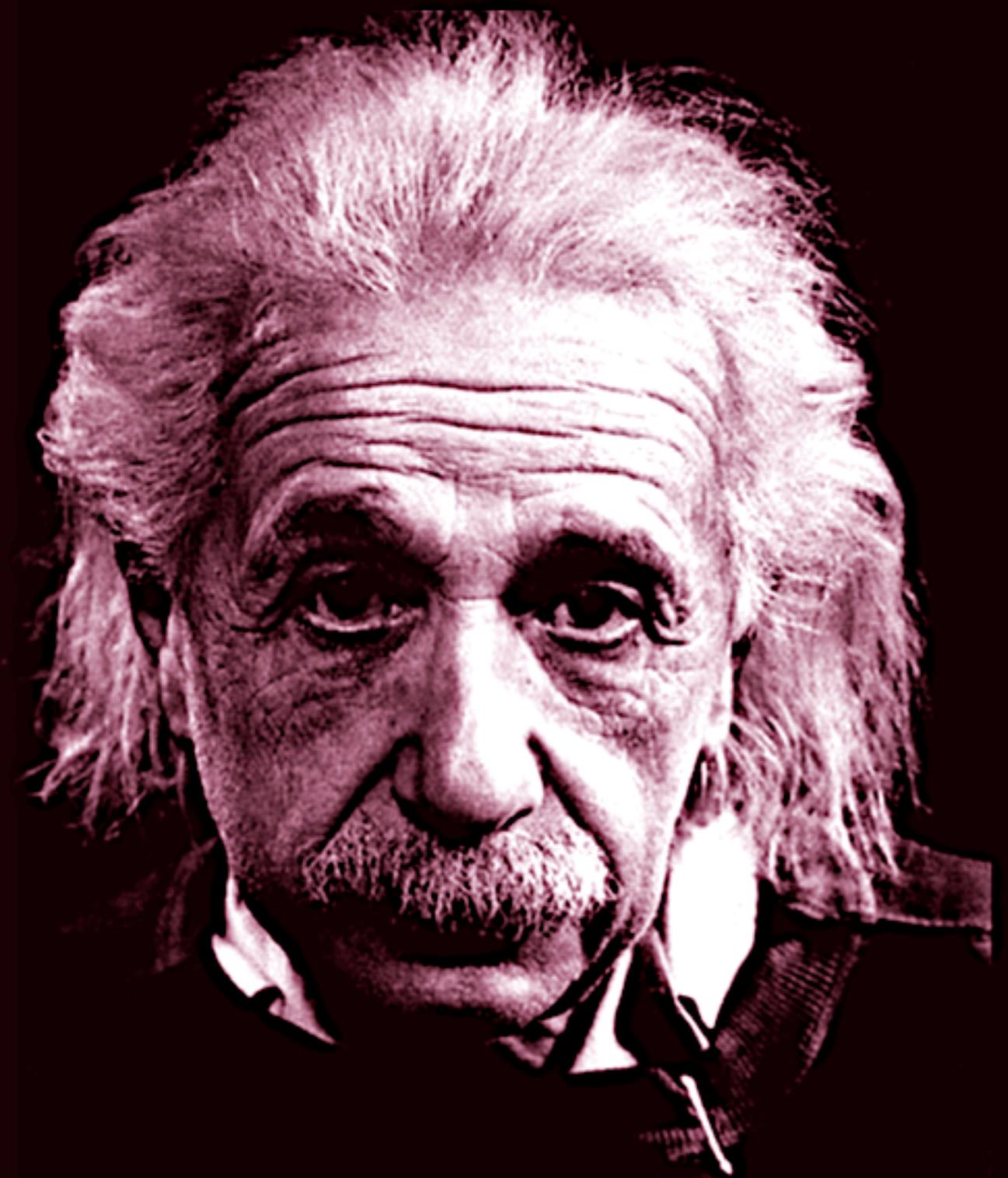
information *you can give*

it's about
HOW MUCH

they can

Receive & Remember





“

By the way...

If you cannot explain something **simply**, it means that you do not understand it **well enough**.

Just Saying.

”

3rd distinction:

**PRESENT TO
PERSUADE**

The purpose of your presentation is to:

Cause a Change

**in Mindset
in Feelings
in Behaviour**

MINDSET

“This is too hard”

to

“I can **DO IT!**”

FEELINGS

Demoralized

to

Inspired

BEHAVIOUR

Make 5 calls/day

to

Make **20 calls/day**

Words, Slides & Props

ARE MERELY TOOLS TO HELP YOU.

(achieve these changes)



4th distinction:

**CONNECT BEFORE
YOU INFLUENCE**

UNIVERSAL PRINCIPLE:

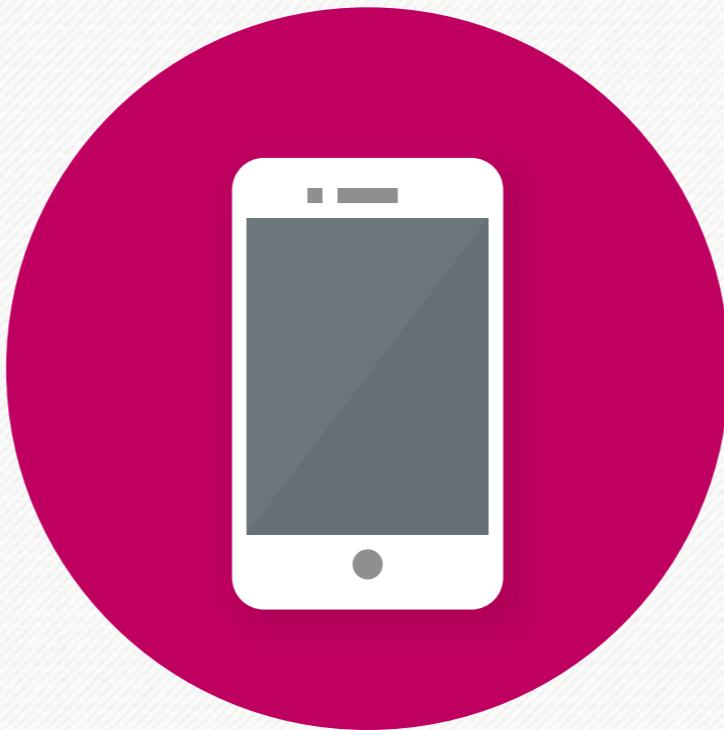
*People buy
People first*



BEFORE THE AUDIENCE BUYS YOUR:



idea



product



service

They have to **FIRST**
BUY YOU



HOW TO GET YOUR AUDIENCE TO BUY YOU:

*Speak **their lingo***

*Establish **common ground***

*Share **personal anecdotes***

5th distinction:

SELL THE
WHY FIRST

CONTEXT
is more important than
CONTENT

*So **before** you address the*

What & How

start by addressing the

Why?

AUDIENCE'S INTERNAL CONVERSATIONS

Why should I care?

Why does your message matter?

Why is this important?



6th distinction:

**SHOW THEM WHAT
YOU'RE SAYING**



WORDS HAVE THE POWER TO:

Motivate Change

..... &

Inspire Results



*But only if your words
Paint Pictures
in their minds*

The Ideal Situation



Mind →

They ‘see’ it

Heart →

They ‘feel’ it

Action

They do it.

Say “*Financial Freedom*”

What do you see?

.....

Most see *NOTHING* or maybe a dove?

*‘Financial Freedom’ won’t help you
paint pictures in their minds.*

Let's try again ➔

Financial Freedom is:



Travelling anywhere , anytime
without a care of cost



Dining at the best restaurants
without looking at the price tag

7th distinction:

FACTS TELL BUT
STORIES SELL

HOLLYWOOD
taught us that
STORIES ARE
POWERFUL

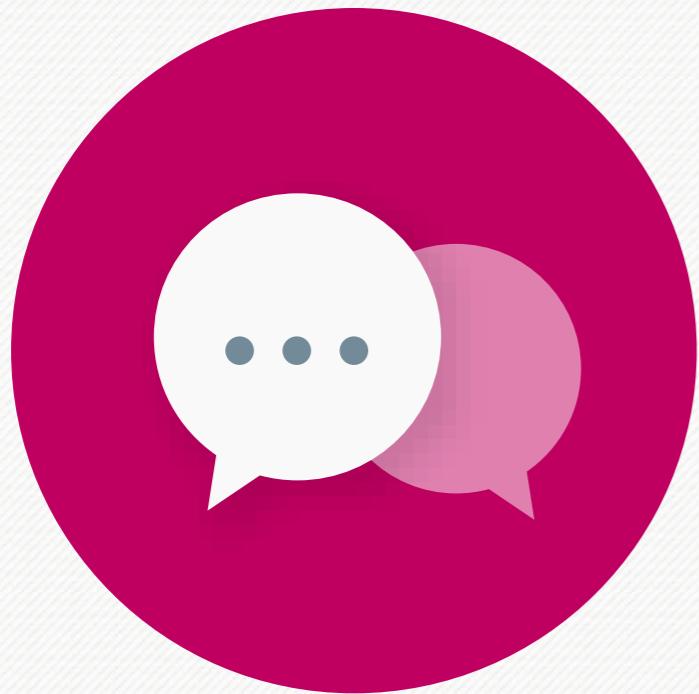




Powerful enough
for us to be willing
to part with our
hard earned money
& stay put for at
least 90 mins!

But, Why?

Because Stories..



**Are Easy to
Relate**



**Are Highly
Memorable**



**Invoke
Emotion & Action**

A close-up photograph of a young boy with short brown hair and black-rimmed glasses. He is laughing heartily, with his mouth wide open showing his teeth. His hands are clasped together near his chin. The background is blurred, suggesting an indoor setting.

If you want
your audience to
give you the

**same
attention**

they give to
movies.

you got to:

*Start telling
Stories*

8th distinction:

YOUR AUDIENCE
IS KING

I'M KING OF THE WORLD!

EVIL LAUGHTER



MUAHAHAHAHAHAHAHAHAHAHA
AHAAHAHAHAHAHAHAHAHAHA
AHAAHAHAHAHAHAHAHAHAHA
HAHAHAHAHAHAHAHAHA

*Um sorry.. as a Presenter
you are **NOT** the Superstar*



Your Audience is **KING.**



So your Role is to:



*Help solve their most **pressing problems***



*Share **relevant insights***



*Leave them **better than before***

Bonus distinction:

BE AUTHENTIC



Your audience
doesn't need you
to be *Polished*

They prefer you
to be *Sincere*

("do the right thing" man.)



How audiences define *Sincerity*

1. You **walk the talk.**
2. You **say what you mean & mean what you say**
3. You **have their interests at heart.**



*People don't care
How much you **KNOW***

until you first show them

How much you

CARE.

Let's Recap

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POINT[®]

2nd distinction:

LESS IS
MORE

3rd distinction:

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CONNECT BEFORE
YOU **INFLUENCE**

5th distinction:

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WHY FIRST

6th distinction:

SHOW THEM WHAT
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7th distinction:

FACTS TELL BUT
STORIES SELL

8th distinction:

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Bonus distinction:

BE **AUTHENTIC**

Content



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