

# **PRESENTATIONS**

## **How to Make Memorable Speeches**

This is such an easy subject to get into. We've all been in audiences; suffered in them; gone to sleep in them; been inspired and moved in them; been hopelessly confused in them. In short, we know a lot about what we don't like, something about what we do like, and not much about exactly why.

Is it also fair to say that we generally don't know exactly how to make audiences work for us and respond to us? Especially on a regular basis?

Well, the quest for answers stops here.

In this chapter we'll uncover the secrets of audiences—small or large. We'll find out how to make speeches and presentations that will make an audience listen, understand, and respond on your side.

## **UNDERSTANDING AUDIENCES**

### **How Audiences Feel**

We know how we feel when a speech is not working or we become disinterested. But it's not only the fault of the speech.

There are actually a natural set of givens, responses created by simply being in an audience and listening to a speaker, that affect us and make our basic mental set quite predictable. Through they've subliminal, they're basically how we respond to being members of an audience.

Knowing what these givens are will help us to understand what we have to do to prepare the presentation and deliver it effectively. Here are some of the problems that attend us as audience members. We feel: