

Stand Up

How to Advocate for Your Ideas,
Leave an Impression, and
Make People Laugh
(even if you're not funny)

Terri Trespicio | October 2018

**When is the last time
got someone to listen?
Really listen.**

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**What were you doing?
Saying? Talking about?
What was the outcome?**

**When is the last time
got someone to listen?
Really listen.**

**What were you doing?
Saying? Talking about?
What was the outcome?**

**What about when it
didn't go so well?**



**Me bombing.
The 1st time.**

—

Stand-up comedy is totally unnatural.

Ideal combo=
They listen,
and you don't bomb.

—

Being creative is not enough.

—

Being passionate is
not enough.

—

**Neither is being
good at your job.**

You need to be able
to **compel** someone
to act.

I've spent my career trying to get and keep people's attention.



BUSINESS
INSIDER

whole living

THE OPRAH MAGAZINE

SiriusXM
SATELLITE RADIO

TODAY

Inc.

THRIVE
GLOBAL

THE DR.
OZ
SHOW
JEZEBEL

Forbes

MARSH
THE MARTHA STEWART SHOW
marie claire

I work as a brand advisor, writer, speaker, and work with individuals & brands on messaging.

BARRON'S

KAPLAN

the muse

LIFETIME
FITNESS

WELLS
FARGO

TEDx

StLouisWomen

juice
GENERATION®

meQ

ilibrium

Xpill™



**My TEDx talk, “Stop
Searching for Your Passion,”
has earned 4+ million views.**

**People were listening.
And it wasn't because of me.**

What causes zone-out?

Boredom.
Distraction.
Don't understand.
Don't care.

Welcome to the attention economy

- Everyone is fighting for attention
 - We have less of it to offer
 - The price of your attention just went up
- — —

Let's define "pitch."

Anything you're
trying to get
attention,
resources, or
support for.

...the startup you want to launch

...the job you want to land

...the course you want to teach

...the talk you want to give

...the book you want to write

...the CEO you want to meet for coffee.

**What's one thing you want or need
attention or resources for right now?**

Who do you need to pitch?

What do they want?

What if this was
your boss?



...or this?



How hard would it be
to get their attention
—and keep it?

You'd have to know how
they think. What they
want. And why.

What to assume about people you're pitching...

- They're overwhelmed and on deadline.
 - They're distracted.
 - They've heard everything at least five times already.
 - They're mad about something.
 - They're probably hungry.
- — —

CONNECT

You can't make things
happen until you enlist
the interest of others.

This is about **trust**.

—

**Trust comes before
information,
argument, or reason.**

—

Has a speaker ever really, **really** turned you off?

**Public speaking
is a conversation.**

1: 1

1: many

Your job:
Make someone feel
they've benefited as a
result of that connection.

—

**Never assume we
know what you're
talking about.**

(Because we don't.)

Ask yourself this one Q:

WHY DO THEY CARE?

**Write down:
3 reasons why this matters to you**

Write down:
at least ONE reason why it matters to them.

Where is the overlap?

—

Never underestimate
the power of story.



Has become the gold standard
of public speaking





Why do we listen to TED speakers?

—
They make us feel smarter,
more informed, and more
optimistic.

In 18 minutes or less.

Hallmarks of a TED-worthy **SPEAKER**

Authority

Authenticity

Vulnerability

Passion

Compassion

Curiosity

— Bravery

Hallmarks of a TED-worthy TALK

...Addresses a universal
problem or concern

...Emerges from curiosity

...Takes a stance

...Tells a story

...Challenges an idea



Hallmarks of a **COMIC**

Authority

Authenticity

Vulnerability

Passion

Compassion

Curiosity

— Bravery

Hallmarks of a great **SET**

...Addresses a universal
problem or concern

...Emerges from curiosity

...Takes a stance

...Tells a story

...Challenges an idea

Also, they're never boring.

—

There is no such thing
as a boring topic.

(Or an interesting
one.)

—

COMPEL

—

Being passionate is good.

Being compelling is better.

“At the crucial moment,
when it is most important
to be convincing, **9 out**
of 10 times we are not.”

Oren Klaff, *Pitch Anything*

What doesn't work

“I’m really passionate about this.”

**Driven by *your* desire,
not theirs.**

What doesn't work

“We worked really hard on this.”

**Assumes that effort
creates demand.**

What doesn't work

“This is important.”

**Implies that your work
is the priority.**

What doesn't work

Being more interested in
what you get *than in what*
you deliver.

The way to get buy-in...

**Powerfully communicate the value
of your idea to someone else.**

So why is this so hard?

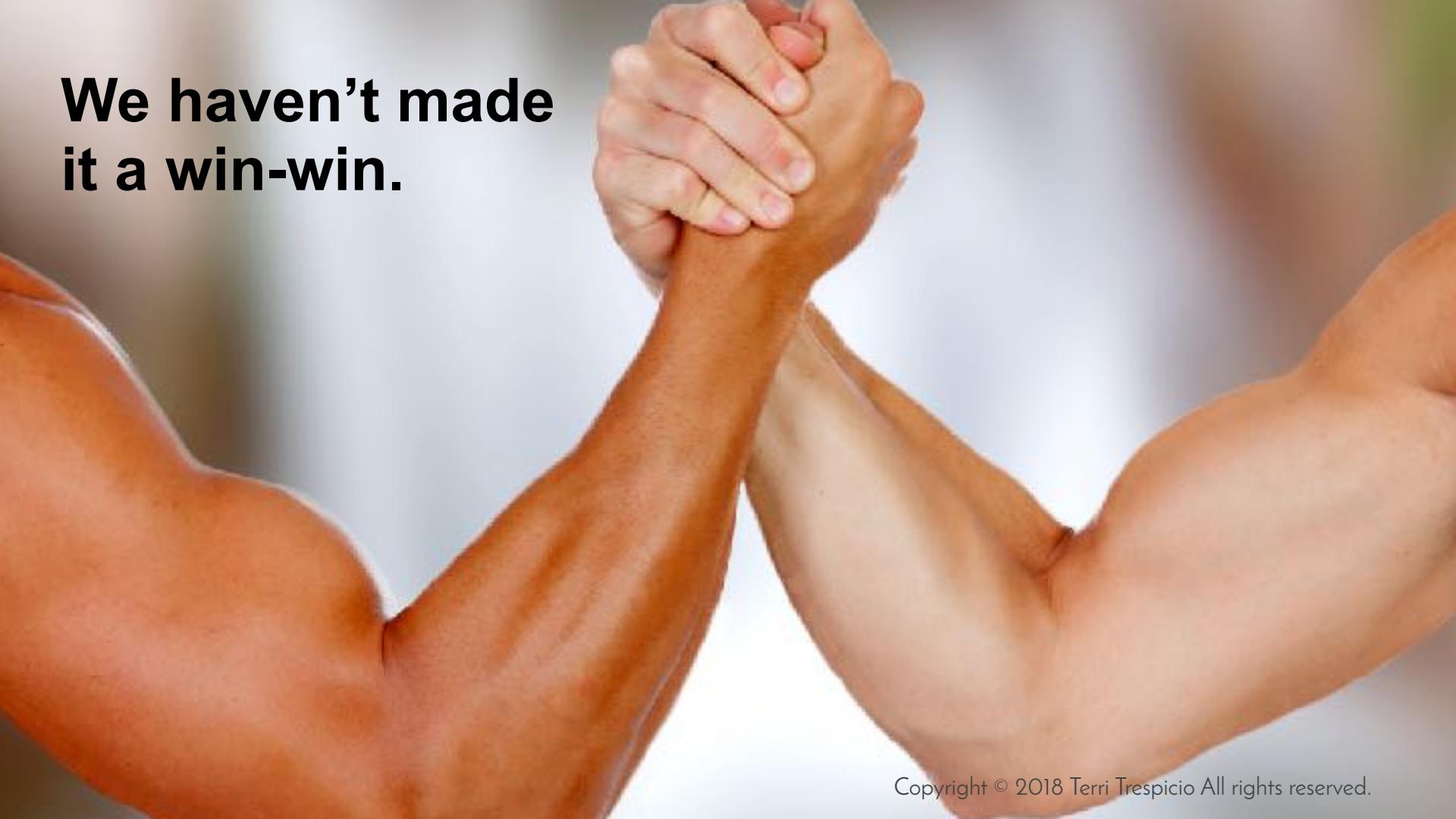


**We're too
close to it.**

**We're too
attached to it.**



**We haven't made
it a win-win.**



“There is a fundamental disconnect between the way we pitch anything and the way it is received by our audience...”

Oren Klaff, *Pitch Anything*

Oren Klaff

Pitch Anything

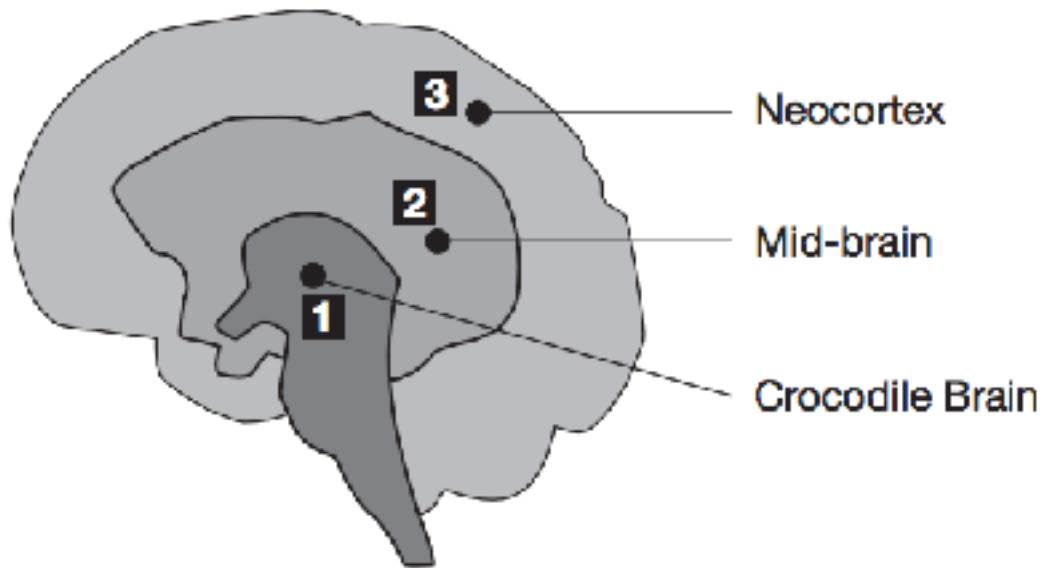
Raises capital for
businesses looking to
expand fast.

He does it at a rate of
\$2MM per week.

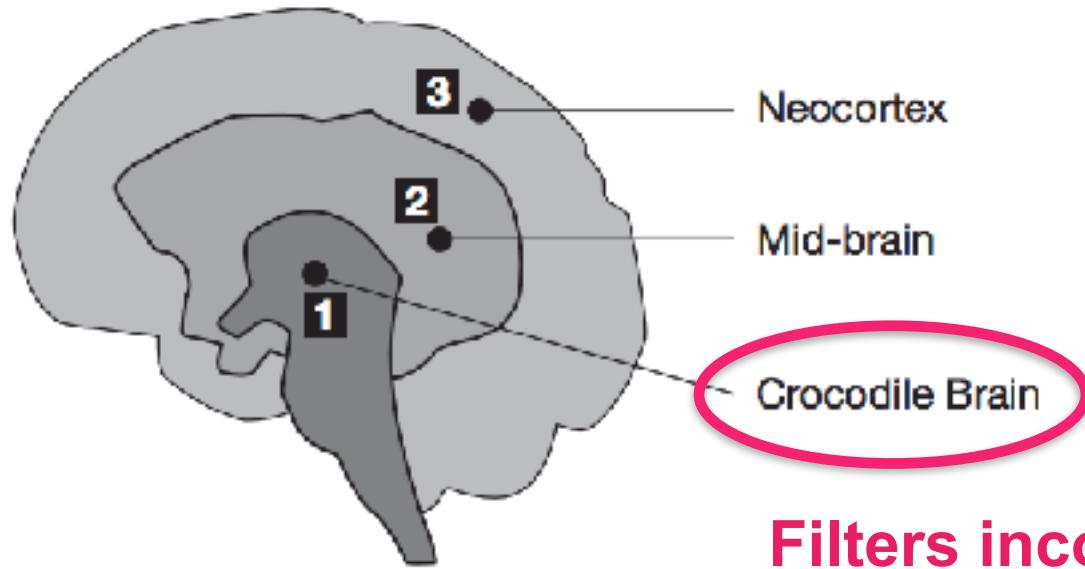


A very short lesson in evolution.

A very short lesson in evolution.

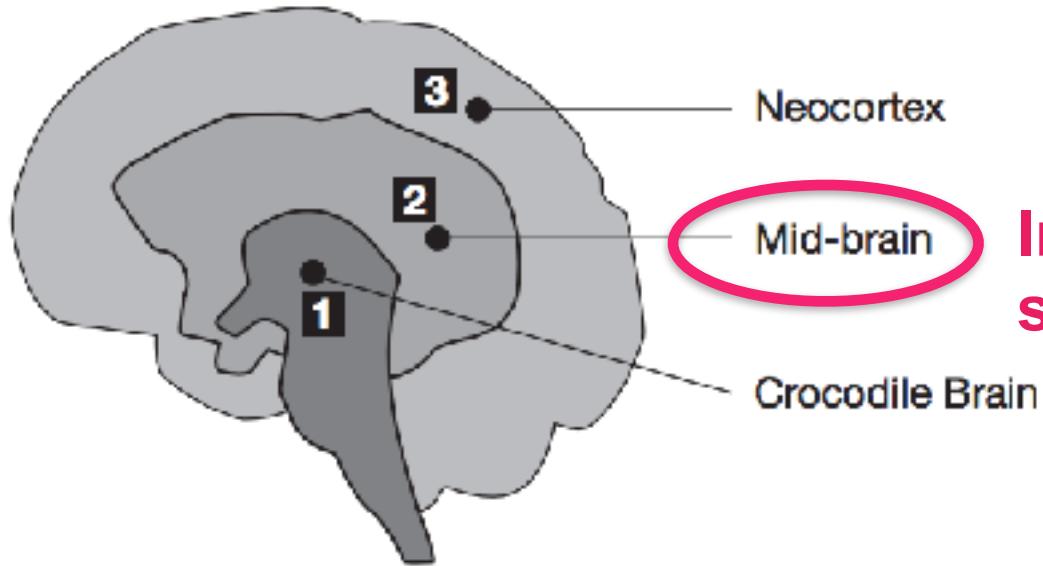


A very short lesson in evolution.



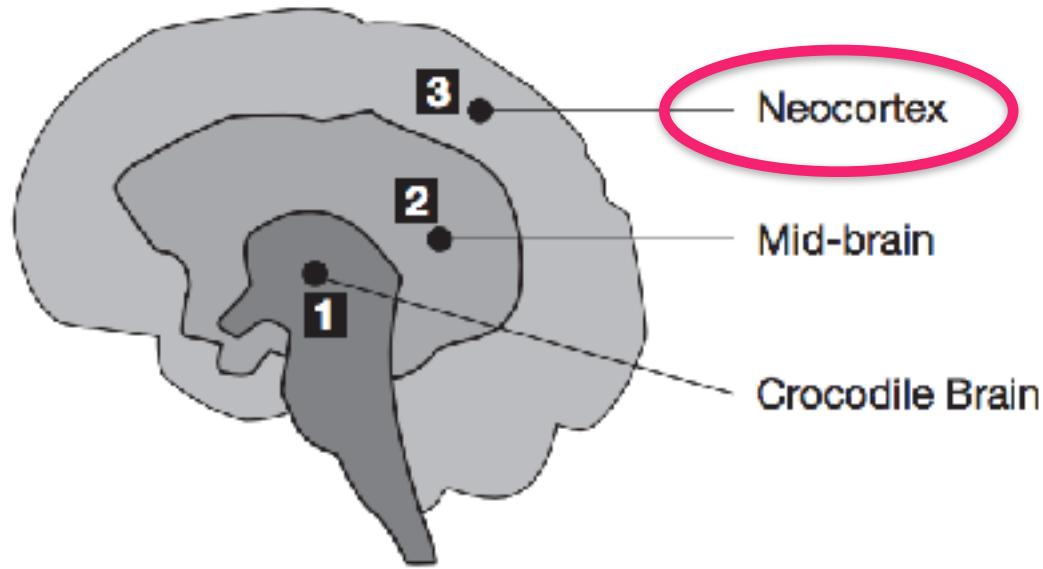
Filters incoming messages

A very short lesson in evolution.



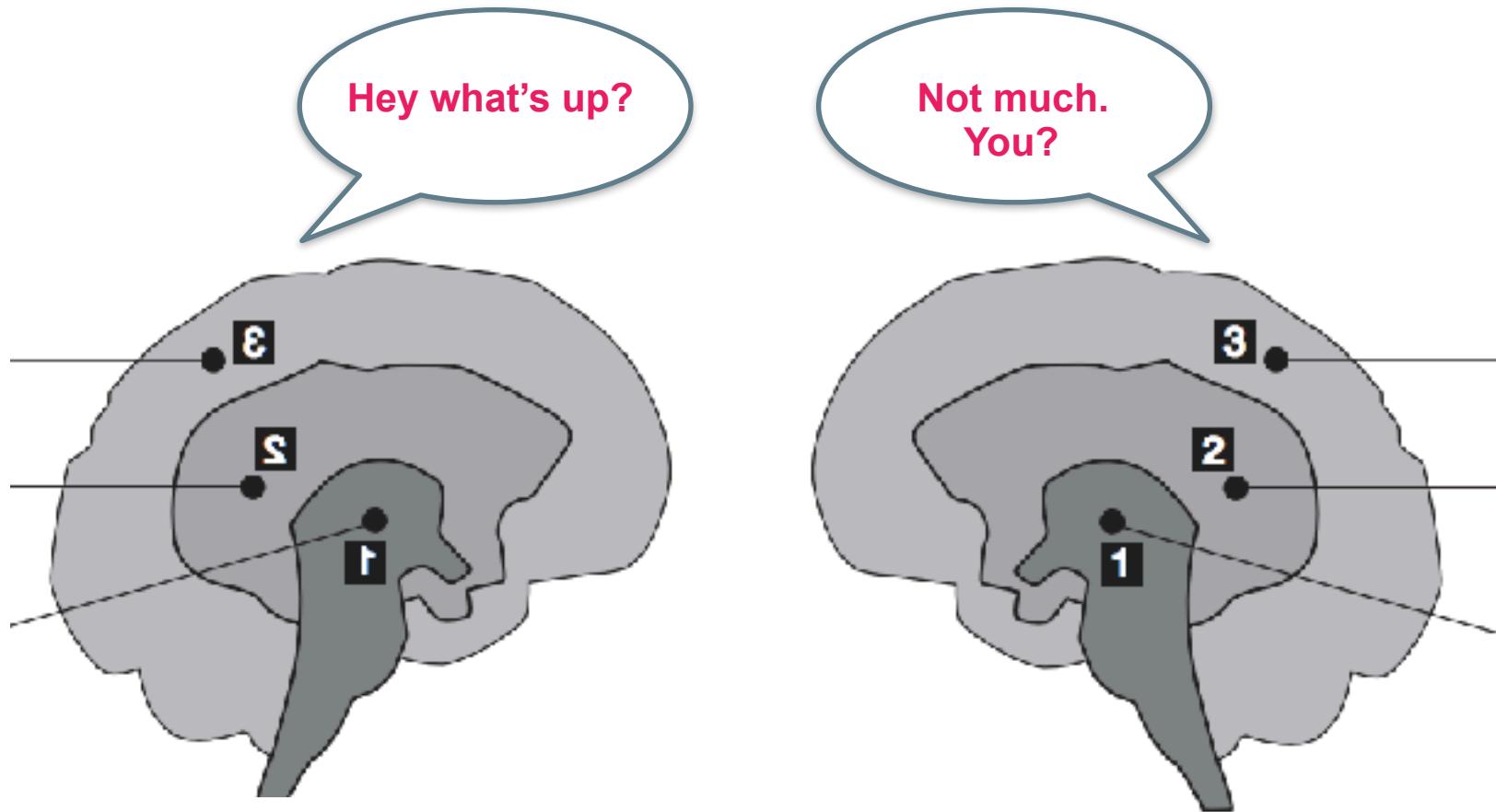
Interprets meaning,
social situations

A very short lesson in evolution.

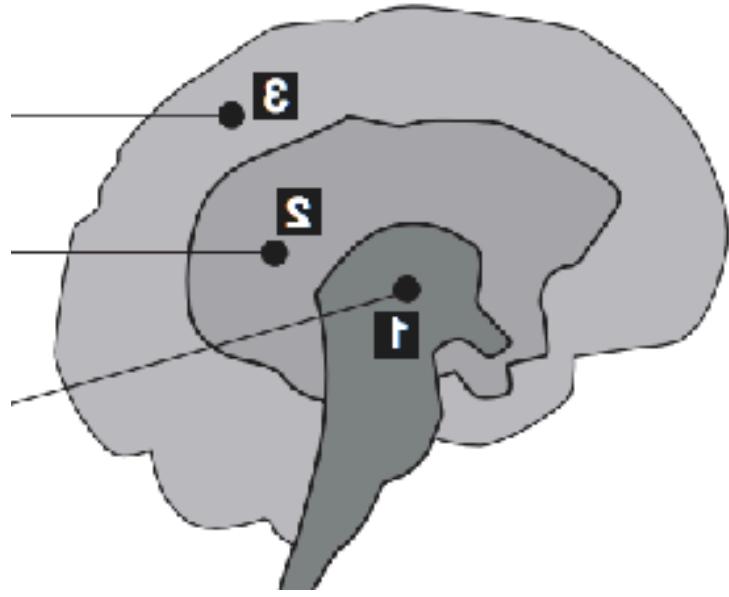


Problem solving,
reason

A very short lesson in evolution.

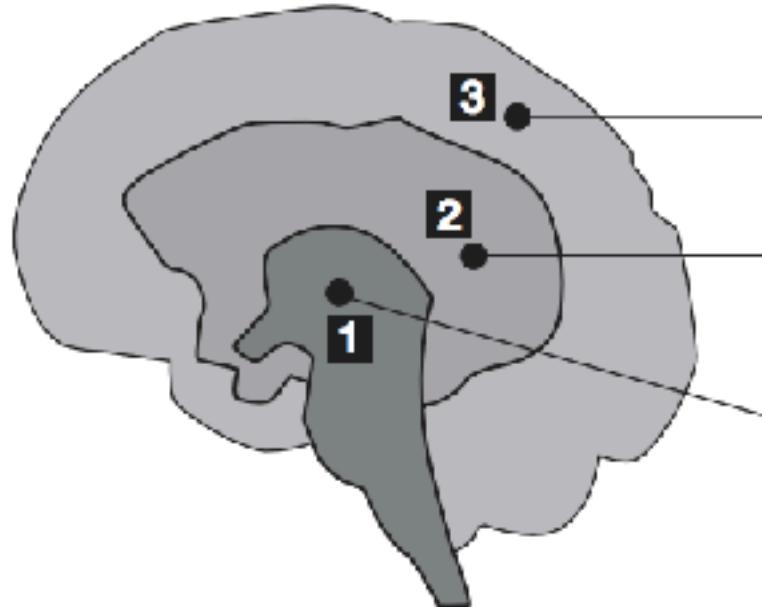


A very short lesson in evolution.



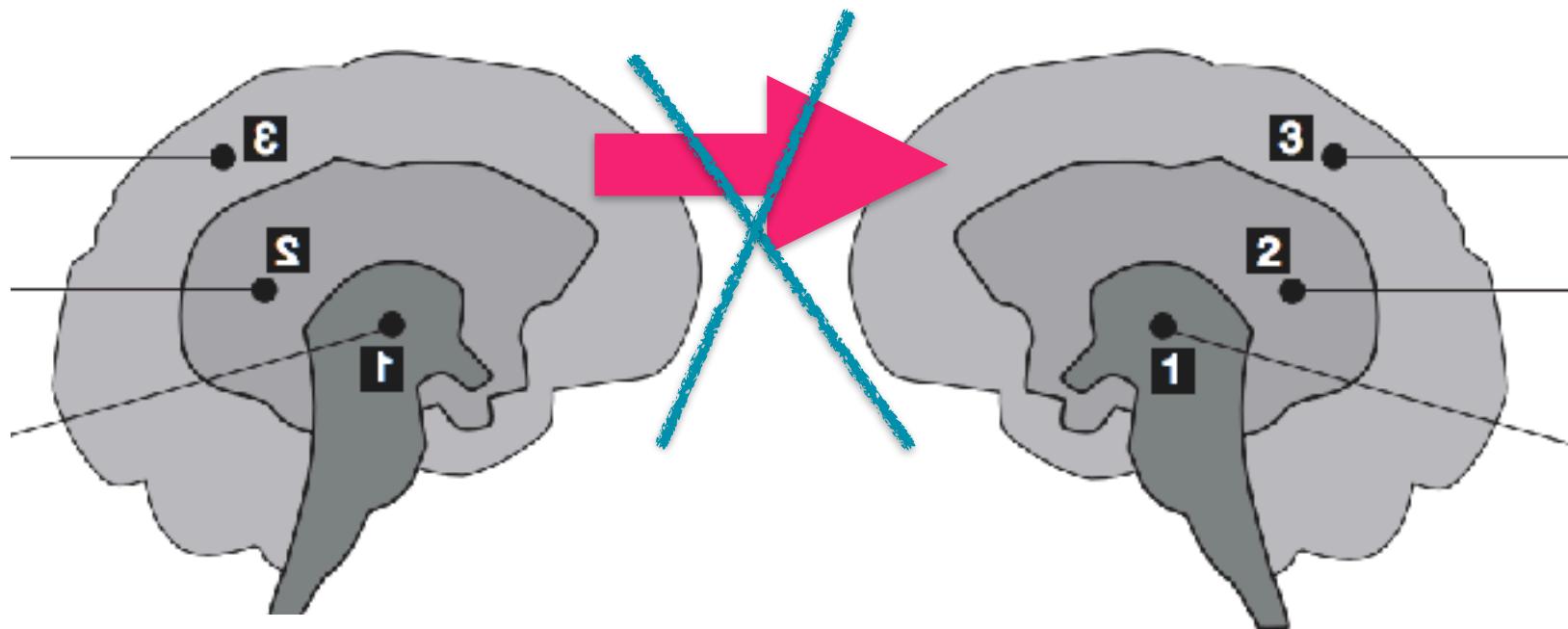
I have an
amazing idea.

Stop talking.



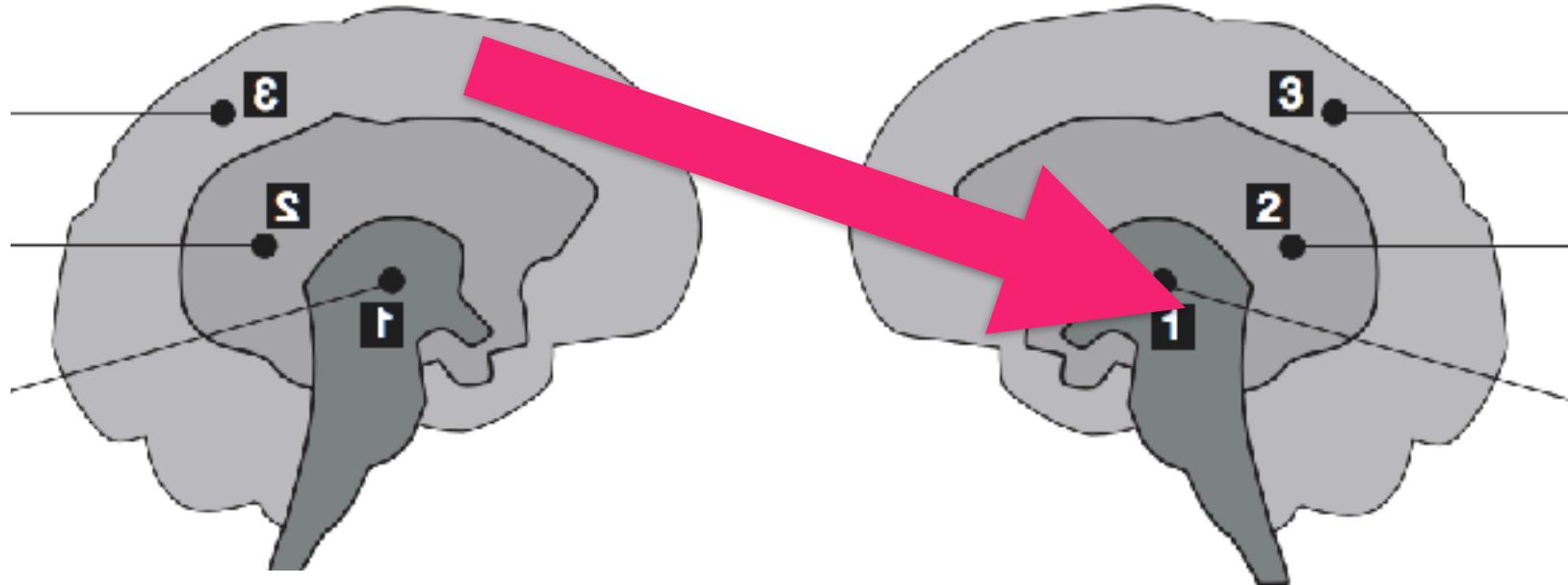
A very short lesson in evolution.

You don't pitch a smart idea from your neocortex to theirs.

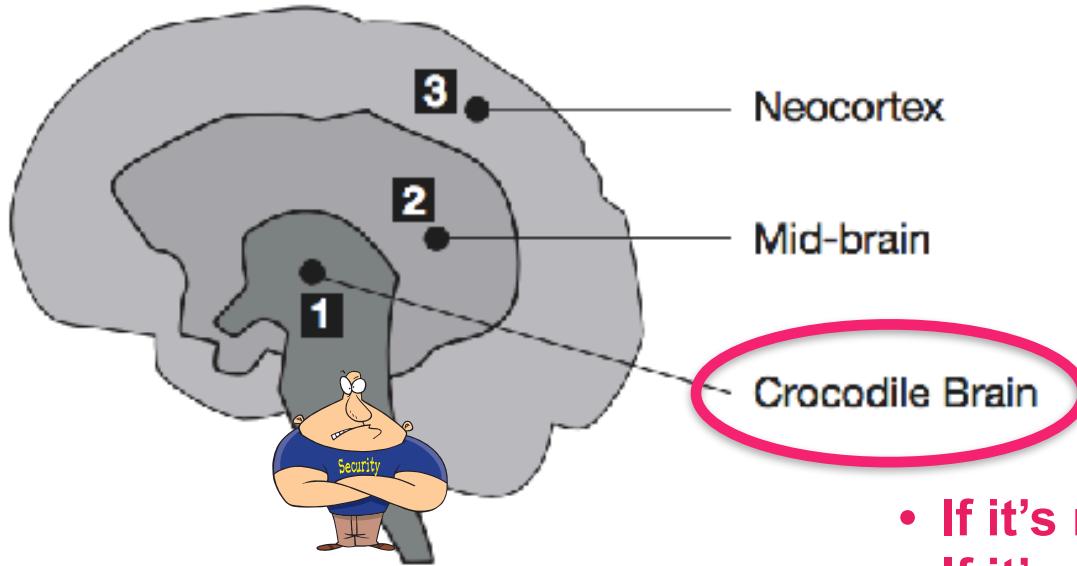


A very short lesson in evolution.

You have to go around back, like everyone else.



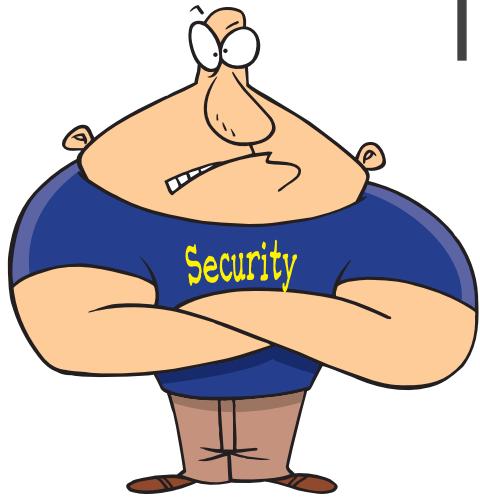




- If it's not dangerous, *ignore it*.
- If it's not new/exciting, *ignore it*.
- If it's new, *summarize it*.

****Do not send anything up for solving unless the situation is extraordinary****

**Our brains are wired to
weed most things out.**



The croc brain wants...

Simple.
Clear.

Nonthreatening.

PLUS: intriguing/novel.

Make your case.

—

Let's talk about the
do's and don'ts of
public speaking.



AVOID

Too much throat clearing.

INSTEAD

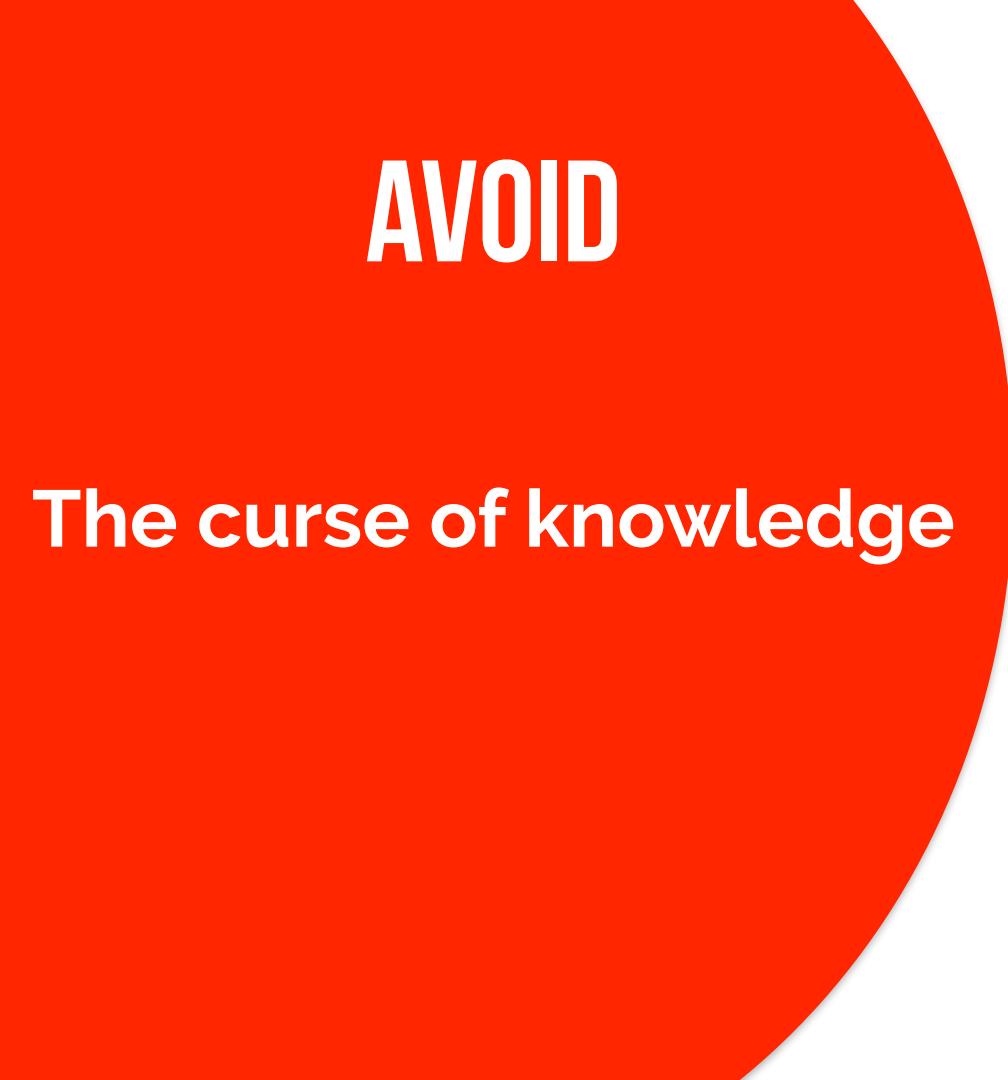
Start strong.

AVOID

Tics that signal
a lack of authority

INSTEAD

Listen to
yourself.



AVOID

The curse of knowledge

INSTEAD

Consider the audience

AVOID

**Stories that ramble,
complicate, or require
previous knowledge**

INSTEAD

**Stick to the point,
and tell it new,
every time**



AVOID

Winging it

INSTEAD

**Know what you're
there to say**

AVOID

Bragging
(includes humble
bragging)

INSTEAD

Show
vulnerability,
accessibility

AVOID

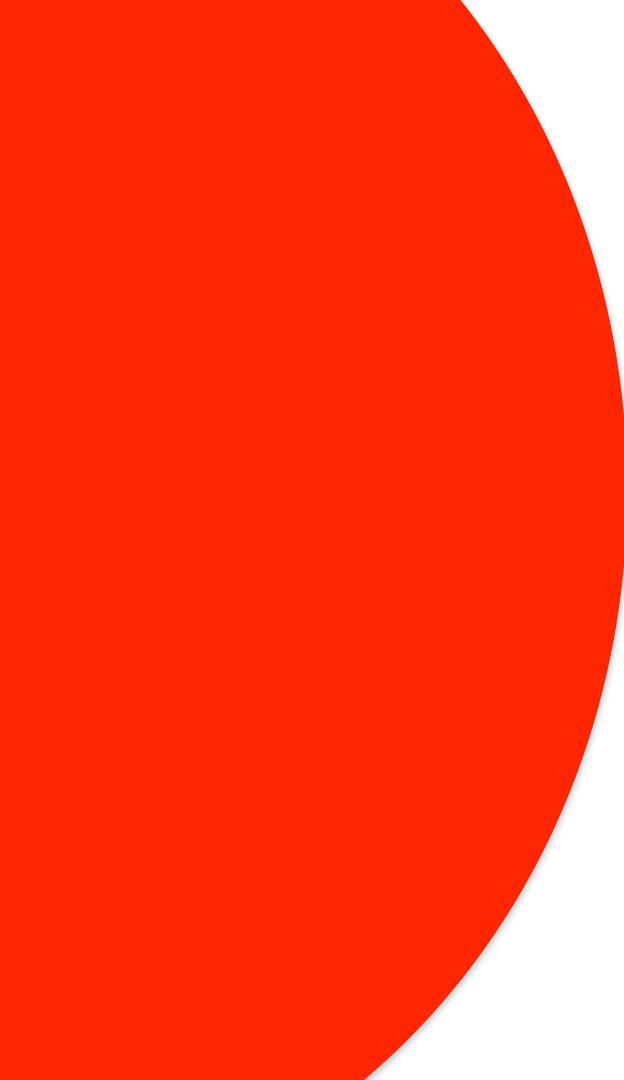
Making lame or
risky jokes.

INSTEAD

Get laughs
through honesty



GETTING LAUGHS



**Laughs are not
just for pros.**



**Laughter has a
role:**
It *connects*.
It *punctuates*.
It *releases tension*.

(Gil Greengross, evolutionary psychologist & humor researcher)



WHAT GETS LAUGHS...

Specificity.



WHAT GETS LAUGHS...

Specificity.

Truth.



WHAT GETS LAUGHS...

Specificity.

Truth.

Self-deprecation



WHAT GETS LAUGHS...

Specificity.

Truth.

Self-deprecation

Surprise.

—

CONVERT

THE FANTASY...





—

Aaaaand that's not how
it always works out.

I had a **side hustle**
for a while.

I fell prey to the
worst myth in
marketing:

NOPE!

*If something
is good enough,
it will sell itself.*

Sales wasn't about
me at all.

It was about them.

This changed
everything.

—

Maybe you don't
see yourself as a
sales professional.
(Neither did I.)

“A sale is made in every exchange of ideas or communication. There are no exceptions.”

Grant Cardone, *Sell or Be Sold*

We're all in sales.

OLD GOAL:

What you want.

Your new goal

What they want.

OLD GOAL:

Get a yes.

Your new goal

Get *engagement*

OLD GOAL:

Sell a single idea

new goal

Pitch a range of solutions



Make yourself



Indispensable