



Pre-presentation QS Questionnaire

I used to ask people re their presentation: "What's it about?" Not anymore. Now, it's ...

What's the Big Idea?

What's at stake?

If we don't _____, then we'll _____.

What is your objective?

If we _____, we will increase _____.

From the beginning of your presentation to the end, how much change in the audience?

What are we supposed to do after hearing your talk? That is, what *change* do you want?

Sort of like working backward.

You don't get to just tell us **stuff** about your topic

What is your title (or working title)? This is to get you planning early

What is your subtitle or working subtitle?

What is the WIFM? (what's in it for the audience?)

How soon do you get to your point?

Make it sooner rather than later

What are you going to do up front besides talk?

Walk away from lectern, into audience, visual aid, prop, activity, music, etc.

If you put together an outline, it will actually save you time.

Do not read your speech. We are way beyond that at the Bureau. Besides, the audience should come away with a **feeling**, not an appreciation for your great phrases.

Do your best to limit use of notes. (If you give a speech once, I can see liberal use of notes.) The QS is supposed to be the speech you'll give **many** times to the outside world.

And most important, if you want to get paid for speaking: **HUMOR**

Get to your first funny line soon!

If you start your speech creation early, and actively look for humor, it will come.

One final note: who are we as an audience? Are we a special group? Teachers? Students? Elderly? Accountants?

Please write up a teaser article that would lure an audience to come hear your presentation. This will get you a bigger audience at Speaker's Bureau. Plus, this would help when giving outside talks because the group won't market you as well as YOU market you. Please get it to Victor two weeks before the meeting to get it into the newsletter.

Are you creating a handout? Think about the content and appearance. Put more than words on there. Remember to add your contact info.

Additional:

In one sentence, tell me what you want the audience to walk away with.

Give me your 3, 4, or 5 main points and some sub points.

Work on your first sentence - it should intrigue us to listen more.

The second sentence should have a bit of intrigue but lead us into your presentation.

The third sentence should get us firmly into it.

Aim for some humor soon.

If you have questions, would like a practice session or a review, or would like a mentor, please contact the Chair:

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