

Pre-presentation QS Questionnaire

Previously I used to ask people (re: their presentation) “What’s it about?”, when they asked to present a topic for a Qualifying Speech. Not anymore. Here at the Bureau, we are about building better, stronger and more dynamic speakers. Infomercial speeches are out, engagement is in. Your audience members are more sophisticated, yet have less of an attention span.

Answering the questions below are to you think more in depth about your speech, to maximize the evaluations and feedback you will receive, but more so, to drive more audience engagement.

What’s the Big Idea (of your speech)? It’s important to know / understand why your presentation stands out from others. This may become your main message.

What’s at stake? If we don’t _____, then we’ll _____ .
(what pain or need are you addressing, what will happen if your audience doesn’t take Action? This help you define the presentation in terms of what the audience needs to take away.)

What is your objective? If we _____, we will increase _____ .
(The above helps you create the ‘sales pitch’ for your speech. It also helps you to get away from ‘being directly about you’ and redirecting the message to being about the audience. People don’t want to hear a presentation all about you & your business. Move people from why they should do business with you in HOW they should do business with you)

Audience:
(Who is this presentation best suited for – professionals, hobbyists, women, technical types, students, etc. Identifying who your audience up front, allows us to take on that persona, understand their needs, use their language, and determines if your speech will meet your objective above. So, who are we as an audience? Are we a special group? Teachers? Students? Elderly? Accountants? Identifying your intended, perfect audience ahead of time also allows you to direct your message, and use the right language, make the appropriate preparations.)

From the beginning of your presentation to the end, how much change in the audience?
(Do you want the audience to feel better, be motivated to **go out and do something, be smarter** so they avoid costly mistakes, **take a specific action** to bring them more happiness, This is centered around, “think, feel, do”. This is very important and highly overlooked. **You want to drive something.**)

What are we supposed to do after hearing your talk?
(That is, what *change* do you want? This is related to the above. It’s sort of like working backward. You don’t get to just tell us **stuff** about your topic. What key point do you want people to walk away with? What do you want them to associate to you? What do you want them to say about you and your speech?)

What is your title (or working title)? This is to get you planning early (this most likely will not be your final title, you want to develop from the content, and create a hook)

What is your subtitle or working subtitle? (Between either of these, you should have a hook, to make some say “yeah, I want that, I want to know that, really? Tell me more”. The goal is to get people to come, and / or read, listen. 90% of book sales are due to the title/cover of the book.)

What is the WIFM? (what’s in it for the audience? STRESS BENEFITS. Real Success starts just beyond benefits....ex. “Blind. Please Help.” Vs “It’s a Beautiful Day. I wish I could see it.” Or “Working hard for that money? It’s a shame your kids never see you’. Your benefits connect with pains, needs, what they will get by taking your desired action etc. Get people past saying “so? I know that.”)

How soon do you get to your point?

Make it sooner rather than later. Goal is to carry this point throughout your presentation in different ways.

What are you going to do up front besides talk?

Walk away from lectern, into audience, visual aid, prop, activity, music, etc. You need to drive connection with your audience, so how will you do this? It’s you who brings the material alive, and drives it home to the audience.

Do not read your speech. We are way beyond that at the Bureau. Besides, the audience should come away with a **feeling**, a desire to implement something, not an appreciation for your great phrases. (If you put together an outline, it will actually save you time)

Do your best to limit use of notes and reading slides. (If you give a speech once, I can see liberal use of notes or using slides as a mental trigger.) The QS is supposed to be the speech you’ll give **many** times to the outside world. There are ways to tie in speech triggers – key points on slides, teleprompter in the front of the room, color coding your outline, etc.)

And most important, if you want to get paid for speaking: **HUMOR truly helps. Your kind of humor.** Get to your first funny line soon! If you start your speech creation early, and actively look for humor, it will come.

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 Rae-Ann two weeks before the meeting to get it into the newsletter.

Provide your 2-3 sentence teaser paragraph for the newsletter here (due a week and a half before the delivery of the actual presentation.

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

Additional Notes:

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

Work on your first sentence - it should intrigue us to listen more. This opening sentence / paragraph should be powerful, intriguing, something that will rivet the audience.

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.

Remember your presentation is all about the audience, learning about you & your selling is ancillary. BUT – they will buy, and connect with you because of your style, and your delivery, and your ability to transport them from their lives into your presentation. Your goal is to create followers, to get people into your pipeline because they connected with you and what you had to say. **WHY SHOULD PEOPLE LISTEN TO YOU?**

Tech Nice-ities: Add hashtags and tweetable lines / takeaways in your presentation (if using slides). This helps people share info about your presentation, and allows you to search on the hashtag later to thank, comment, and connect. Even polls help. If you need help, contact me.

If you have questions, would like a practice session or a review, or would like a coach or mentor to help you through the process, please contact the Chair:

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