



Women's Prosperity Network

Quick Tip Formula

How to Grab Attention & Create Engagement in 2 Minutes

While you're creating your signature speech in the Business of Speaking program, you'll want to build your influential communication skill with practice. An easy way to do that while you stay top of mind with your prospects and clients is to do FB Live and IG Live. If your confidence isn't there yet, just start with consistent written tips and then move up to video.

"Be known before you're needed."

~Cheri Martin

Social Media Marketing Expert

- 1. Introduce yourself and get to the point quickly by stating the problem/issue you'll solve with your tip:**
 - Hi, it's Trish Carr from WPN (or I'm... not My name is)
 - People often ask me; or, a question that comes up is; or, I got an email asking, or one of my clients recently ran into this issue...
- 2. Give your problem/question context:**
 - This issue is especially when you're dealing with..., feeling..., having to... or especially now when...
- 3. Give your solution:** So here's an easy way to solve that..., do that..., make that happen...
- 4. Encourage people to connect with you** (and get into your funnel):
 - You can find out more about this at...; offer free gift, join FB group, your website, a resource, or simply say keep coming back for more tips every Monday (or whenever you post) or ask them to.
 - Put the where to go for more info in the written post along with your LIVE.
- 5. Invite them to give their thoughts/opinion:** To create engagement, finish with a specific question – and be sure that too goes at the END of the written post and the video:
Give me your opinion in the comments -- How often do you deal with this? Or, How do you handle when...? Or, When was the last time you dealt with something like this? Or, What do you do when...?

Hi, it's Trish Carr with your weekly Influential Communication tip. Something I get asked often and something a client mentioned just yesterday is how do I remember my flow and remember to say what I want to say? And I've heard that over and over – it's one of the greatest fears about speaking on stages and it's especially important if you have nothing to prompt you like a PowerPoint or Keynote presentation. In a lot of speaking engagements a PPT isn't possible.

So how do you stay on track and remember what you want to say?

Besides the obvious Practice, Practice, Practice, a simple easy way is by giving your audience a handout so they follow along with you. A simple, one-page, fill-in the blanks type handout gives you permission to hold that same piece of paper in your hand – except your paper has all the answers and a brief note next to each point with a prompt reminding you what you wanted to be sure to mention.

For more on speaking with influence and to get the formula for influential presentations, go to [SpeakingForFunand Profit.com](http://SpeakingForFunandProfit.com).

I'd love your opinion on this – how do you remember what to say when you're on the stage, on zoom or speaking to groups? Give me your opinion in the comments below. Till next Tuesday – remember, It's Just a Conversation.