How to WOW and CONNECT with Your Audience! Marla Press

with Marla Press · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

Marla Press, founder of Speakers on Fire Academy, says words are at most 10% of communication and your energy is about 70%.

- [ ] Before you speak, picture who is listening and set the intention to connect with them, not just inform them.
- [ ] Pay attention to your body language, facial expressions and energy as much as your words.
- [ ] Take a few minutes to clear your head and move your attention into your body before you present.
- [ ] Decide where you stand on your topic and say it, even if some people will disagree.
- [ ] Claim your niche instead of trying to be all things to all people.
- [ ] When you tell a personal story, put the emotion back in and frame it around your audience: they're the hero, you're the guide.
- [ ] End your talk by taking the audience from their pain to hope.
- [ ] Put your three most important to-dos on a whiteboard where you'll see them all day.
- [ ] Celebrate your small wins, not just the big ones, and share them with friends.
- [ ] Bring your story, pitch or talk idea to Marla's complimentary Hot or Not speaker assessment.

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