

# Stop Boring Audience Tip Card Sheet

## STOP BORING YOUR AUDIENCE



Use these ideas  
to be more:  
**Interesting,  
Memorable and  
Understandable**

### 1. Have a Clear Key Message

- What is the one idea you want your listeners to remember a week later
- Repeat the message at least 3x

### 2 Use an Attention-Getting Opener

- Reference current event
- Link to this day in history
- Present a problem to solve
- Ask question/survey
- Share a story
- Tell a joke

### 3 Add Examples to Support Points

- Illustration
- Demo
- Cartoon
- Prop
- Quote
- Letter
- Skit
- Analogy
- Statistic
- Article
- Fable
- Song
- Video
- Game

Plus consider these types of stories :

- Historical
- Friends
- Movie/TV
- Religious
- Personal
- Family
- Books
- Commercial

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### 4. Make it Visual

#### a) PowerPoint Tips

- Use UPPERCASE sparingly
- Put reverse type in **BOLD**
- Make body text at least **20** point
- Follow the **6x6 Guideline**: No more than six words per line and 6 lines per slide
- Avoid *italics* and underline – hard to read
- Avoid **red** type – hard to read
- Use these sources for photos:
  - istockphotos.com
  - bigstockphoto.com
  - dreamstime.com
  - flickr.com

#### b) Use Props



### 5. Use the CIS Formula:

**Example:** Customer Relationship Management

**Concept:** It's like having a personal file folder full of information on every client that you can access instantly

**Illustration:** Imagine you need information on the Brown Company. With our software you can do a quick lookup and instantly see all the individuals you have listed at the Brown Company. For each individual you have unique records that show their profile and history with you.

**Specific:** We are able to do this with our unique relational database system that allows us to maintain over 30 million pieces of data.

### 6. Make Data Visual and Clear

- Analogy
- Comparison
- Show Focus
- Make Visual

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