

Wow Factor in Presenting Tip Card Sheet

Wow Factor



“If you have no energy, you have no audience.”

Roger Ailes,
Media Advisor

Get yourself energized

- Have everything ready the day or night before
- Practice, practice, practice
- Get a good nights sleep
- Think, “go over the top”
- Get physically involved when you present
- Repeat a positive mantra

Harvey McKay, Author, creates the Wow Factor by thinking to himself before each presentation:

“This is the last speech I’ll ever do. I want it to be my best.”

Use the 4 Es of Energy

See these separate tip cards

- Engagement
- Emotional Connection
- Examples
- Entertainment

A famous 95 year-old Pianist was still playing the piano like a 20 year old. Asked his secret, he said, *“When I look out at the audience before I play, I look for the most beautiful woman. Then I play my very best just for her.”*

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