Speak

CAPTIVATE YOUR AUDIENCE, EVERY TIME!

The 4-step guide that shows you how to capture your audience's attention and build credibility.

Bravely Speak

IT TAKES AN AUDIENCE 5-SECONDS TO DETERMINE IF A PRESENTER IS ENGAGING AND CAPTIVATING!

The first impression we have with our audience is **IMPERATIVE**. It's through an intentional presentation opening that we grab our audience's **ATTENTION**, create **INTEREST**, build **CONNECTION**, and provide **VALUE**.

What you will learn

THE HOOK

THE WHY

SELF-INTRO

THE BENEFITS
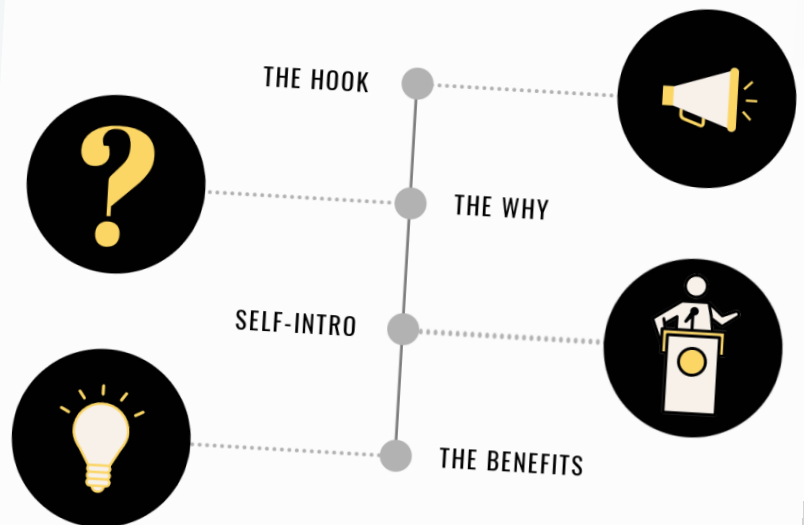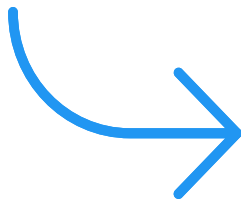
> Regardless of your industry or position, you simply cannot afford to give mediocre presentations. To be successful, you must be able to effectively inspire, provide value, and build trust through your communication.
>
> Hello! My name is Jennifer Beaumont. I help professionals create and deliver engaging meaningful presentations. It starts with putting our audience FIRST!
>
> We are not born with speaking skills. This is an art to learn, practice, and grow, and when you do, it is life changing.
>
> This 4-step guide will get you started!

Beaumont

1 The Hook

IT TAKES AN AUDIENCE 5-SECONDS TO DETERMINE IF A PRESENTER IS ENGAGING AND CAPTIVATING!

THE HOOK is a **ONE LINER** with the goal to pique your audience's attention and provide the value of your presentation from the very start.

Most presenters begin their presentation with their name and title.

Let's try something different, start with asking a rhetorical question, surprising statistic, or an interesting statement. Here's an example…

The Hook

79% of business professionals find presentations to be boring!

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2 The Why

THE WHY EXPANDS ON THE IMPORTANCE OF THE HOOK AND OVERALL PRESENTATION

THE WHY is 1-2 lines that expresses the high-level value of the hook and draws out the key takeaway of your presentation.

The Why

We are not going to be a part of that statistic!
We do not give boring presentations!

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3 Self-intro

NOW, IT IS TIME TO HEAR ABOUT YOU!

Your **SELF-INTRO** should share with the audience something **INTERESTING** and **VALUABLE** about yourself!

You want to build credibility, relatability, and connection through your short and intentional self-intro.

REMEMBER, keep this short. Your audience does not want to hear your resume.

Self-Intro

My name is Jennifer Beaumont, and I am a presentation skills coach. For over a decade, I greatly suffered from the paralyzing fear of public speaking. I learned how to overcome the fear, and now, I get to help other professionals learn how to be engaging and meaningful presenters.

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4 The Benefits

THE LAST STEP IN YOUR OPENING REVEALS HOW THE AUDIENCE WILL BENEFIT

THE BENEFITS is the opportunity to highlight what your audience will learn from you.

Your audience needs to understand the **VALUE** you will provide to them during your presentation.
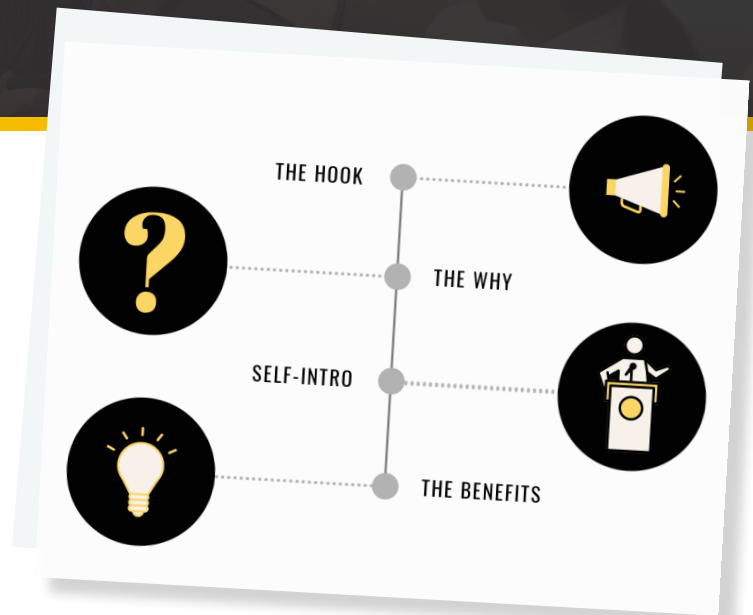
Keep this short and share 2-3 valuable audience takeaways.

The Benefits

Today, you will learn how to create an engaging presentation opening with 4-easy steps. You will have the opportunity to craft your opening, practice, and receive feedback. Let's get started...

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PUTTING IT ALL TOGETHER

THE HOOK
THE WHY
SELF-INTRO
THE BENEFITS

The Hook

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The Why

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Is now the time...

...to learn how to create meaningful presentations that will inspire, provide value, and build trust with your audience, every time?

Learn more by contacting
info@bravelyspeak.com
or visiting our website
bravelyspeak.com

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