

# How to Create Emmy-Worthy Presentations that Set You Apart from the Competition



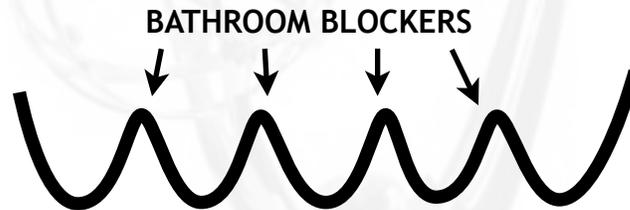
created for SpeakerNet News  
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Rule #1: ***IT'S A SHOW!***

The Rope Analogy



Magic Show Routining

What's your best trick?

What's your second-best trick?

Predictable Unpredictability

What are 3 unpredictable elements you can incorporate into your presentation?

- 1.
- 2.
- 3.

5-Minute Microcosm

What elements, themes, and flavors do you need to include in your first five minutes?

Be Larger than Life

- Authenticity: be a 10 in real life, an 11 on stage
- They want you to be a star

## The Art of the Pause

What are the 2 critical pauses if you're delivering humor?

What two things happen in the audience's mind during the "pause button" pause?

- 1.
- 2.

## Commit to the Bit

Define, in your own words, what this means to you.

## 3 Quick, Specific Techniques

1. Don't move on a punch line!
2. Play to the cheap seats first
3. When you start to bomb, slow down!

## The Performer's Secret Weapon: Rehearsal

What are some *specific* things you need to rehearse in your presentation?

**REMEMBER:** No matter how many Emmys you have; no matter how many CSPs, MBAs, or PhDs you have after your name...ultimately, it's the *audience*—who's never written a joke or a speech in their lives—who tells us whether or not we're any good TODAY!



# Celebrity Spotlight Coaching Day

**W**ould you like to spend an entire day working on *your* presentation with a guy who's won 29 Emmy Awards as a Producer, Writer, and Performer, and who has previously worked with people like Jerry Seinfeld, Ellen DeGeneres, and Jay Leno? In short, would you like to turn your speech into a show (making it more memorable, more meaningful, and more marketable)?

Then a Celebrity Spotlight Coaching Day (where *you* are the celebrity, and the spotlight is on *you* and *your presentation*), might be just the thing.

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Together, in a full, 1-on-1 day (just you and me!) consisting of five 50-minute phone calls (yep, you can do it at home in your jammies!), we'll focus on your presentation through three lenses:



## 1. The Producer Lens

- Routining your presentation
- Designing your open and close
- Adding entertainment value



## 2. The Writer Lens

- Developing your SmartBites with Precise Words and Concise Phrases
- Adding clarity to your writing
- Sprinkling smartness with layered writing



## 3. The Performer Lens

Performance analysis, focusing on:

- Pausing for impact, emphasis, and depth
- Increasing interest with vocal variety
- Connecting with the audience

At the end of this intense day (which includes illuminating “between-call” exercises), you will have a new set of tools that will enable you to turn your speech into something truly special! As one client said, “Now I know what to do—I finally feel like I’m in control of the show!”

Your investment: \$1500 (or \$997 if you mention *SpeakerNet News!*)

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## QuickFocus Option

**D**on't need a full day, but still want to add some “show” to your biz? Then the *QuickFocus* is just for you! It's a 90-minute phone call, one-on-one, where I'll work with you on any aspect of your presentation to help you think like a Producer, craft like a Writer, and present like a Performer!

Your investment: \$365

**Call 425-741-3972 to register today!**