

Pro Speaking Tips for Lawyers

How to Have Greater Influence with Your Spoken Words

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Co-Founder, Speakers Pathway Coalition

Imagine...





**Would You Like Me To
Share?**

Promise





Who Are We

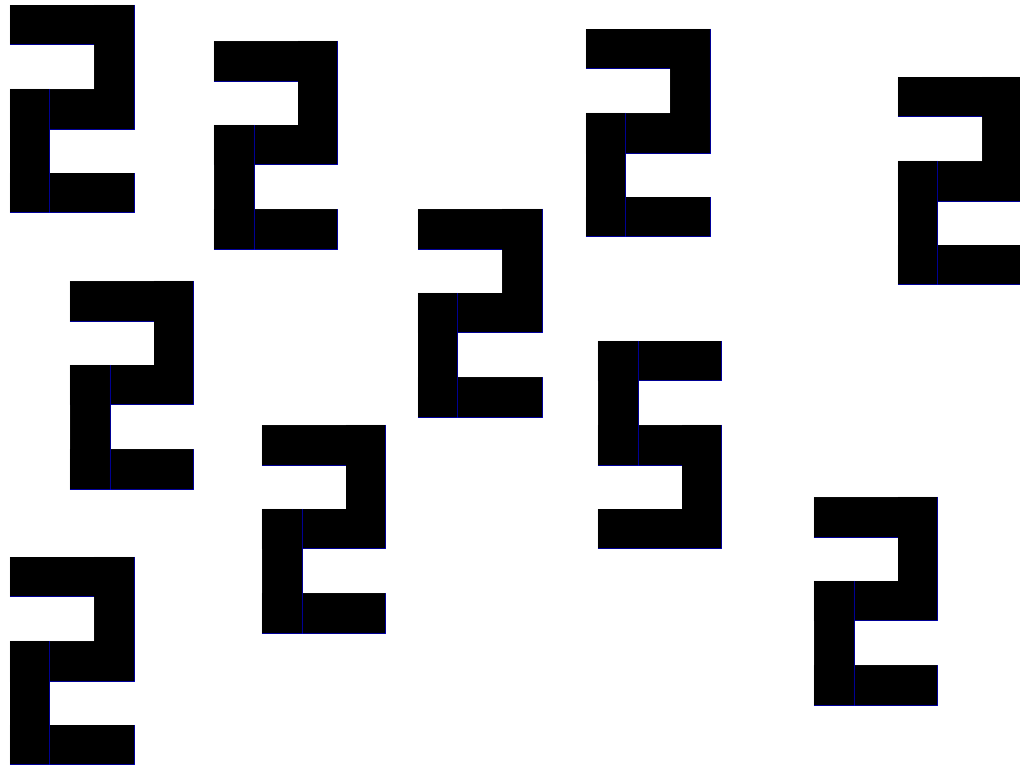


& *Why Listen To Us?*

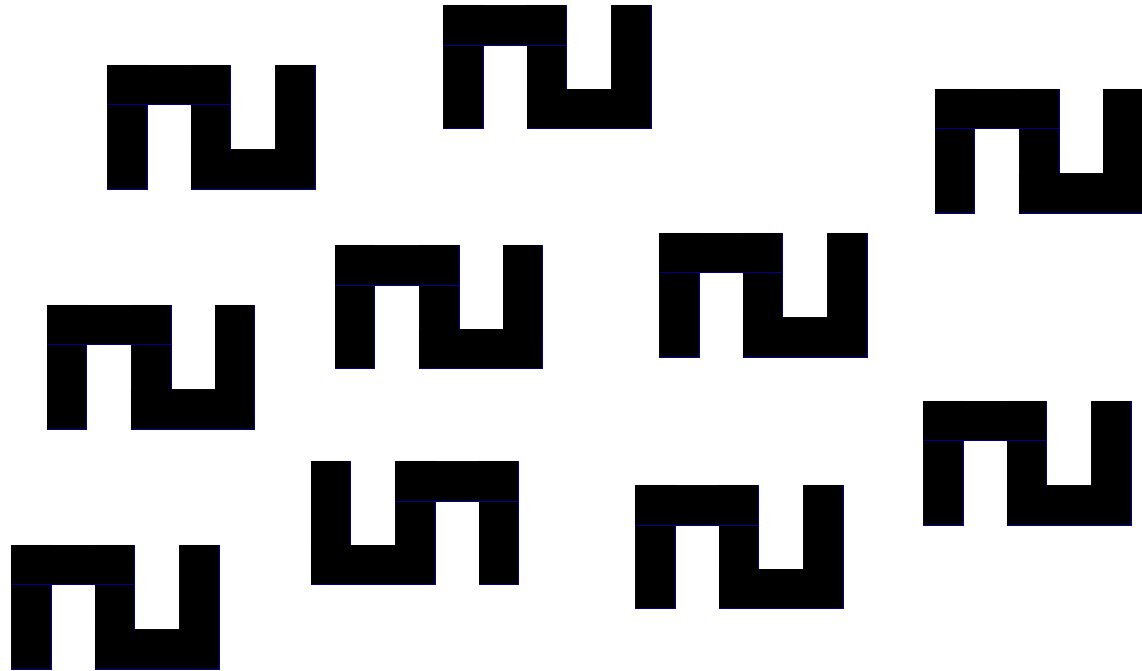
- Co-Founder of Speakers Pathway Coalition
 - “Speaking Geek”
- Given thousands of presentation
 - One closed a \$40M deal
- Spent hundreds of thousands on training, so you don’t have to
- Done it all
 - Authored 6 books – 4 Best-sellers
 - Award winning talks
 - On-line courses
 - Physical information products
 - Workshops
 - Live events
 - Coaching programs
 - Membership programs
 - Coached many entrepreneurs who are getting results
- Speaking is my passion and purpose!

**Mind if we do a little
experiment?**

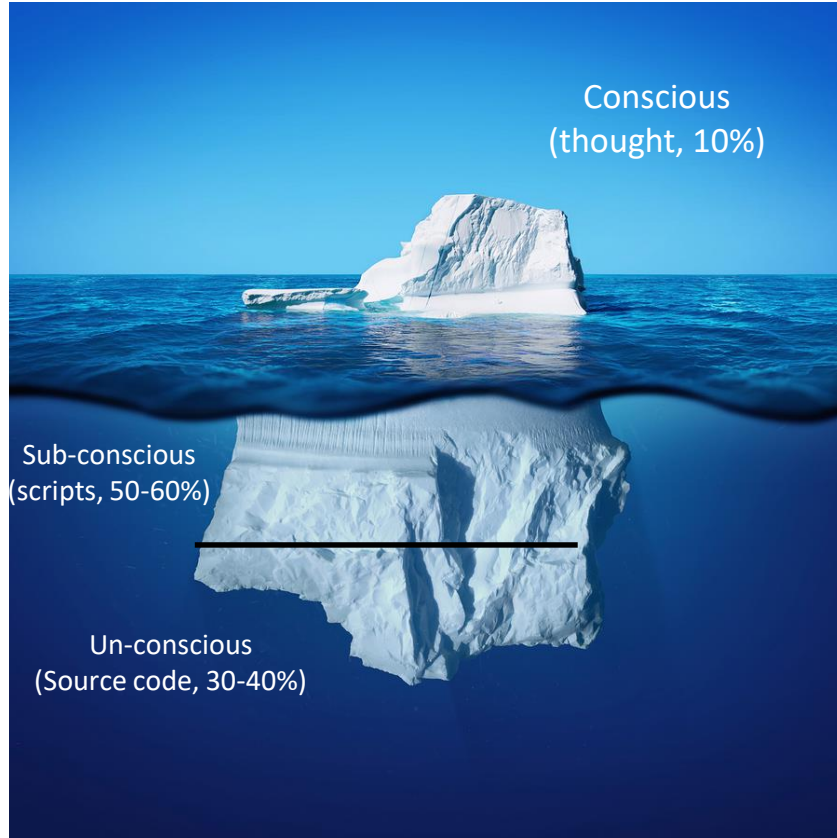
Find the Unique Object

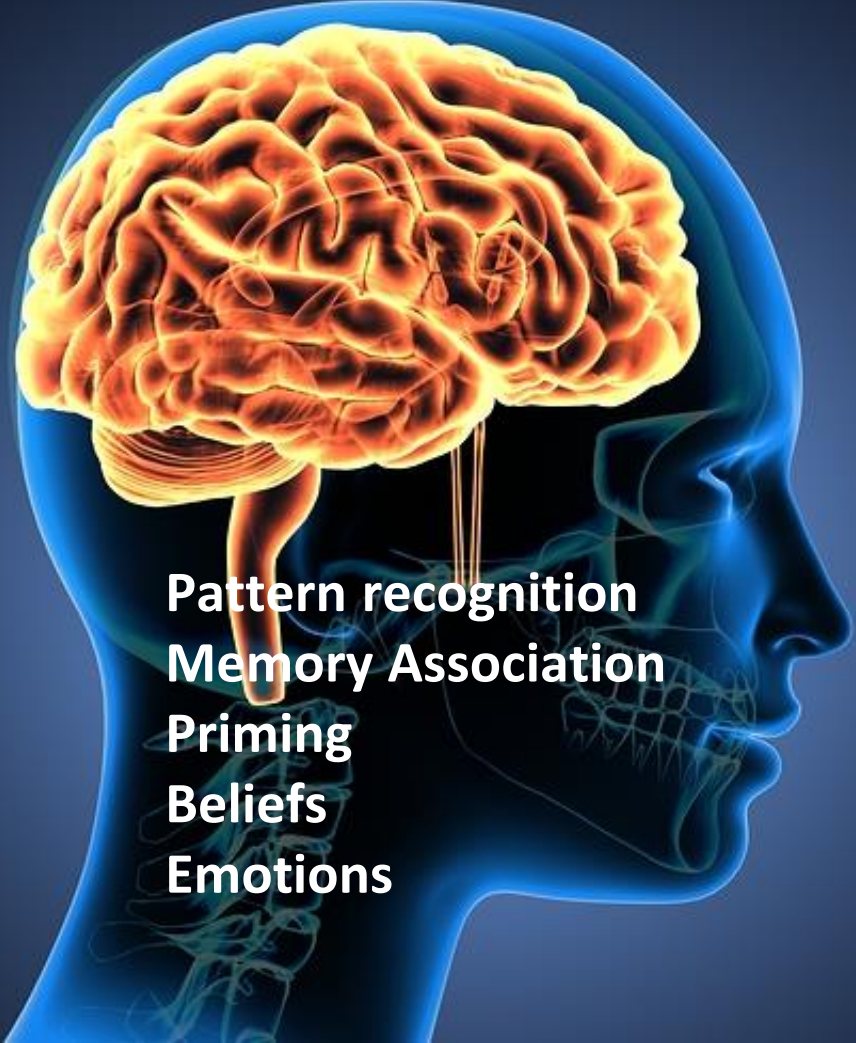


Find the Unique Object



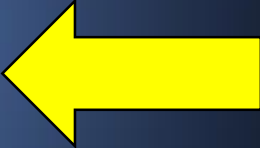
Your Mind



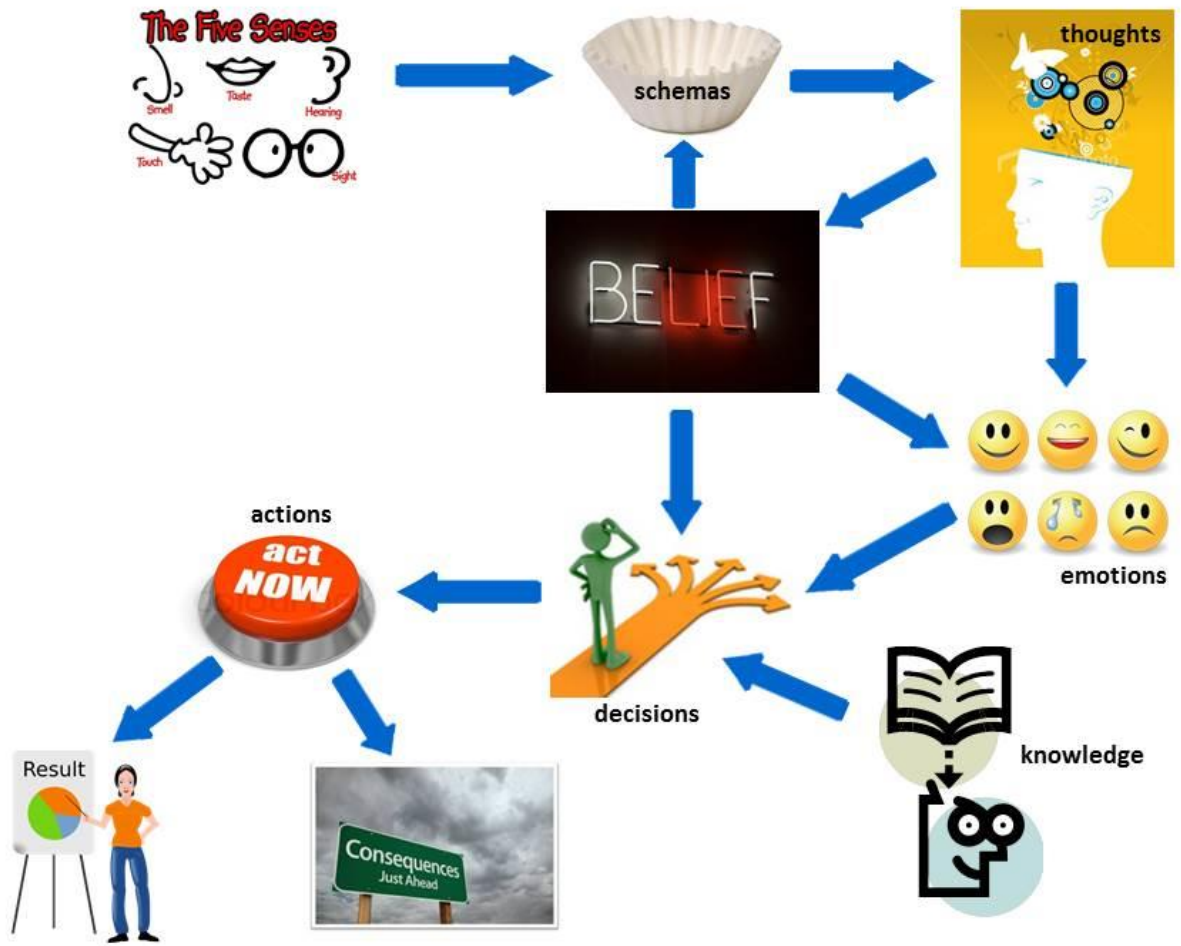


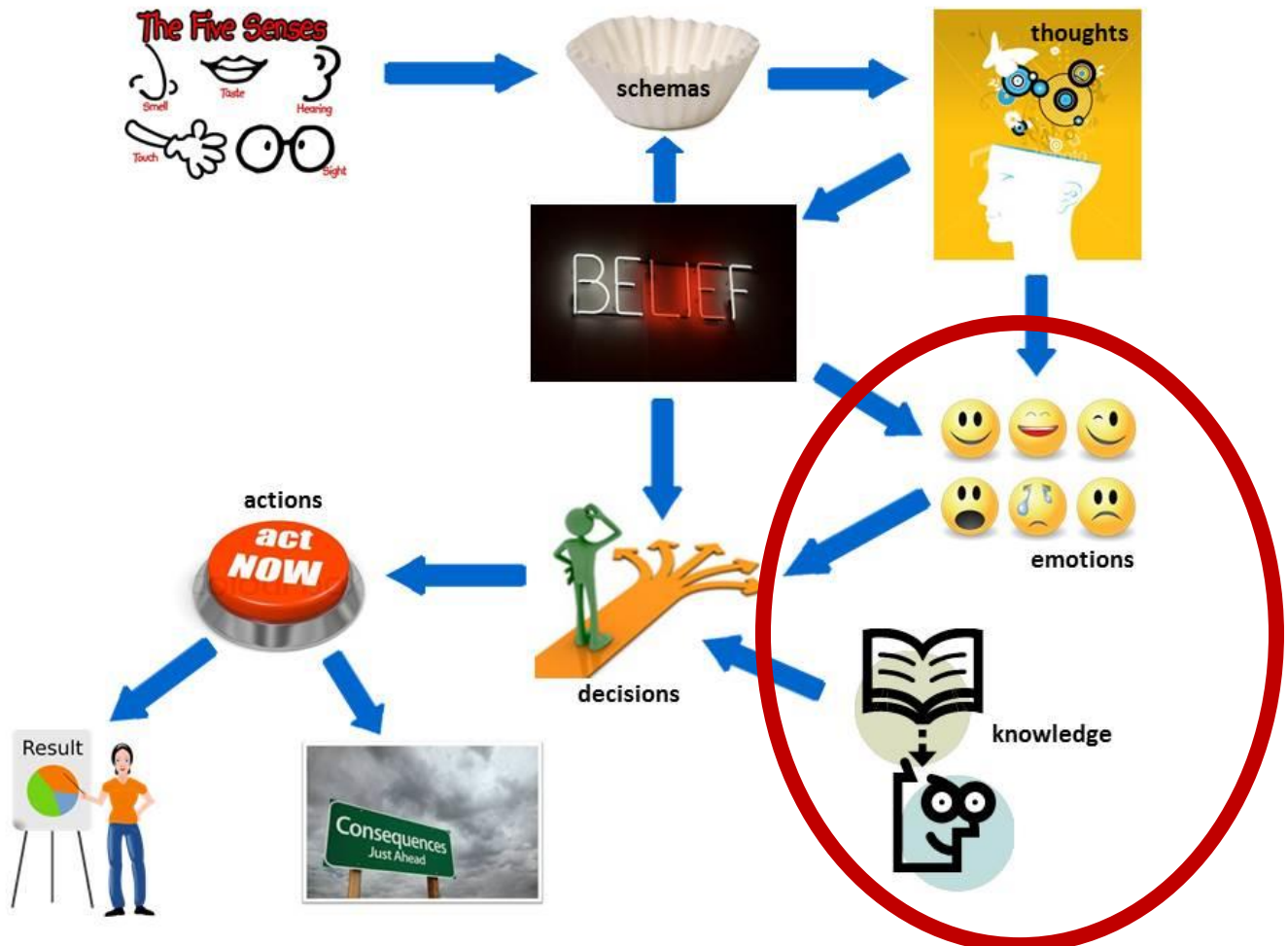
Your Personal Story
(5-9 attributes)

Sensory Info



- Pattern recognition
- Memory Association
- Priming
- Beliefs
- Emotions





Fact TELL

Stories



The Hero's Journey



Storytelling Skills

1. Include details to create images
2. Engage senses – emotions
3. Humor – be memorable
4. Dialog/accent – keep attention

**Tell a 3 minute story
about an emotional event
and use details and
senses**

Success Seat!

Storytelling in the Courtroom

1. How the crime was committed by the defendant
2. How the crime could not have been committed by the defendant
3. How the crime was likely committed by someone else
4. How the defendant was treated unfairly
5. Personal story to make a point

A 2013 red Toyota Tacoma owned by Roger Rabbit was stolen from on front of the Ace Hardware store in Florence, Colorado around 2pm on December 5th, 2019.

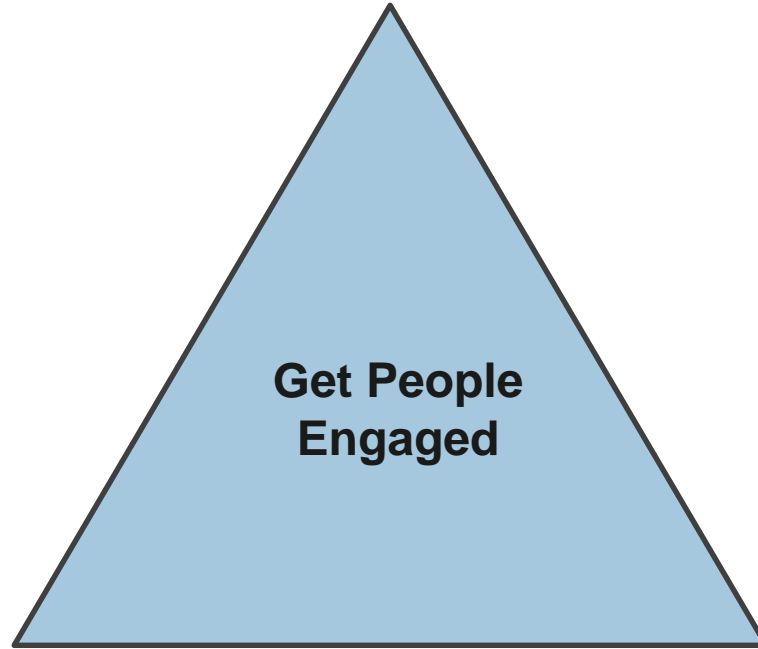
The truck was later recovered in the driveway of Mr. Green Jeans on the morning of December 7th, 2019. The keys were found in the ignition.

Mr. Green Jeans admits that he had previously asked Roger Rabbit if he could borrow the truck on December 5th, so that he could go to a doctor's appointment.

Mr. Green Jeans is charged with grand theft auto.

**Tell a 3 minute story using
the facts, creating
imagery and engaging
emotions**

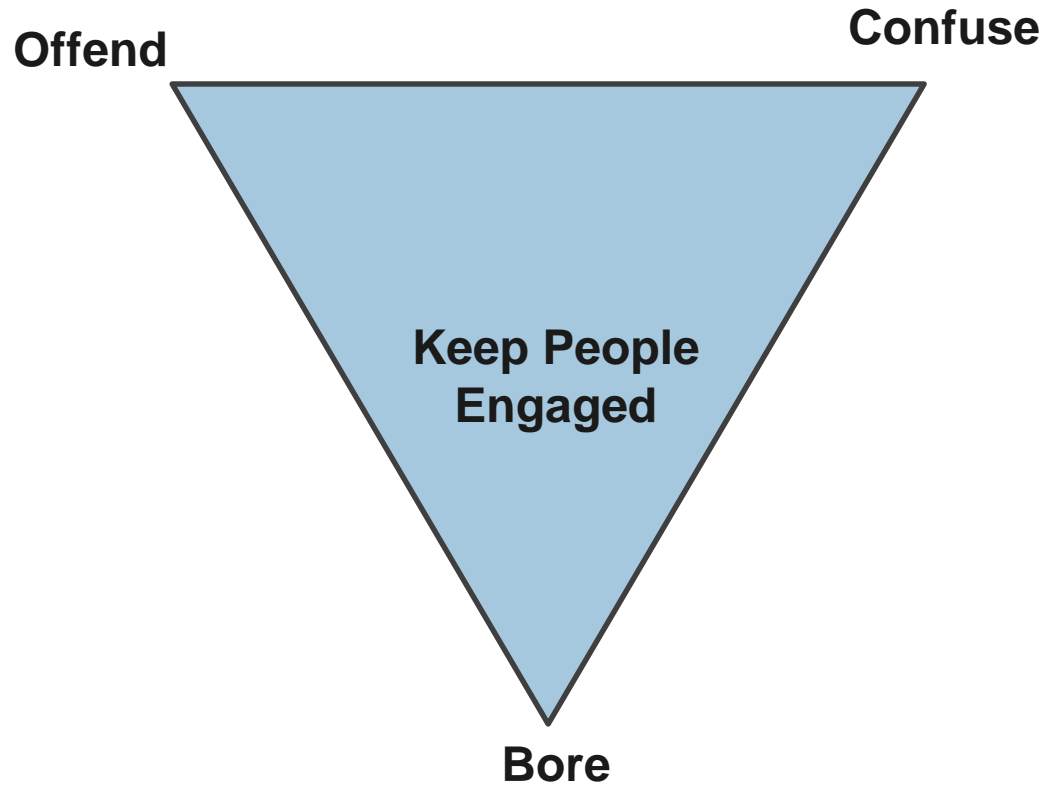
Trust

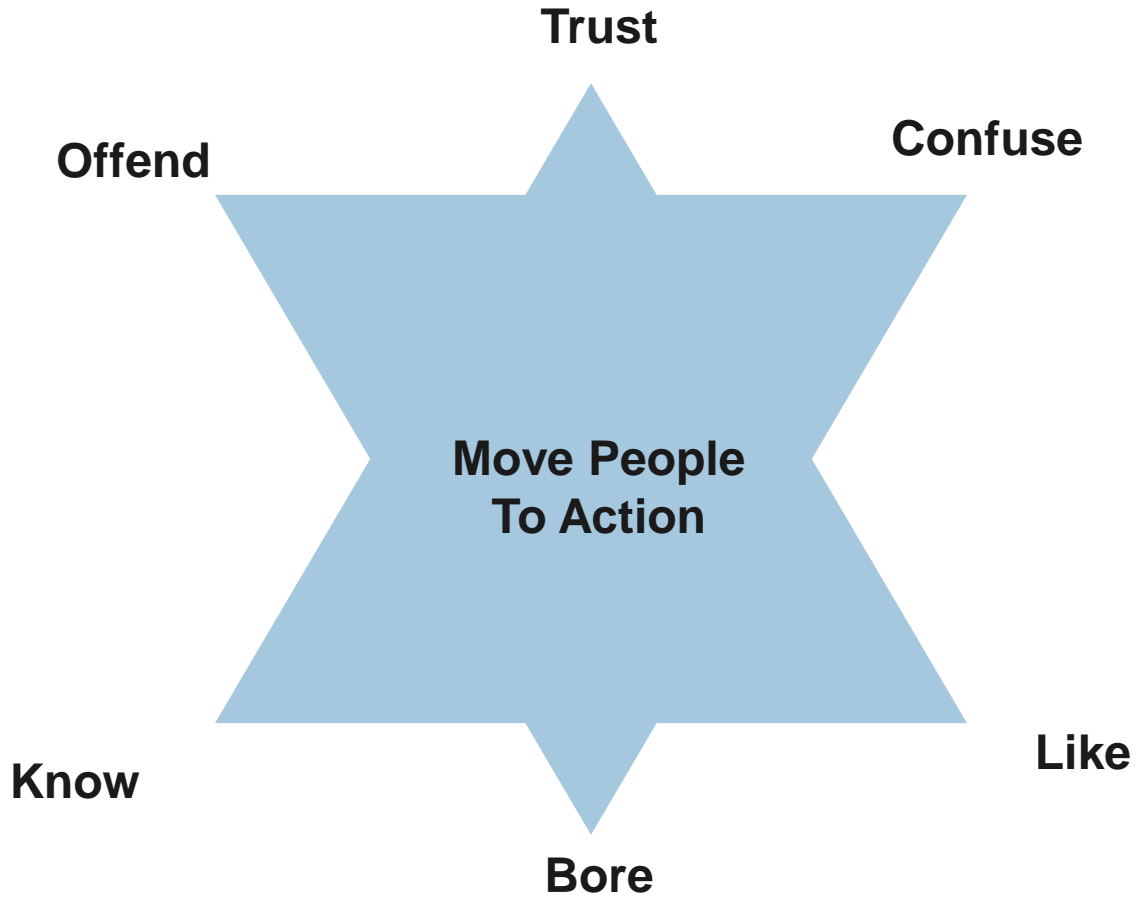


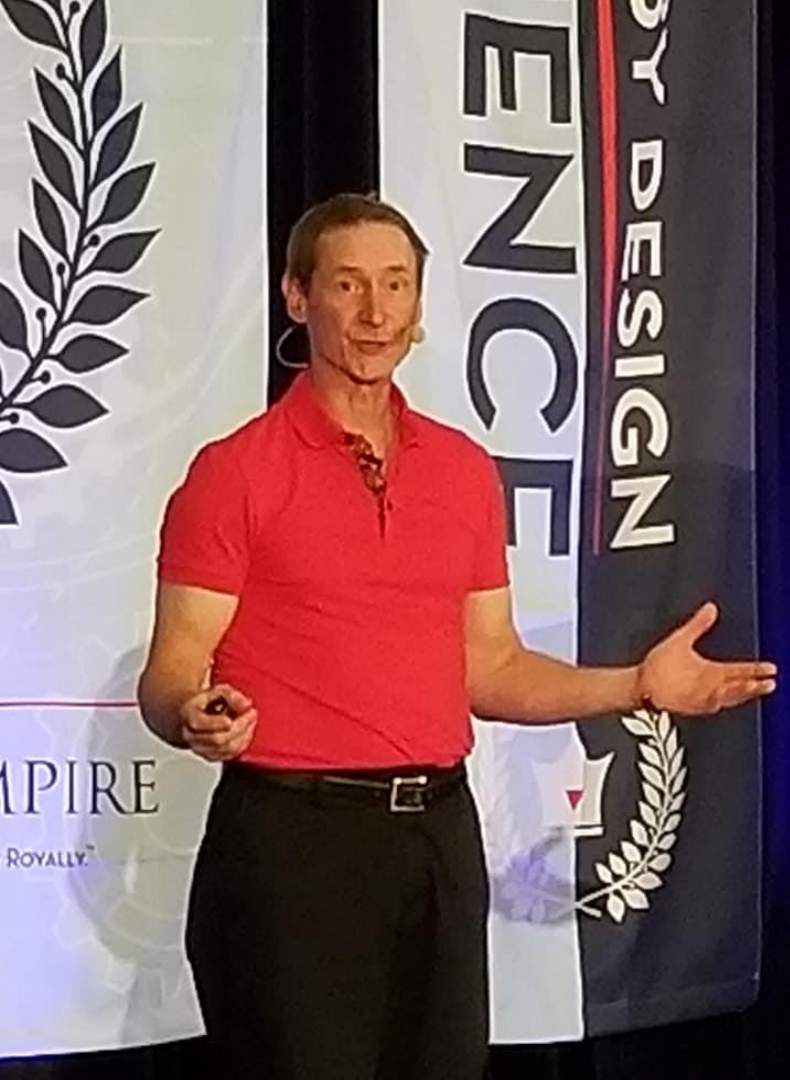
**Get People
Engaged**

Know

Like

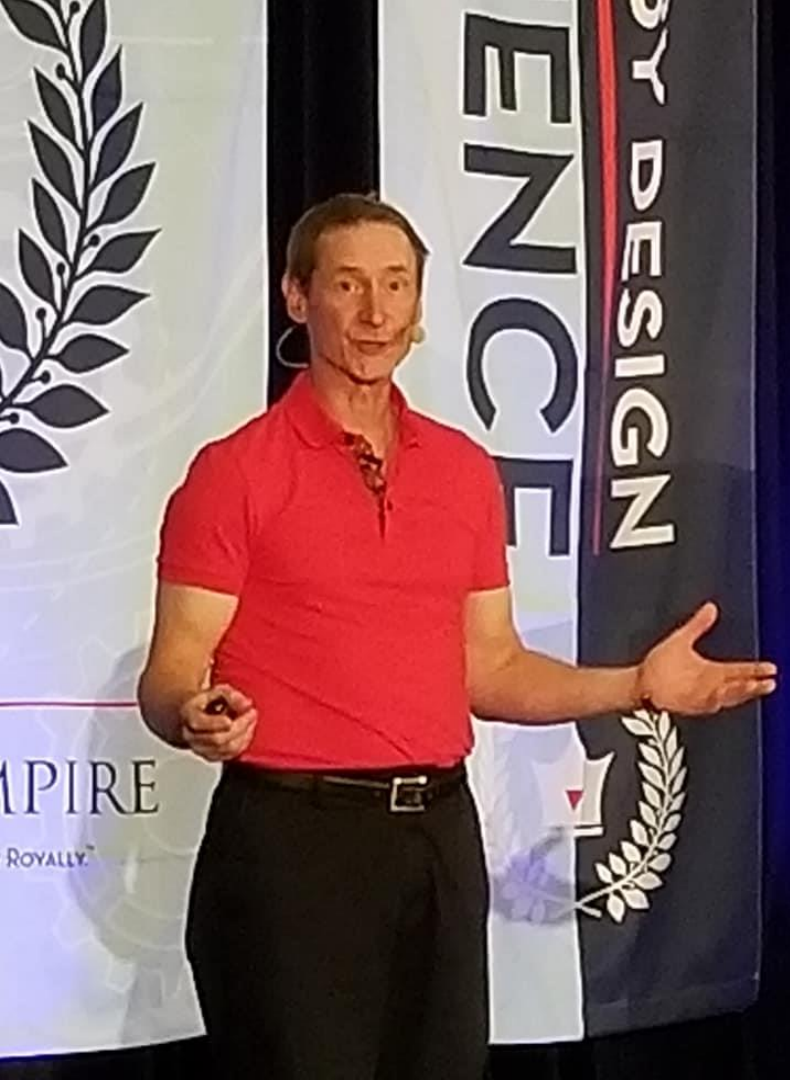






Foundational Tips

- 1. Stage Position and Movement**
2. Slide content
3. Episodic story telling
4. Inflections
- 5. Time/Space**
6. Offer placement
7. Enunciation
- 8. Eye contact**
9. Physical contact
10. Energy matching
- 11. Hand positions**
12. Body language
13. Appearance
14. Humor



Ninja Tips

1. Yes questions
2. Exceptional underdog
3. Echo
- 4. Audience check in**
5. Audience completes
6. Commands
7. Tie down
8. Pull out answers
9. Contests
- 10. Power of pause**
- 11. Open loop**
- 12. Pattern interrupt**
- 13. Power of 3**
14. Product placement
15. Path to learning