



SKILLS
OF LIFE

THE 5 QUALITIES THAT
WILL MAKE YOU AN

INSPIRING SPEAKER

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Overview

"Speakers who talk about what life has taught them ever fail to keep the attention of their listeners." - Dale Carnegie

You don't need a stage to be able to inspire audiences across the world and make a difference.

Whether you are running a business, leading a community, employed at a company, or between opportunities... Your ability to communicate ideas clearly and inspire audiences to take action will create opportunities you never imagined.

But keep in mind, your impact is never limited by the stage because these 5 qualities will work just as well in your daily conversations.

Now before moving on, a word of caution. The following elements will prove to be a powerful cocktail, capable of influencing people in ways beyond their control.

So remember, the goal is not to learn how to manipulate others. But rather develop the skill to inspire people to take action, resulting in the positive change our world needs.

Becoming an Inspiring Speaker

"All the great speakers were bad speakers at first." - Ralph Waldo Emerson

After your moment on stage. Many come to network or for questions, but sometimes, people just come to say thanks.

Thanks because they've been struggling with a problem for a while and you just showed them how to solve it. You just opened their world again, allowing them to see beyond their obstacle.

And it's all thanks to these 5 qualities. Alone they are ok but, the real power is when combined. Because together they'll create a message with the power to inspire your audience.

So powerful they'll work regardless of the level of your public speaking skills. The better your skills, the better your results of course, but they will work from the start.

As long as you use these 5 qualities as the pillars of your message, you will connect, build trust faster, and deliver a more persuasive message.

Allowing you to stand out from the rest. Becoming the memorable speaker others aspire to be.

And best of all, they are proven to work regardless of your industry, context, or type of audience.

I know this because I've been using them for the last 6 years. Allowing me to engage with audiences across 15 different countries, in different settings, and contexts.

But even better are the results of the people I've coached...

So, let's begin.

1) Define Your Purpose

"If you don't know what you want to achieve in your presentation your audience never will." - Harvey Diamond

Many people hear the word purpose and automatically think about social projects, nonprofit organizations, volunteering work, or just imagine some fluffy words without real meaning so let's start by defining what purpose is.

According to dictionary.com Purpose is defined as
"The reason for which something exists or is done, made, used, etc."
"An intended or desired result; end; aim; goal."

And in terms of creating or delivering your message, the first thing you need to figure out is, what's your ultimate goal?

Without having a clear overview of the destination, it will be really hard for you to take your audience there.

Make it simple, it shouldn't be more than one thing. More than one will dilute your message and with that, your success.

So ask yourself, what's the action I want people to do the moment I stop talking? Once you figure it out, work your way backwards.
Okay, what kind of information do they need to have in order for them to take that action?

As you can see, in the end, your talk is simply a way for you to frame your audience so that when the call to action at the end comes, they are ready to take action.

That's why defining your purpose is so essential, without it, not only you'll waste your time, but also the time of the audience.

Because they came to be moved, to learn, and to be inspired. Fail to define the purpose of your talk and you'll fail to service your audience.

2) Embrace With Empathy

"Make sure you have finished speaking before your audience has finished listening." - Dorothy Sarnoff

Now that you know the destination, you need to figure out where you are starting. And while trying to understand your audience may seem challenging, it's actually easier than you think.

Because while they may have different ages, backgrounds, cultures, professions, experiences, there is one thing that unites them all, and it's their interest in the topic you will speak about.

They are all in front of you because they want to know more about the topic you are an expert in. Whether it is construction, technology, health if they are in front of you, is because regardless of who they are, they want to know more about it.

And so now that you have grouped them, you can proceed to understand them.

Reflect and analyze past conversations with customers, partners, colleagues, related to the topic.

What do they struggle with? What kind of expectations do they have? What are their aspirations? What are their fears? What kind of assumptions do they have?

Make a list with your answers, and see how you can address these points with your presentations.

Try to categorize them from beginning to expert. If somebody just became aware of you, what are their assumptions? what would they know about? If somebody is an expert, what would their needs and worries?

3) Understand Your Role

"Whenever people have trouble public speaking, it's because they are just thinking about themselves." - Tony Robins

In his book, "The Hero With A Thousand Faces," Joseph Campbell describes how in every story, the main character follows a very similar pattern. He called it "The Hero's Journey," and goes as follows.

Every hero starts by living in a state of peace, suddenly something happens that changes everything in their lives and they are not happy about it at all. The hero must now decide if she will take action or not in trying to solve the problem.

After going around trying to decide, the hero meets the mentor who finally convinces her to act. It's now that the hero ventures into the unknown world to try to solve the problem.

There, she finds herself overwhelmed by self-doubt, lack of knowledge and experience, but continues to push forward.

Until finally she has a realization that allows her to believe in herself and figures out a way to eliminate the villain who is the root of the problem. She takes action, solves the problem, and can now return back home.

And she lived happily ever after...In life, we are all going through our own Hero's Journey. You have a problem that you are trying to solve so that you can live a better life.

But when it comes to public speaking, the Hero's Journey works differently. And here is where the vast majority of speakers make a simple, yet costly mistake.

This mistake is costly because it pushes away the audience, stopping them from connecting with you. Because when you are on the stage, you are not the hero, you are actually the mentor.

Your audience has a problem that it's trying to solve. As they were looking around for a solution, they ended up in front of you. That's why when you position yourself as a hero, you push them away.

They aren't looking for another hero, they are looking for a mentor who can help them solve their problems.

Just like you. You are looking to improve your public speaking skills, in your search, you ended up downloading this guide.

That makes me the mentor who helps you get over your problem. In business, the company is the mentor who helps the customer get over the problem through the products and services.

In public speaking, the talk is the product and service that gives the realization the hero needs to overcome the problem. Be the mentor, never the hero.

4) Speak About The Future

"A wise man speaks because he has something to say; a fool because he has to say something." - Plato

We all want to be part of something great, something bigger than us, and having the opportunity to build it will motivate even the more stubborn people.

The future gives us hope, it allows us to change and improve our status quo.

And so to inspire your audience, you'll need to speak about how their world will look if the problem is solved. In other words, you need to give them a clear vision, an aspiration, something worth working for.

You need to get them to imagine how things will be once the problem is solved, how life will be without the problem.

With an established aspiration for a better future, now you need to create contrast.

And you'll do that by sharing a vision

of how things are now and how they will get if nothing is done to solve the problem.

Because research shows that if given the option of either winning \$100 or losing \$100, people would rather avoid losing than getting the chance to win. This means that only sharing how the future will be better is not enough if the current status is ok.

There is too much uncertainty and risk because we know how things are right now. So just the option of a better future is not enough to motivate people to act.

They need to know what they will lose if they don't act now. They need to know how bad things will get if the problem is not solved.

By contrasting the 2, people will be motivated to take action, but will only do it if they know what they need to do.

5) Give An Action Plan

"There are only two types of speakers in the world. 1. The nervous and 2. Liars." - Mark Twain

You need to make it as easy as possible for your listener to take action. You really can't expect them to figure out what they need to do.

As their mentor, it's your role to support them and show them the way.

That's why, in order to ensure success, you must give them a clear and specific call to action at the end of your presentation that pushes them onto the next step of the process.

Whether it is going on a website, signing up, connecting you, purchasing, whatever it may be, you have to tell them.

They will not figure it out on their own. And to avoid confusion, it has to be only one call to action, and it has to be specific...

"Go on our website for more information" is a huge wasted opportunity.

"Go to our website, click the orange button on the top and watch the video."

It is a way better call to action that clearly tells people what they need to do.

Last Thoughts

"The first time you say something, it's heard; the second time, it's recognized; the third time, it's learned." - John Maxwell

Never forget, people have a million things in their heads, you are competing against Instagram, email, Youtube, and everybody else who is trying to win their attention.

Do not try to over complicate things, do not try to sound smart either.

And as an extra bonus, don't hide behind podiums and tables, let them see you. The more comfortable they are with you, the faster you will build trust, the more open they will be to get inspired.

Many thanks for downloading this guide.

I hope it helps you grow your skills as a speaker so that you can use the stage as the channel to inspire others.

**THIS GUIDE IS BASED ON THE
UPCOMING INSPIRING SPEAKER
BOOTCAMP**

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