

# Elevate Your Speaking Skills to Get Your Message Across

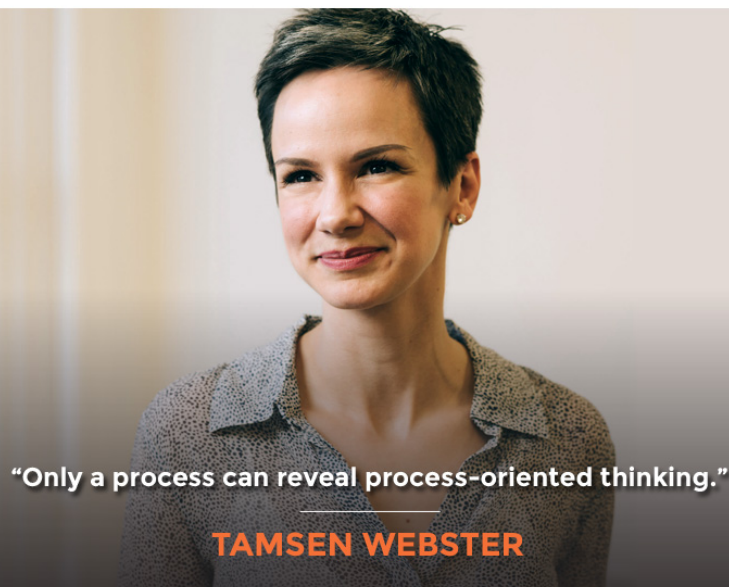
## 10 Point Checklist

### Tamsen Webster

Want to gain as much knowledge as possible out of Marketing Speak?  
Read on below for a **10 point checklist** that gives the next, real steps  
you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



**“Only a process can reveal process-oriented thinking.”**

**TAMSEN WEBSTER**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?  
Here are 10 steps that can move you closer to your goals – today.**

- When making a speech, make sure you include three elements: monsters (problems), mazes (ideas), and swords (necessary changes).
- Make sure you connect the monsters, mazes, and swords in your speaking engagements.  
This connection between the three is the “red thread” of Tamsen’s framework.
- When you’re putting together a talk, identify your goal first. The goal is what the audience wants -- and know they want -- before they even hear your talk.
- After identifying your goal, identify the single underlying problem that ties all of the audience’s known barriers together.
- In your talk, don’t immediately jump from the problem to the solution. Instead, put an idea or concept that essentially diagnoses the problem in between the two.
- Meet your audience’s goal on two levels: intellectual and emotional. If you only offer one or the other, your talk won’t be persuasive.
- Include “Velcro” in your talk; give the audience meaning so that they have something for the details to stick to. Otherwise, they won’t be able to hold onto those details.
- As you prepare a talk, ask yourself, “Would the audience say ‘yes’ to this?” If not, back up and give the information they need to say ‘yes.’
- “Stretch the gap” in your message. Accentuate the distance between where your audience is now, and where their desired end state is.
- Go over the existing talks you have and sort them into three categories: “how” talks, “what now” talks, and “why” talks. Based on these categories, improve the structure of each talk.