

# Secrets to Becoming an Extraordinary Speaker

## 10 Point Checklist

**Pat Quinn**

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**



**“When the audience is nodding in agreement,  
they are on the journey with you.”**

**PAT QUINN**

# 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.**

- Know who my target audience is and what their problems are. This will help me approach them with solutions.
- Speak in my audience's language to make them understand my message. Building a good rapport will help me get important points across.
- Take note of the mantra "sell them what they want but give them what they need." Make my sales pitch provide high value assets to my audience.
- Be ordinary, be extraordinary and show my why. These are the 3 things I should cover in the first 5 minutes of my presentation.
- Sharpen my storytelling skills but don't overdo it. People respond better to stories that they can relate to but they will know if you're bluffing.
- Film the audience during my speech to watch their reactions. Evaluate at which point they respond the most and the least to my message.
- Create a speech roadmap to let my audience know what's in store for them. Make them aware of the bigger picture to help them stay engaged.
- Summarize key points at the end of my speech so that my audience will have key takeaways.
- Give the audience my best material. If I give them high value strategies for free, chances are they are going to want to pay to get more from me.
- Make it a goal to improve people's lives through speaking. Focus more on helping and not selling.