

Don't Just Speak, Perform!

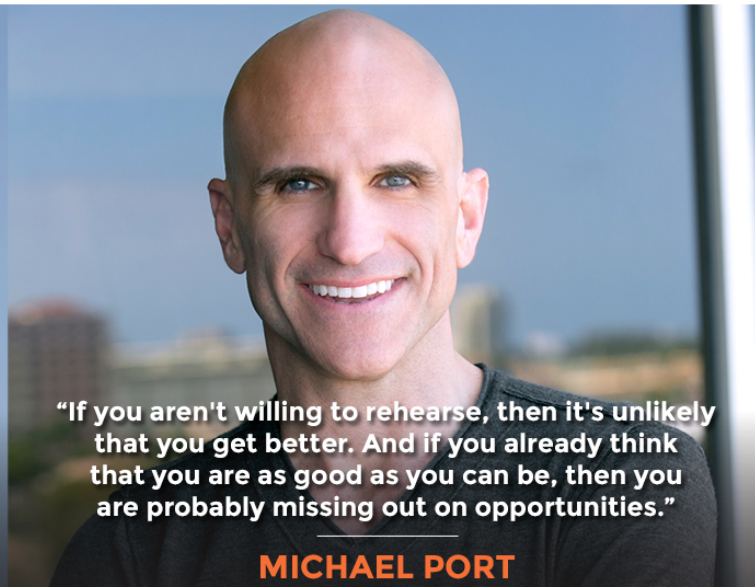
10 Point Checklist

Michael Port

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**



"If you aren't willing to rehearse, then it's unlikely that you get better. And if you already think that you are as good as you can be, then you are probably missing out on opportunities."

MICHAEL PORT

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.

- Rehearse continuously and keep improving the way I talk or speak in front of an audience. How the world communicates is evolving. It will be a huge advantage if I can continually update my skills and knowledge.
- Always have an objective in mind when speaking to an audience. Determine what my end goal should be so that I know what type of mindset my audience should have at the end of the presentation.
- Be convincing by being wise with the words I use and my body language. Study who my audience is so that I can present in a way that they can understand best.
- Incorporate NLP strategies that will help me grab my audience's attention more easily. Tune in to Mike Mandel's Get Yourself Optimized [episode](#) to learn more.
- Apply the art of story-telling in my speech so that I can connect with my audience on a deeper level. Always remember that facts tell and stories sell.
- Take improv classes. It will teach me how to become quick-witted in impromptu situations involving different kinds of people. This is something I can utilize when I am speaking or presenting on stage.
- Create a unique experience for the audience to make the event memorable. I should be able to leave a mark, remember to follow up, and make sure to deliver what I promised for people to see me as a credible brand.
- Write a stellar speech or hire a professional writer to help me curate the best speech possible.
- Utilize different kinds of media to share my message. It can be via speaking on stages at events or conferences, TV interviews, podcasts, radio shows, etc.
- Grab a copy of Michael Port's book, [Steal the Show: From Speeches to Job Interviews to Deal-Closing Pitches, How to Guarantee a Standing Ovation for All the Performances in Your Life](#).