



The WOW Factor!

How to captivate any audience and leave them saying WOW!

Know Your Audience

Approach your presentation from your audience's perspective – not your own.

Use these questions to help you build your message:

- Why is this topic relevant to them?
- What are their challenges, issues, pains, needs?
- What are their goals, objectives, expectations?
- What is the urgency to have your solutions/insights now?
- What information/inspiration/stories do they need?
- What style/techniques are likely to gain their attention?
- How can you demonstrate respect and inclusion?
- What action needs to be taken by the listener?

Connect with Your Audience

Meet people where they are.

Communicate on their preferred channels.

One-on-one, speak their language(s); In groups, use all 7.

Each person/audience has multiple listening modalities:

1. LINGUISTIC

Needs words, acrostics, acronyms, analogies, brainstorming, discussions, language, metaphors, reading, rhymes, stories...

2. MATHEMATICAL - LOGICAL

Needs numbers, facts, analysis, brainteasers, calculation, planning, scientific demonstrations, statistics, step-by-step ...

3. VISUAL - SPATIAL

Needs to see it, visuals in color, charts, mindmapping, photos, visualization, videos, show the big-picture then details ...

4. MUSICAL

Needs music, rhythm, cadence; link a tune to a concept ...

5. KINESTHETIC - BODILY - PHYSICAL

Needs movement, action, experiences, senses/feelings ...

6. INTER-PERSONAL

Needs interaction with others/groups/teams ...

7. INTRA-PERSONAL

Needs space, quiet for working/thinking, personal projects, reflective/introspective, time alone ...



Sheryl Roush

CEO, Sparkle Presentations, Inc.
Accredited Speaker
Certified Virtual Presenter
17x Author, Business Consultant & Coach

Sheryl@SherylRoush.com
<https://SpeakAndMarketLikeAPro.com>
<https://SherylRoush.com>

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