

A smiling man in a dark suit, white shirt, and patterned tie stands in a professional setting. He is looking slightly to the right of the camera. The background is blurred, showing what appears to be a conference room or office with a whiteboard and other people in the distance. The entire image has a dark teal overlay.

30 Phrases to Guide you to Greatness in Speaking

Craig Valentine



1. Let your long road lead to their shortcut





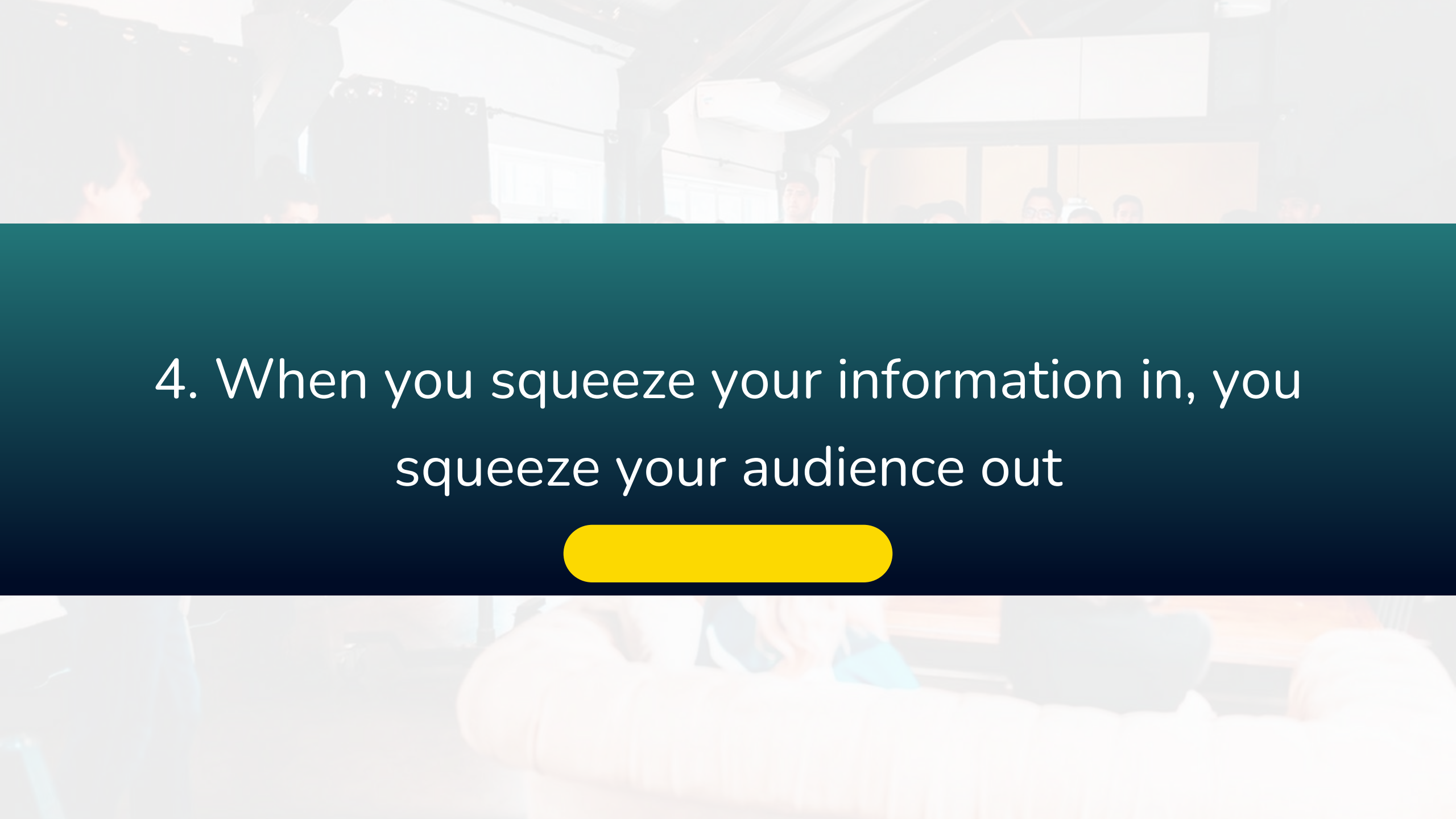
2. Never sell a product, always sell the result





3. Tease them before you tell them





4. When you squeeze your information in, you
squeeze your audience out





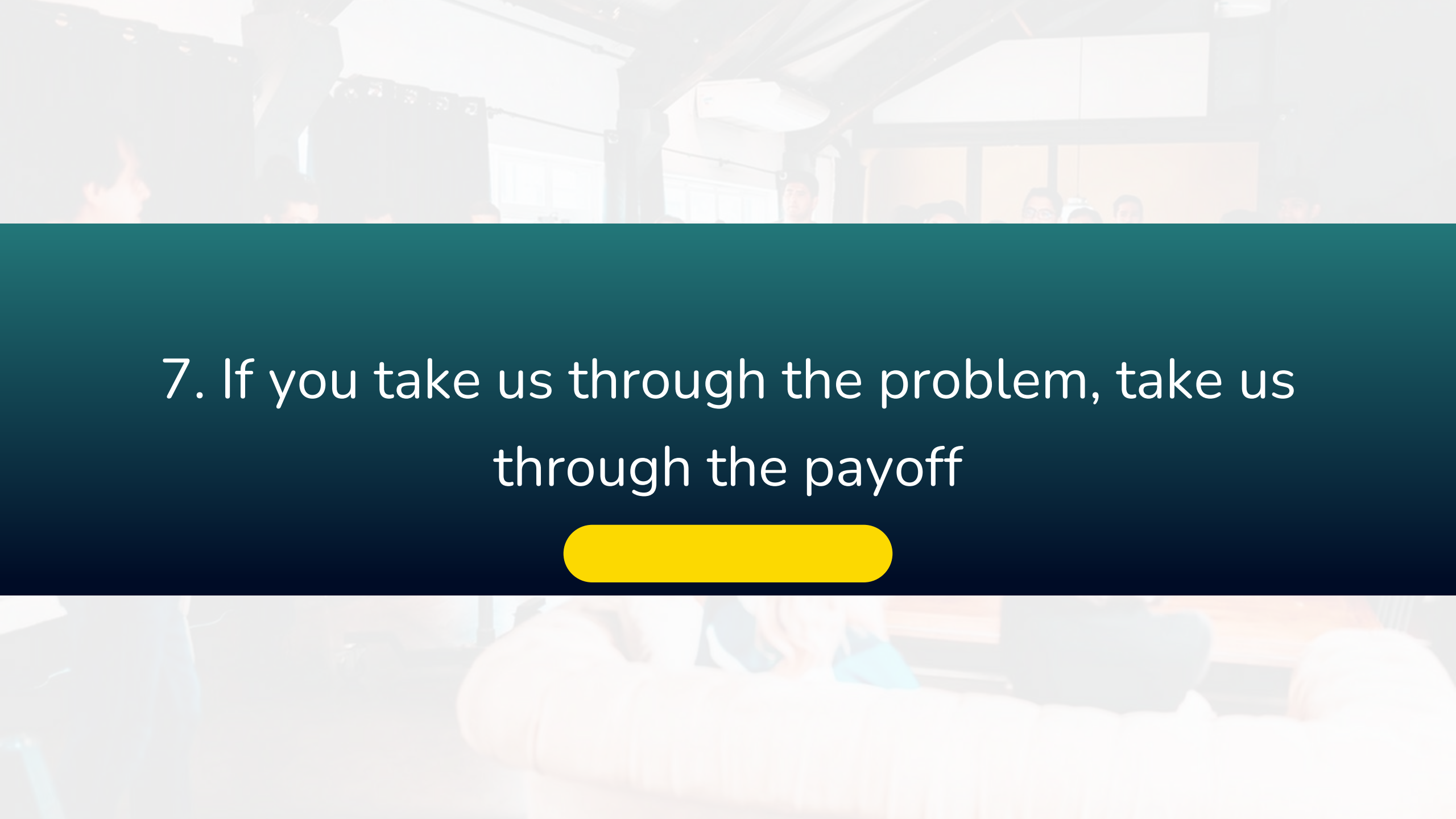
5. Don't add humor; uncover it





6. Speak to one but look to all





7. If you take us through the problem, take us through the payoff





8. Condense to connect

A group of people is gathered in a meeting room, some looking towards the camera. The room has a modern, industrial feel with exposed ceiling beams and large windows. A dark teal horizontal band is overlaid on the bottom half of the image, containing the text '8. Condense to connect' in white. Below the text is a bright yellow rounded rectangular button.





9. You can't rush and resonate





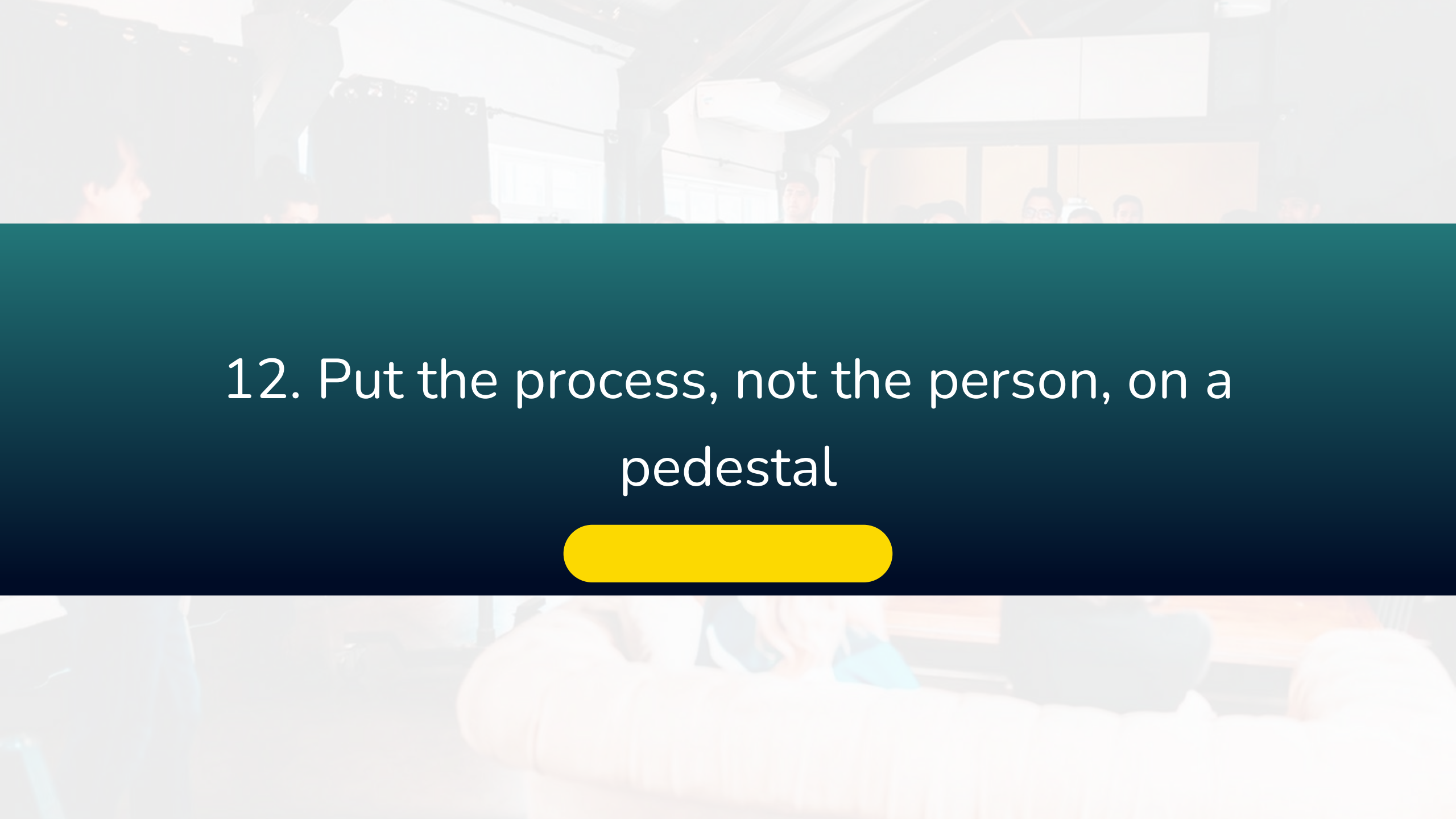
10. Never close your speech with the Q&A






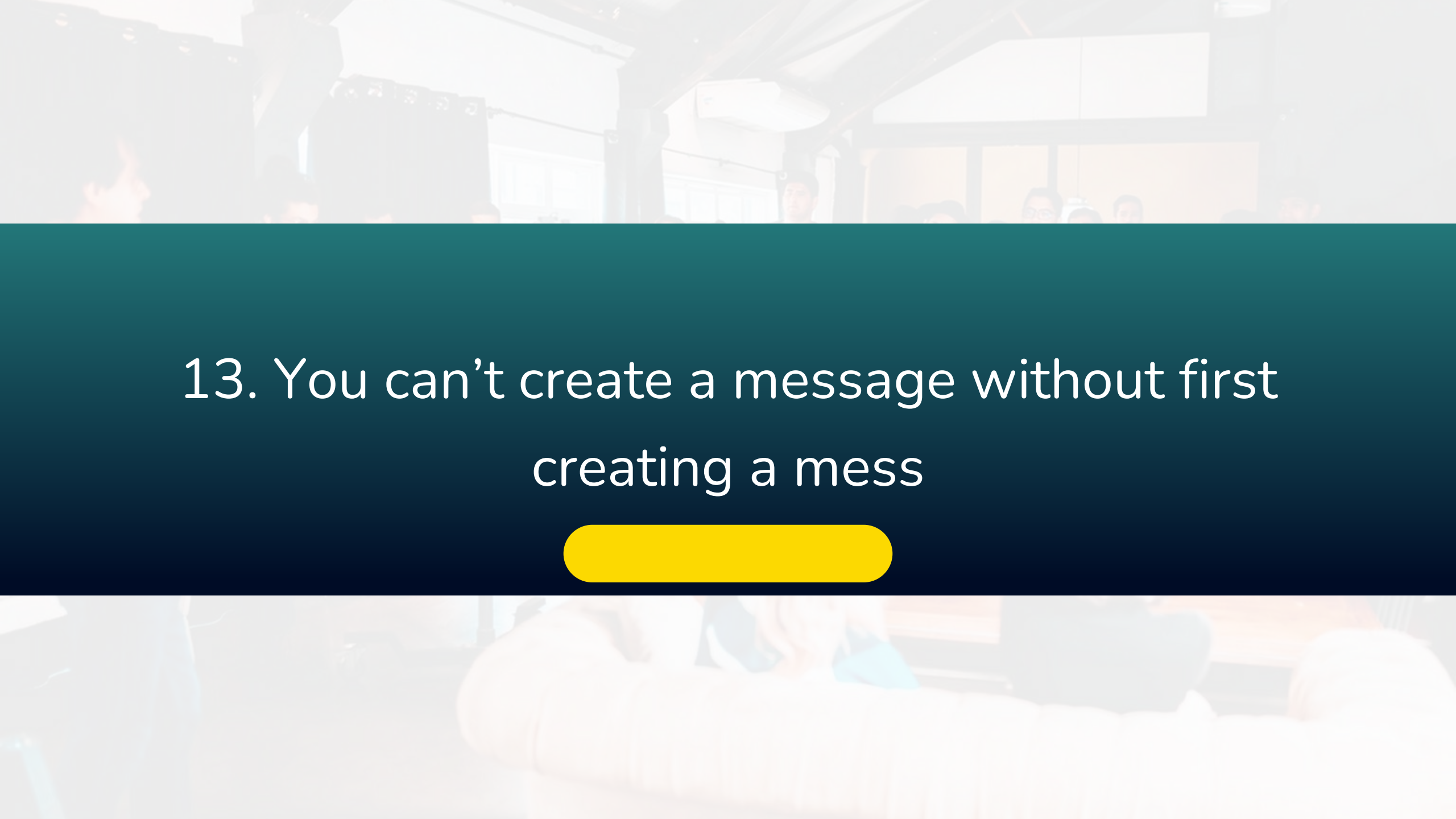
11. Show us before you tell us






12. Put the process, not the person, on a pedestal





13. You can't create a message without first
creating a mess






14. People buy-into what they help create




A group of people is gathered in a meeting room, some looking towards the camera. The image is overlaid with a dark teal band containing white text. Below the text is a yellow rounded rectangle. The bottom portion of the image shows the back of a person's head and shoulders, suggesting they are part of the audience.

15. Let your story become their story



16. When you lift yourself up, you let your audience down





17. Most people don't want to be most people





18. Too many speakers try to get across too much information in too little time





19. What gets recorded gets rewarded





20. Speak like you talk, not like you write





21. Standing invitations are better than
standing ovations





22. What's loose is lost





23. Don't tell; ask





24. Put the result before the resource





25. Sell the belief before the relief



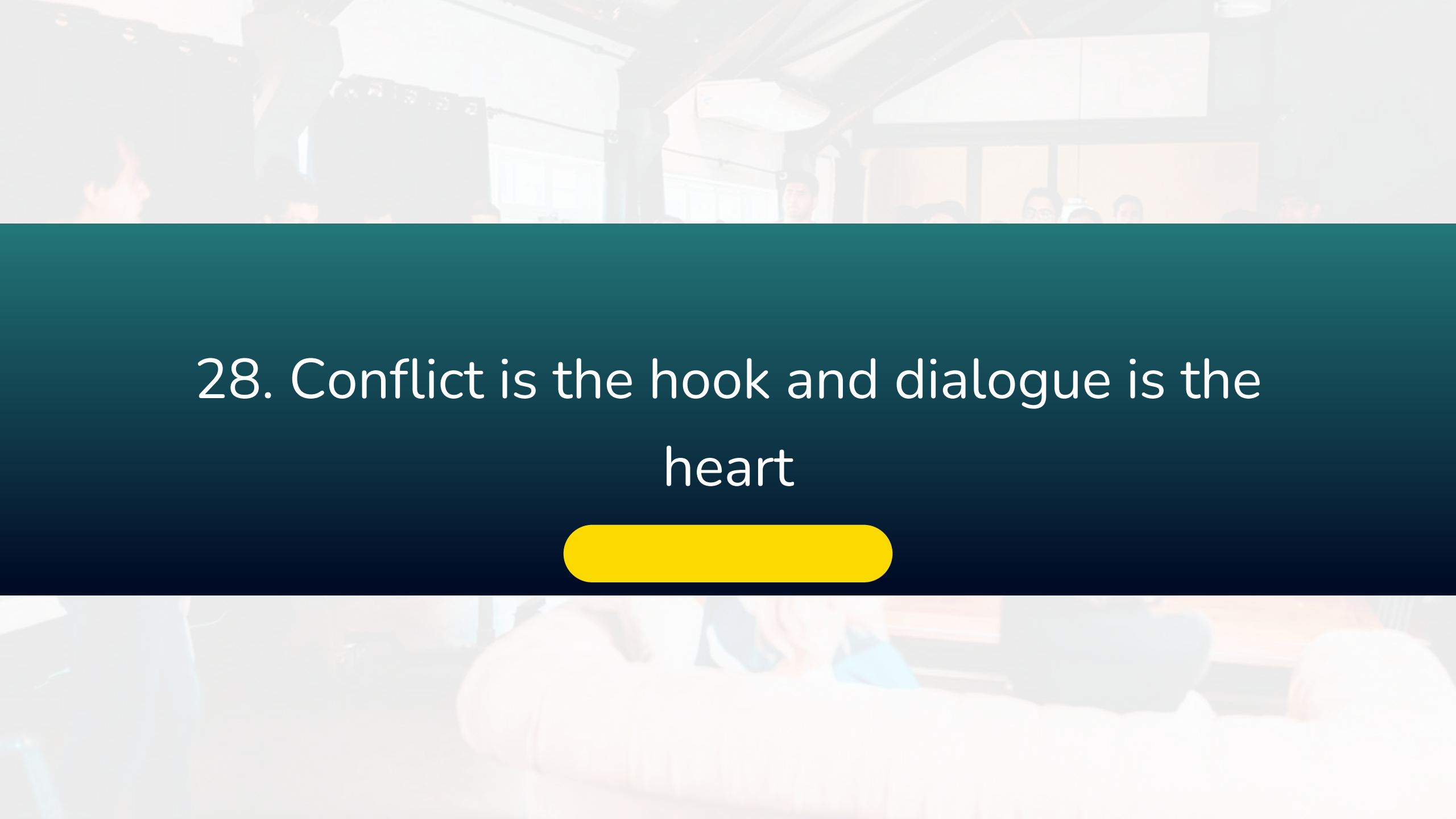
A group of people is gathered in a meeting room, some looking towards the camera. The image is overlaid with a dark teal band containing white text. Below the text is a yellow rounded rectangle. The bottom portion of the image shows the back of a person's head and shoulders, suggesting a perspective from within the meeting.

26. Lift them up to let them down




27. The phrase determines what stays






28. Conflict is the hook and dialogue is the heart






29. Don't force it; find it





30. People remember best what they hear first
and what they hear last





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