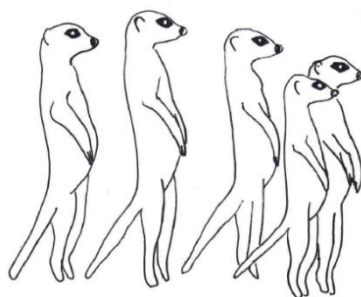


GETTING PEOPLE EXCITED ABOUT YOUR IDEA

1. It's a noisy world

We are living in a world that is awash with information. Every day, new ideas reach us through various media and it is easy to become overloaded with the sheer amount of knowledge that hits our senses. With so many competing ideas impacting our brains, it is easy to stop paying attention or even to forget what we have heard. Knowing this, how then can you get other people to listen to **your** ideas?



To have any hope of getting your audience to hear what you want to say, you need to get their attention and keep it. You need to stimulate the listeners to start thinking, fire their imagination, and keep their attention. Here are some suggestions for how you might do this.

1.1. Start with a problem

Human beings love problems! If a speaker presents the audience with a problem, their brains will shift into gear and start thinking. Once the speaker has activated their minds, they will be a captive audience, anticipating a solution to the problem and receptive to what the speaker wants to say.

1.2. Link your message to the listeners' own experience

If you are able to make your message personally meaningful to your listeners, they will certainly take a greater interest in what you have to say. Can you link your ideas to their lives and interests?

1.3. Use a FAB analysis

When entrepreneurs talk about new products or services, it is all too common that they lose the listeners by flooding them with technical details. To avoid this, entrepreneurial presenters can carry out a FAB analysis:

- Start by identifying the special **features (F)** of your product.
- Next, recognise what **advantages (A)** those features offer to the users.
- Finally, and most importantly, understand what personal **benefits (A)** the advantages will bring to users.

It is the benefits that your listeners want to know about, and so these should be the main focus of your message! Make sure you can highlight these benefits in your presentation.

1.4. Strengthen memories by telling a story

We know from our childhood how we can become completely absorbed in a story. The narrative of a good story carries us with it, and our minds are active trying to anticipate what will happen next. But even more, stories can make us **feel** as well as think! Memories based on feelings can be long-lasting, which means that the listeners are unlikely to forget your message very soon. So, if you can build your presentation around a story, this can be very compelling.

1.5. Amaze or inspire your listeners

You can capture your listeners' imagination in other ways too. If you can introduce some astonishing, stirring, fascinating or even shocking detail, you have a good chance of getting the audience on your hook. You can do this in many ways, for example, by quoting some remarkable statistics, pointing to a time in the past or future when life is different than at present, or providing an inspiring quotation. Details like these can be very memorable, so that the audience remembers your message well after the presentation has ended.

1.6. Exploit the precious moments at the start and end

There seems to be some evidence that the pieces of information that people hear first and most recently are those that they remember best. This means that you can benefit from the knowledge that your audience is more likely to remember the beginning and end of your presentation. Since what you say to the listeners at those

points is likely to be memorable, make sure your opening and closing words are truly worth the attention of the audience.