



WHEN SHOULD YOU BREAK THE RULES?

This is a good time to discuss an issue that often comes up in speaking – the subject of rules. Rules about how to structure your speech, or deliver it.

There are some essential rules you should always follow:

- 1) **Respect your audience's time.** If you violate this, you will lose their attention and your credibility.
- 2) **Don't insult your audience, or the people who hire you.** This one is obvious.
- 3) **Don't use the platform simply to sell your product or services.** Be a content-rich speaker. Those speakers that stand in front of an audience only to sell their product or service anger the audience and the meeting planner. They almost never get asked back.

These are rules you should never violate.

However, there are some long-held beliefs in the speaking world that can limit your presentations.

Generally, there's no right or wrong way to create and deliver presentations. As Patricia Fripp says, "You have theatrical choices that will make your presentations more effective."

For example, one "rule" that has been passed down for decades is the idea that when you present your speech, you should 'Tell 'em what you're going to tell them. Tell 'em. Then, tell 'em what you just told 'em'.

On the surface, this sounds like good advice. Done properly, it can be effective and sell your message.

Unfortunately, too many speakers give away the ending and kill curiosity before they get to the heart of their speeches.

Is this a wrong choice?

No, but if that's what everyone else is doing and the audience isn't curious, how will you and your message stand out?

Take the movie, Titanic, for example. As you the movie starts, you know one thing for sure — that boat is going down. No question there.

But, how would you have feel in the first 10 minutes if Rose, the heroine, listed the names of all her friends and family who died in the disaster?

You may still watch the movie for the special effects. But, there would be no intrigue or compelling reason to be emotionally involved with that movie. By introducing each of the key characters, and slowly unfolding their stories, director James Cameron builds suspense.

The tension and curiosity continue to build after the Titanic hits the iceberg, the water level continually rises, and each of the characters fates are revealed.

If Cameron had followed the mantra of 'Tell 'em what you're going to tell 'em. Tell 'em. Then, tell 'em what you told 'em,' I doubt this movie would have earned over a billion dollars.

To respect your audience and keep their interest, there are some hard-and-fast rules you have to follow.

However, if your message is going to have long-term benefit to the audience, some rules need to be broken.

When you take the risk to be different, and break a couple of those rules, you increase your odds of standing out from the crowd.

ACTION STEP: Share your story with others to determine if you're giving too much information away early in your presentation. Watch movies like Titanic to learn how other story tellers tease audiences and build suspense. Be willing to take risks.

FEATURED RESOURCE

Avoid These Nine Costly Communication Mistakes and Boost Productivity Today

In today's fast-paced business environment, effective communication is essential. If you master this skill, you'll create new opportunities, stand out from the crowd, and become better known.

But, most people fail to address this skills, which leads to inefficiencies, lost revenue, and even legal issues.

To help you avoid this fate, we wrote the complimentary report, "*Avoid These Nine Costly Communication Mistakes and Boost Productivity Today.*"

This comprehensive guide highlights the nine most common communication pitfalls, their symptoms, and the costly consequences if left unaddressed. If you can pinpoint and tackle these issues, your organization will experience smoother operations, enhanced productivity, and a stronger bottom line.

Ignoring these communication challenges can lead to significant setbacks. Miscommunication hampers daily operations and affects long-term sustainability, damaging your reputation.

Therefore, you can take the first step towards effective communication by downloading this free report. Implement the strategies outlined and you'll avoid these problems, ensure smoother operations, increase profitability, and set your organization on the path to long-term success.

Don't let poor communication hold you back—unlock your potential today!

Transform your presentations and open new doors to success. **[CLICK HERE](#)**

RAVING FANS

*“Michael’s coaching sessions were amazing! I **learned more about storytelling in six weeks** than I have in my last 16 years as a speaker. Michael gave me the skills and confidence to speak to an audience of over 3,000 people.”*

~ Michael Pope
Certified Maxwell Trainer and Speaker

*“Your presentation on TED talks was the **very best I have heard** on the subject. Congratulations on a **content-rich, superbly-presented** program.”*

~ Patricia Fripp
NSA Speaker Hall of Fame, Executive Speech Coach

*“Thank you for your presentation. It had an outstanding turnout. I received an **unprecedented amount of extremely positive feedback** on both the program content and the way you presented it.*

*Through your efforts our members have gained important knowledge and **expanded their project management skill sets**; which ultimately serves to **improve project management at AT&T**”.*

~ Terri C. Kidd, ATT

*“Michael Davis was **one of the best coaches** I ever worked with. I would recommend Michael, as a story and speaking coach to **anyone with a high stakes talk to give**. Michael will help you take your speech from **good to great!**”*

~ LTC (Ret.) Scott Mann
Green Beret, TEDx Speaker, Author, Speaker, Trainer

*“Michael session helps you gain clarity on your presentation and your entire message. His points are **valuable, easy to understand and quick to implement**. Watching his session was a **master class on how to give a presentation**.”*

~ Jody, Ohio Real Estate Investors Association