



The Proven Key To Audience Connection

It was an incredibly stressful time in my life. One afternoon, after a heated family argument, I lost control.

I stormed into my back yard. I picked up the first thing I saw.... an aluminum baseball bat. With all my strength, I started whacking at everything in my path.

“I... can’t... take... anymore...of...this!!”

A few minutes later, when I started to come back to my senses, I realized I had just destroyed the rose bushes....

My neighbors rose bushes.

In that moment, I understood the term ‘blind rage.’

That’s when I saw him.

My three year-old son Brenden. He had walked outside during my rose-bush attack. He tentatively walked over toward me. He looked scared.

“Daddy... Can I jump in the mud puddle?”

“What?”

“You wanna do what?”

“Jump in a puddle?”

Slowly, he nodded his head up and down.

“Look, I don’t know Brenden.....

Then I looked closely into those terrified eyes and realized I had put it there.

“Sure. Go ahead.”

He walked over to a puddle that had formed under his swing set after the previous nights downpour. Gingerly at first, he stepped in. Then, he started jumping up and down, with much more gusto, until eventually he was covered with mud.

That's when it hit me!

'He's relieving his stress.'

In the middle of all that chaos, he knew he had to do something to feel better.

It took my three-year old son jumping in a mud puddle to make me realize I needed to find my own stress relievers.

This story was the centerpiece of my speech entitled, 'Find Your Mud Puddles.' If you're wondering why you're reading a story about me and my son getting muddy, the answer is simple...

By sharing my own embarrassment and pain, and telling you about someone who helped me see life a little differently, hopefully I've made a connection with you.

Unfortunately, this is a process many speakers do not use because they're too busy building themselves up.

Put another way: "When you build yourself up, you also build a wall between you and your audience."

Why do so many speakers and presenters brag about themselves?

Two reasons:

- 1) They feel it's necessary to build their credibility
- 2) They may feel insecure or intimidated about presenting to an audience, so they feel they need to 'look good.'

What they don't realize is that when they do this, they create a feeling in the audience of 'Oh, I could never do that. That guy is lucky [or maybe, special].'

Worse, they might think 'Who does she think she is?'

She's just up here bragging about herself. I'm not impressed by all this. I wanna know what she can do for me.'

Either way, the outcome is not good.

Please don't misunderstand. The message here isn't, 'Don't tell your audience about your successes.'

At some point, they'll want to hear something good so that you can give them hope.

Before you can do this, earn their trust. Let them know that you're just like them.

Share your **struggles, strife and setbacks**.

Everyone has experienced each of those situations. People not only relate to them, hearing your story may help them feel just a little bit superior... and that's OK. You're building your audience up.

For instance, in my 'Mud Puddle' story, I demonstrate how I acted like a fool and I was irresponsible when I lost my temper.

Audience members might think 'Well, I've lost it before, but not like that! Glad I'm not him...or his neighbor!'

This is the reaction you want. Now they feel like you. They're open to hearing your message.

If you want to create an instant connection and bond, share your stories of struggle, strife, and setback. Do this, and people will not only feel like you, they will like and trust you, and want to hear more.

ACTION STEP: Review your story to ensure you're not just first talking about your accomplishments. Be willing to share your difficulties. In fact, start your message

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Public speaking can supercharge your career and make you stand out.

But, many people struggle with standing in front of others, and giving presentations because they make common mistakes that hinder your impact and influence.

So, we created a brief report, "Your Five Biggest Speaking Challenges." Discover common speaking pitfalls and practical strategies to enhance your effectiveness and connect more deeply with your audience.

Don't let common mistakes hinder your potential; read this report and start making a lasting impact every time you speak. Download your copy today and take the first step towards becoming a more influential and engaging speaker. [Click here](#)

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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

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*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 completely **changed the impact** of my story. Adding improved stories thanks to Michael has helped our company get **more repeat business**."*

~ Cara Siletto, CSP
Owner, Magnet Culture