



THE MAGIC OF MENTAL MOVIES

Most presenters and storytellers overload their audience with facts and data because they mistakenly believe more information will make their message stick.

But in today's internet-driven world, this approach almost always backfires. If you want to capture and keep audience attention, then you need to engage their emotions. Dry statistics or long data lists fail to do this.

To captivate and engage listeners, create a movie in their minds.

How do you do this?

Use sensory language and emotional triggers.

The Power of Sensory Language

Sensory language involves words that trigger the five senses: sight, sound, smell, taste, and touch. When you incorporate these into your storytelling, you create a multi-dimensional experience that your audience can almost physically feel.

For instance, instead of saying, "*It was a great day,*" say, "*The sun was warm on my skin, there wasn't a cloud in the blue sky, and the air smelled like freshly cut grass.*"

In this example, "warm on my skin," "wasn't a cloud in the blue sky," and "smelled like freshly cut grass" engage the senses of touch, sight, and smell. Your audience can now visualize and feel the scene.

Engage The Emotions

To increase the visual impact, tap into your audience's emotions because they are the glue that holds memories together. Think about the last time you were deeply moved by a story. What made it memorable?

Chances are, it wasn't the facts or the data, but the emotional journey the story took you on.

Use language that evokes one of the six common emotions — happiness, anger, sadness, surprise, disgust, or fear. Connect your story to universal experiences and feelings.

For example, rather than say, "I was angry and I told him to stop," say, "I felt my breath catch in my throat, my body tensed, and my fists clenched. Through clenched teeth, I said, "Stop... yelling... at... me."

In this example, "my breath catch in my throat," "body tensed," "fists clenched," and "clenched teeth" vividly describe the emotional response to my anger in a way that is relatable and engaging.

Combining Sensory Language And Emotional Triggers

The real magic happens when you combine sensory language with emotional triggers. This creates a rich, immersive experience for your listeners.

Case in point,

Original: "I'm giving my first speech and I... am... nervous."

Enhanced: "I'm standing on stage. The lights are so bright I can't see beyond the first row, I feel my heart pounding in my chest. My palms are wet with sweat. My mouth feels like it's full of cotton. I've never been this nervous. I'm afraid I'm going to fail. After a long pause, I take a deep breath and start to speak."

In the enhanced example, sensory details (bright lights, pounding heart, wet with sweat, mouth full of cotton) and emotional triggers (nervousness, fear) work together to create a powerful image in the listener's mind.

Avoid Overloading with Facts

Facts alone don't make a compelling story. Too much information overwhelms your audience and makes them tune out or reach for their phones. Instead, choose a few key facts that support your narrative and weave them into your story using sensory language and emotional triggers.

Try this:

Instead of saying, "*In 2020, the company saw a 22% increase in revenue*" say,

"In 2020, we navigated through the challenges of a global pandemic. Our team's relentless effort paid off. Because of that, we experienced a remarkable 22% surge in revenue that felt like a life preserver in a year filled with uncertainty."

Incorporate sensory language and emotional triggers into your narrative. You'll transform your storytelling from a mere recitation of facts to an immersive experience that captivates and resonates with your audience.

ACTION STEP: Craft Your Own Mental Movie

1. **Choose a Simple Story:** Select a personal experience or a story you often tell.

2. **Identify Key Sensory Details:** For each part of your story, write down the sensory details related to sight, sound, smell, taste, and touch.
3. **Tap into Emotions:** Identify the emotions you want to convey at each point in your story.
4. **Rewrite Using Sensory Language and Emotions:** Combine the sensory details and emotions to rewrite your story in a way that creates a vivid mental movie for your listeners.
5. **Test Your Story:** Share your story with a friend or a small group. Ask for specific feedback:
 - What did you see in your head?
 - What did you feel?
 - What was relatable?

FEATURED RESOURCE

Become An Influential Presenter – 15 Minutes At A Time

The secret to becoming an influential and impactful presenter lies in continually refining your message and delivery.

However, in our busy world, dedicating endless hours to improvement is challenging, especially with conflicting advice from so-called "experts." As a result, many struggle to master effective presentations, leading to missed opportunities and the nagging question, "What if?"

That's why we created the Speaking CPR Laser Coaching program. This personalized journey, tailored to your specific speaking and storytelling needs, offers direct access to me in 15-minute increments.

Each session includes focused, personalized advice and a specific assignment for continuous improvement. With unlimited access for 12 months, you can schedule sessions around your busy life and tackle new challenges as they arise. Transform your speaking and storytelling abilities and become the kind of presenter others want to listen to and follow. To see if you qualify for this specialized coaching program, **[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