

Leave em Wanting More

An old adage in the comedy world says that when you get a huge laugh from the audience, get off stage...leave 'em on a high note.

A similar sentiment in the speaking world is that you should never give an audience everything you've got. Give them good ideas, share some great stories, a next step, and then get off stage. Leave them wanting more from you.

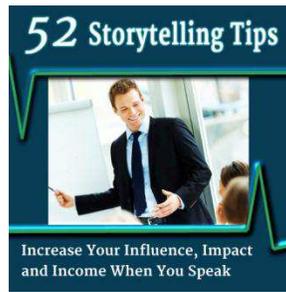
This is an area where many presenters fall flat. I've seen great speakers ruin an otherwise terrific presentation by ending their talk with a very forgettable conclusion... they end on a whimper.

Why is it important to conclude on a strong note? In the words of Patricia Fripp, "*Last words linger.*" The audience is more likely to remember your main point if your final words tie to that message and they're memorable.

Before you hear the best ways to conclude, it's important that you avoid two of the biggest conclusion mistakes made by speakers. The first mistake is that they introduce new material near the end. You've probably heard a presentation where the speaker seemed to be ready to wrap up, gave what you thought were concluding remarks, and then...introduced new material and kept on talking.

This is very frustrating for an audience. They're emotionally prepared to conclude, and then, they're hit with new information. Even worse, they're now confused. Why are these new ideas being introduced so close to the end?

Imagine if, during the conclusion of one of the greatest speeches in American history, Dr. King, after his eloquent plea for equal rights, had said, "*Free at last, free at last, thank God almighty we are free at last....and another thing, we've got to do*



something about our education system. People would have been incredibly confused, and the power of that legendary final sentence would have been diminished.

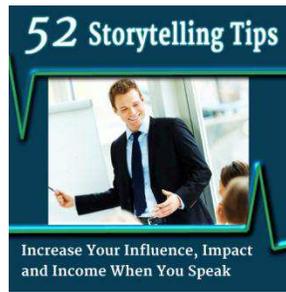
The second, and even bigger mistake that presenters make, is at the conclusion, they end with Questions and Answers. Why is this a mistake? Imagine that a speaker has come out punching with her opening. She's used memorable stories to support a very powerful point. She's given a strong final statement and then, opens the floor to questions.

When this happens, you lose control of your speech. You don't know what type of questions will be asked. You can't control the tone of those questions. They may be relevant to your point or irrelevant. The questioner could be combative, or their question may simply leave the audience confused. When you give up control in this manner, you have no idea if the final words will be memorable to the audience, or if they'll deviate from your message.

How should you use Q & A, and what is a better way to conclude? If you're going to have a Q&A session, do it 5 to 10 minutes before you end. Set it up with a time limit, and not by the number of questions. If you say *"I've got time for 2 questions"* and those two questions are each five minutes long, you've got a problem.

When you instead say, *"We've got 5 minutes for questions, and then we'll close. I'll be here afterward if you want to talk further,"* you've let them know that you're about to conclude. This leaves you in control, and allows you to set up your concluding statement.

Once you've answered questions, how do you finish? As Patricia Fripp discussed in last week's educational resource video, the circle back technique is effective. 'Circling back' means you return to your opening comments. If you asked a question in the opening, you could answer that question, or revisit it from a different



perspective. If it was a quote or comment, restate them from the perspective of the material that you presented in your speech.

Using questions, quotes, or comments to conclude are effective methods to leave the audience thinking about your message. Keep in mind it's critical that these are related to your main point. Otherwise, your message is lost.

Concluding your presentation is a skill. If you want the audience to remember your story, and your main point, it's critical that you end on a high note. Use a statement or question that ties to your main theme, and you will leave 'em wanting more.

ACTION STEP: Develop a conclusion to your story that reinforces your message. Use a statement, question or quote that supports this point. Remember, do NOT conclude with Q&A, or introduce new information at the end of your presentation.

Your recommended resource this week is a brief You Tube video from one of my speech coaches and mentors, World Champion speaker Darren LaCroix. Darren reinforces ideas learned in this lesson, and offers additional suggestions on how to wrap up with power and on a high note. Click here to watch the video: [*How to Write a Speech Conclusion.*](#)

Until next week, always remember, you have a story that someone needs to hear.

See below for additional resources...



Recommended Resources

- 1) *3D Storytelling Workshop* Click on this link: [3D Storytelling Workshop](#)
- 2) *Inject More Humor into Your Presentations*
Click on this link: [Inject More Humor into Your Presentations](#)
- 3) *Go Ahead and Laugh!* Click on this link: [Go Ahead and Laugh](#)
- 4) *Stand Up, Stand OUT!* Click on this link: [Stand Up, Stand OUT!](#)
- 5) *EDGE of Their Seats Storytelling*
Click on this link: [Edge of Their Seats Storytelling](#)
- 6) *Hollywood Presentation Skills*
Click on this link: [Hollywood Presentation Skills](#)

Michael's Background

For many years, Michael Davis gave presentations and speeches that were, in a word, ineffective. Mistakes, confusing messages and failed attempts to capture the interest and attention of audiences created tremendous frustration.

Then a chance meeting with World Champion speaker David Brooks opened the door to meeting many other World Champion and Hall of Fame speakers. Investment of time, energy and thousands of dollars in training and coaching helped him develop the skills to become a speaker and leader who influences, impacts, and inspires others.

In 2011, he earned the certification of World Class Speech Coach. He also studies the art of comedy and movie making to learn new skills that can take speech creation and delivery to new levels.

Michael's Raving Fans

*"Mike Davis is an **engaging, inspiring speaker**. I believe, however, that **his greatest talent** is his **ability to draw the best out of those** lucky enough to have him as a coach. I had this privilege for a period of four months. During this time, he constantly challenged me to **improve both the content** of my speeches and **my delivery**. I would not have made the finals in Toastmasters World Championship of Public Speaking competition without the help of Mike Davis. **I don't know of a better Public Speaking teacher in Cincinnati.***

Chris Nachtrab
Vice President/Partner
The Everest Group

"Last summer, when I spoke and promoted to subscribe to [my email newsletter] Hot Marketing Tips, I got a big fat zero sign ups.

***At your wise suggestion**, I passed the signup clipboard around the room this time. When you first mentioned it, it felt very old-fashion and not trendy or technology driven. I set a goal for 50 new sign ups. Probably 2 times more than I have ever had sign up at one time.*

*When I tallied the new subscribers after the lunch yesterday, **we hit a total of 72!** I think that is about **46% of the room**. THANKS!"*

Drew Dinkelacker
President, The Marketing Accelerator

*"Evaluate to Elevate is a **powerful program**. Every speaker should hear it... twice!"*

Darren LaCroix
2001 World Champion of Public Speaking

*"Mike helped me fine tune a 10-minute presentation from "too much information" into a **clear, to-the-point focus** that has not only **given me more confidence**, but generating **more positive feedback** from the audience NOW than I did before meeting with Mike.*

*Mike has a unique ability to help you focus on the main point(s) of your presentation and then how to present them in a way that is **easy for those in the audience to understand.**"*

Doug Smith
Sr. Account Executive
Hubbard Interactive

*“The **success** I enjoyed in the Toastmasters World Championship of Public Speaking is **the result of coaching I received from Mike Davis**. He helped me **refine and deliver** a speech that carried me **all the way to the finals**. His tireless dedication is **outstanding!** Mike Davis will help you communicate better and be more successful.”*

Phil Barth
Portfolio Manager
International Paper

*“Mike has an easy way of working with you that **isn’t intimidating**... Amazing, **insightful feedback**... My presentations are now **far more interesting** and result in **additional sales** of my services. No matter what the level of speaking at which you may be performing, you’re **sure to improve with Mike Davis**.”*

Joann Westwood
Westwood Virtual Associates, LLC

“Mike Davis breathed life into a topic that many of our group of trial lawyers take for granted, that public speaking is both an art and a science. It is clear that Mike is himself passionate about this topic and his insights are invaluable for those facing the daunting task of public speaking for the first time and for those seasoned veterans behind the podium”.

David Williamson
Attorney

*“Michael has completely opened my eyes! I’m **performing at an entirely new level**. I went into my last event with the **utmost confidence** thanks to him. He even called me the night before with a few last-minute reminders! If you speak for a living — if your revenue depends on your ability to communicate, **you NEED Michael Davis!**”*

Brennan Scanlon
Co-Executive Director
Business Network International

*“I recommend the coaching services of Michael Davis. He helped me to put a new, more **meaningful spin** on my existing presentations that enabled me to **connect with my audience**. He provided me with tools and resources that allowed me to **gain confidence, decrease my anxiety**, and more effectively **get my message across**. Most importantly, he taught me how to **have fun** with public speaking!”*

Dr. Laura Ward
Cincinnati Children’s Hospital