

## **Arrive Late, Leave Early**

In the development stage of this program, you learned about the 5 C's of storytelling – Characters, Conflict, Cure, Change and Carryout Message.

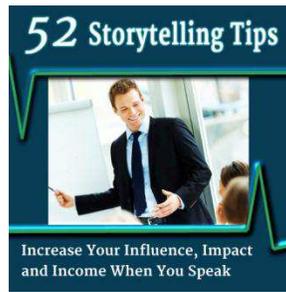
While it's important to set the stage and build the tension leading to the Cure scene, far too many speakers share far too many details. The result is that the audience can get bored and check out mentally and emotionally.

On the opposite end of the spectrum, there are often too many details or new ideas introduced at the conclusion. If you've properly structured and delivered your story, the audience has the message, and they know what to do with it. New ideas at this point can only confuse them.

The solution to this problem is called **Arrive Late, Leave Early**. This is a concept in which the audience is introduced to the story very close to the Cure scene. Remember, this is the scene that sets up the key to your story, the Change. It avoids a lengthy detailed buildup, and creates immediate involvement for the audience

For example, in my story, '*Cornfield Wisdom*,' you hear about a frustrating day when my best laid plans for the 'perfect engagement' fell apart. It was almost out of desperation that I asked my girlfriend Linda to marry me while we were standing in a cornfield.

The challenge in writing the story was to avoid all of the details leading up to that moment – the rental property we had to deal with that morning because of a burst water pipe; the hours I spent creating the perfect songs for the occasion, only to forget to my iPod that day; and my last minute discovery that Linda's favorite flowers aren't available in Cincinnati, Ohio in late August. That destroyed my plans for a room full of tulips for the big moment. Unfortunately, those weren't the only problems that day.



But you get the idea.

Each of those was a reason why my plans fell apart, and that my frustration kept building. Those details are not important to the audience. What they need to know is that I wanted to have the perfect proposal, my day fell apart, and I ended up asking her in a cornfield. They also need to know that I learned an important lesson because my original plan fell apart. Oh, I guess they also want to know if she said ‘yes.’

This is how I now open that story:

***“I was sitting in the passenger seat of my girlfriend Linda’s car. She was standing 30-feet away in a cornfield. “What are we doing here? This is a disaster – the flood at the house, I forgot the iPod, couldn’t get the flowers. Nothing has gone right today!”***

***That’s when a little voice said “Do it now.” “In a cornfield?” “Look at that smile on her face, she’s so happy. Do it now.” “W-e-l-l... why not? I got nothing to lose.”***

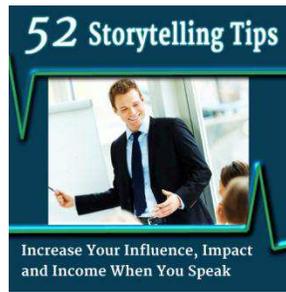
***I slowly got out of the car, and walked over to ask the BIG question.....”***

In 30 seconds, I set the stage without details you don’t care about. The scene is flavored with just enough information to arouse your curiosity. It sets the stage for the big moment that could change my life.

It takes practice and feedback to whittle a scene down to its essence. It’s critical that you share your story with others and get feedback.

*What slowed the story down?*

*What details are unimportant to you?*



*Which ones kept your attention?*

The answers to these questions will help you get to the essence of your story.

At the other end, wrap up and conclude quickly. After the climactic scene, and the change in the character[s] is revealed, remind the audience of the walk-away message, offer them a next step, then get off.

For example, the point of the Cornfield story is summed up in the conclusion, and the audience is challenged.

***Don't wait for the perfect moment. Take the moment you have and make it perfect. As you pursue your ideal life, obstacles will come at you. When that happens, don't make the mistake I did. Don't pout!***

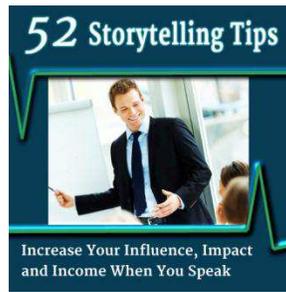
***Keep an open mind, be open to new ideas and possibilities, and be ready to take advantage of unexpected opportunities.***

***Are you ready to find...YOUR cornfield?***

In about 25 seconds, the essence of the speech is covered; no new information is introduced, and the audience is left with a relevant question to consider the implication of the speech to their lives.

Arrive late, leave early. This concept will help you create interest faster, and leave the audience with a meaningful message. Just as important, they'll be thankful that you were clear, and that you didn't take a long time to do it. **That** alone will make you memorable.

Oh, in case you're wondering, Linda did say... YES.



**ACTION STEP:** Share your story with others. Ask for feedback about extraneous details that bog down the opening and take away from the strength of your conclusion. Ask others to help you pare that story down to its essential elements.

Also, listen to other's stories and determine which parts you think are extraneous. This practice will help you spot details which keep a story moving forward, or, bog it down.

Your recommended resource this week is the book *'Save the Cat'* by Blake Snyder. Ostensibly, this book was written for screenwriters, but Mr. Snyder shares ideas on how to create a connection between characters and audience members. The title is born from the idea that if your character does something nice in the beginning of the story, it builds likability for that person. It's what Patricia Fripp calls a 'rooting interest.'

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

**For additional resources, see below:**



## 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

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*"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

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

**Darren LaCroix**  
**2001 World Champion of Public Speaking**

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*"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

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*“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

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*“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

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*“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

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*“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