MOTIVATION | SPEAKING | TRAINING

Get Motivated!

All your prospects harbor a desire to make life better, whether it's spending more time with the family or building a nest egg or relieving pain. You don't want to overwhelm them with possibility and scare them off, but you certainly want to open a door.

by **Jonathan Black**

905 words | 4 pages

Networkers can learn a lot from motivational speakers. I know, because I just spent two years immersed in that world. Let me suggest several ways that the man or woman on the podium can help you increase sales.

Speakers tell stories. There's not much new under the sun. Most everything you hear from the stage has been said before. We all know it's good to set goals. Keeping a positive attitude is not news. But a good motivational speaker keeps an audience rapt by putting it all in a real-life narrative context. Lots of times they tell stories about themselves. A very successful coach I watched in action told how he got into the uplift business. He and his family were on vacation at a Rockies ski resort, talking with another couple about business back home, schools, the usual. Suddenly the man's five-year old son pointed through the plate glass window at a distant peak and said, "Is that heaven, daddy?"

It was this man's wake-up call. It was his *Memorable Moment*. You need to see what's out there. Smell the roses; get out of your rut. The message sounds clichéd, but it was the detailed visual picture that made it such a vital part of his life.

> ***When you're talking about your product or service creating your own Memorable Moment will guarantee an impression.***

This man was also describing a turning point in his life.

It's always smart to focus on the possibility of a life changing.

After all, that's what you're selling, whether it's a vitamin supplement that lowers blood pressure or a strategy to retire at fifty with millions in the bank. Motivational speakers encourage change. They want us to lead better lives. They believe we can. It's the same with network marketing. All your prospects harbor a desire to make life better, whether it's spending more time with the family or building a nest egg or relieving pain. You don't want to overwhelm them with possibility and scare them off, but you certainly want to open a door. A good speaker makes you want to take a step through, even if it's just a step.

Here's something else that separates the good speakers from the bad: sincerity. You'd be surprised—or maybe you wouldn't be—how many folks on the circuit whip through flow charts and spout an alphabet soup of strategies. (You know: Caring, Commitment, and Communication or Perseverance, Perspective and Prosperity). Briefly it might sound good, but what counts a lot more is sounding genuine. A good speaker is never a "slick Willie," as one speakers' agent described the kind of podium poser he avoids.

You can't make up sincerity. You have to connect with your audience.

I sat through an hour's presentation of a guy with a great story to tell—lost his legs, starred in the Special Olympics, became a doctor then launched a singing career that made him a favorite of a U.S. president. At the end nobody in the audience cared. He made no attempt to make it real to the audience. He could have been talking to the wall. In the network marketing business you want to be authentic.

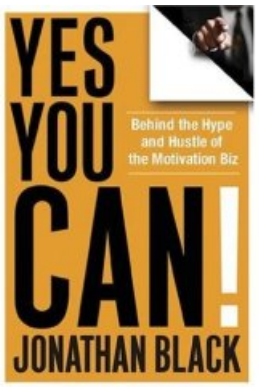
Want to hear a secret? Not all motivational speakers were always great speakers. A lot of them started out without presentational skill. Many were nervous. Winston Churchill, one of the motivational greats, was so

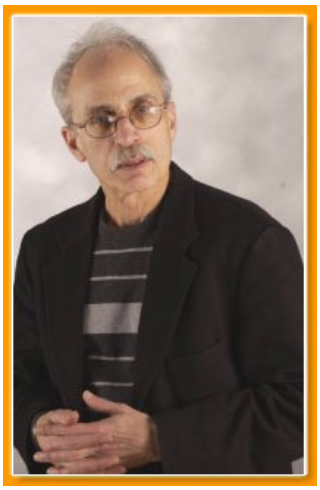
nervous the first time he addressed Parliament that he fainted. So here's what a lot of them did. They joined Toastmasters.

Toastmasters, if you're not familiar with it, is a worldwide organization of small clubs that gives members the chance to stand up and practice speaking. Everyone is supportive. You get invaluable practice. You learn to deal with stage fright. You learn how to minimize the "ums" and "uhs." I joined a club in Chicago that met once a week, which is typical. My first speech I lost my place and had to fish notes out of my pocket. I had no idea what to do with my hands.

A few months later I was a whole lot more relaxed and effective. Anyone who's going to be standing in front of a group will benefit from Toastmasters. There are clubs everywhere. It costs about $150 a year to join, and you get a terrific manual that leads you through every speech.

It's always a good idea to hear a motivational speaker coming through town. Besides, you meet people, and a lot of those people are open to new suggestion





Jonathan Black, a Chicago writer and editor, is the author of *Yes You Can!—Behind the Hype and Hustle of the Motivation Biz.* His website is: www.jonathan-black.com.

Jonathan has worked in the most senior position at prominent national magazines for over 25 years. He was the Managing Editor of Playboy and the Executive Editor of GQ. He was the Editor-in-Chief and founder of Dadmag.com. Whether you want to prepare a manuscript for publication or need help with an existing story, Black has the ideal background to sharpen your writing with focus and style.