

1

Know your point

STEP 1: THE "I BELIEVE THAT" TEST

STEP 2: THE "SO WHAT" TEST

STEP 3: THE "WHY" TEST

ENHANCEMENT 1: AVOIDING SPLIT ENDS

ENHANCEMENT 2: ADDING A VALUE PROPOSITIONS

2

Make your point

EFFECTIVE COMMUNICATION HINGES ON ONE JOB AND ONE JOB ONLY

MOVING YOUR POINT FROM YOUR HEAD TO YOUR AUDIENCE'S HEADS. IF IT HELPS, THINK OF YOURSELF AS A BICYCLE MESSENGER. YOUR ONLY JOB IS MOVING YOUR PACKAGE - YOUR POINT- FROM POINT A TO POINT B, FROM YOUR HEAD TO YOUR AUDIENCE'S HEAD

START STRONG, MAKE YOUR POINT IN YOUR FIRST 15 SECONDS

3

Sell your point

GOOD IDEAS IN THE FORM OF POINTS DESERVE TO BE SOLD. NOT JUST SHARED. HOW CAN YOU MAKE SURE YOU ARE TRULY SELLING YOUR POINT INSTEAD OF SHARING THEM?

AVOID THE BOOK REPORT. A BOOK REPORT SIMPLY DESCRIBE WHO, WHAT, WHERE AND SOMETIMES HOW AND WHY. CONSIDER THIS TODAY I WANT TO TALK A LITTLE ABOUT X VERSUS THIS

TODAY, I'M GOING TO EXPLAIN WHY DOING X WILL LEAD TO Y

4

Tailor your point

IT'S NOT ONLY ABOUT KNOWING YOUR AUDIENCE BUT KNOWING WHAT YOUR AUDIENCE WANTS FROM YOU. YOUR POINT CAN BE: INFORMATION, INSIGHT, NEWS OR UPDATES, INSPIRATION, APPRECIATION, EMPATHY, EXPLANATION, COMFORT

HOW DO YOU KNOW YOU DELIVER THE POINT, THE PRESENTATION THE AUDIENCE NEEDS? ASK YOURSELF THIS QUESTION. WHAT DOES THIS PARTICULAR AUDIENCE WANT AND NEED FROM ME?

GET TO THE POINT

WITHOUT A POINT
EVERYTHING YOU SAY
IS POINTLESS

Get to the Point!

*Sharpen Your
Message and
Make Your
Words Matter*

JOEL SCHWARTZBERG

*"PEOPLE GET NERVOUS IN
PUBLIC SPEAKING
BECAUSE THEY DON'T
KNOW THEIR POINT. ONCE
YOU KNOW YOUR POINT ALL
YOU NEED TO DO IS TO
SELL YOUR POINT MOVING
FROM YOUR HEAD TO THE
AUDIENCE'S HEAD"*

Get the Book!!!



5

Stay on Point

A book summary by:
@yolocalizo

IF YOU SUDDENLY FIND YOURSELF LOST IN SPACE YOU CAN GET BACK TO
YOUR POINT USING TRANSITIONS LIKE THIS
MY POINT IS THIS ...
HERE'S THE THING ...
HERE'S THE IDEA TO REMEMBER

6

Strengthen your point

PAUSES ARE NOT YOUR ENEMY; THEY ARE YOUR ALLY BECAUSE IT TAKES TWICE AS LONG FOR YOUR
AUDIENCE TO PROCESS A THOUGHT AS IT TAKES FOR YOU TO SAY IT
AVOID UPTALK/UPSPEAK AT THE END OF THE SENTENCE
MOVE CLOSER TO THE AUDIENCE BY REMOVING OBSTACLES BETWEEN YOU AND THEM
TURN UP THE VOLUME

7

Complete your point

WHEN YOU FINISH DELIVERING A PRESENTATION, THE BEST THING YOU CAN END WITH IS YOUR
POINT
IF YOU USE POWERPOINT, EACH AND EVERY SLIDE SHOULD SUPPORT YOUR MAJOR POINT
AFTER EACH SLIDE SAY SOMETHING LIKE "THIS IS RELEVANT BECAUSE IT (DEMONSTRATES
HOW/PROVES THAT/SUPPORTS MY POINT THAT) XYZ
IN YOUR EMAILS MAKE YOUR POINTS IN THE SUBJECT LINE

Champion Your Best Ideas!

Every time you communicate, you're trying to do something, change something,
or move someone to action. You're trying to make a point. But the only way to
make a point is to have a point. And the surprising truth is, very few
communicators know their points or even understand what a point is