

## Your Own TED Talk (Delivery)

Business owners share their ideas with clients every day. A TED-like presentation is a different beast. That's because delivery is just as important as the topic. Here are a few ideas to consider.

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### Ideas

As simply by talking, one is sharing ideas, so a listener absorbs and retains the message. Be bold. You now have the topic down; practice often to deliver it.

Here are a few suggestions for the presentation:

Think of your talk as a meal. Grab your audience's attention (appetizer), make your points (entree), and pull it together (dessert). Pause often to give the audience time to digest your points.

#### 1. Appetizer

Start the presentation with an amazing statistic or captivating story. Don't try humor unless you're funny. Consider asking an unanswered question. Introduce your idea.

#### 2. Entree

Make your key point—more than one, never more than three. Make each topic flow to the next. Be clear about your direction with the audience. Expand on your ideas.

#### 3. Dessert

Conclude your talk with a summary of the beginning and a confirmation of the points you covered in the middle. The conclusion should be concise and delivered with confidence.

Bonus points: Vary your tone of voice—and avoid waving your hands unless you do that naturally.

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