

The Expert's Guide For
Composing Memorable Presentations

Write a
KILLER
TALK



MARGY SCHALLER

Foreword by Mark LeBlanc, CSP, CPAE

The Expert's Guide For
Composing Memorable Presentations



MARGY SCHALLER



© 2023 by Margy Schaller

All rights reserved.

Printed in the United States of America.

No part of this publication may be reproduced or distributed in any form or by any means, without the prior permission of the publisher. Requests for permission should be directed to permissions@indiebooksintl.com, or mailed to Permissions, Indie Books International, 2511 Woodlands Way, Oceanside, CA 92054.

The views and opinions in this book are those of the author at the time of writing this book, and do not reflect the opinions of Indie Books International or its editors.

Neither the publisher nor the author is engaged in rendering legal or other professional services through this book. If expert assistance is required, the services of appropriate professionals should be sought. The publisher and the author shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused directly or indirectly by the information in this publication.

CSP® is a registered trademark of National Speakers Association

Facebook® is a registered trademark of Facebook, Inc.

Everything DiSC® is a registered trademark of John Wiley & Sons, Inc.

Myers-Briggs® is a registered trademark of The Myers-Briggs Company Limited

Pixar® is a registered trademark of PIXAR

ISBN-13: 978-1-957651-57-6

Library of Congress Control Number: 2023918038

Designed by Rachel Valliere of Printed Page Studios

INDIE BOOKS INTERNATIONAL®, INC.

2511 WOODLANDS WAY

OCEANSIDE, CA 92054

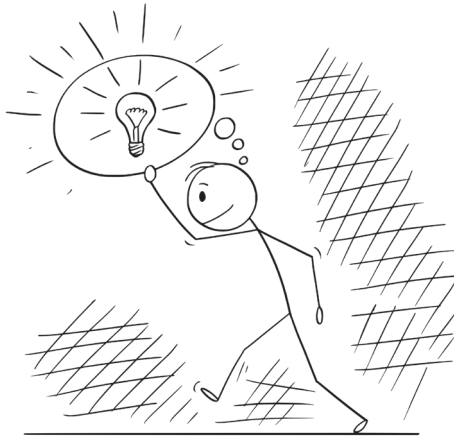
www.indiebooksintl.com

Contents

Foreword	vii
1: Why Killer Talks Matter.	1
2: Gathering Your Thoughts	7
3: Elements Of A Killer Presentation.	19
4: Talk Framework	61
5: Content Quantity	87
6: Delivering To The Memory.	93
7: Into Your Killer Talk Future.	107
Appendices.	111
A: How To Flex Your Talk Length.	113
B: Acknowledgments	117
C: About The Author.	119
D: Endnotes	121

Why Killer Talks Matter

*When good is no longer
good enough*



All speakers want their talks to be successful. A good presentation is met with applause and positive feedback. A killer talk is clear, compelling, actionable, and memorable.

Given that high of a bar, writing or revising a talk can be daunting. Many people open their computers and stare at a blank screen, not knowing where to begin.

Or they start creating slides, get caught in the weeds, and struggle to figure out what to keep and what to cut.

Or they pull something together, shrug their shoulders, and hope for the best.

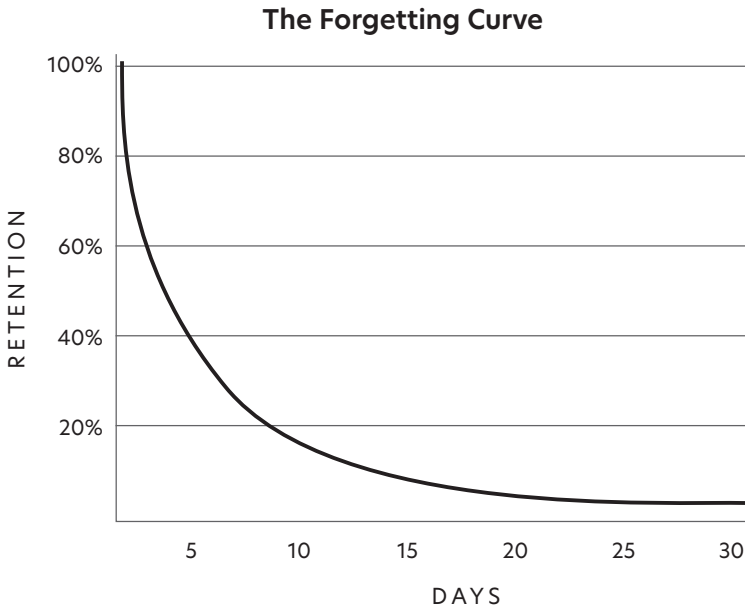
Sound familiar? This book lays out a guided process that any speaker can use to prepare their next great talk.

But first, there is a monster problem ahead. Meet the great nemesis.

Our Great Nemesis: The Forgetting Curve

The human brain was wired to protect itself by dumping most of what it receives, holding onto only those things it perceives as necessary.

In the late 1800s, Hermann Ebbinghaus, a German psychologist, conducted memory tests and documented the dramatic loss in retention if nothing was done to reinforce the learning.



Researchers have done similar studies throughout the years that have replicated his results.¹ Along the way, they have found four strategies that can help combat the forgetting curve and boost retention:



Reinforced Learning. Learning must be reinforced over time.



Clarity. Make it easy to understand and remember.



Relevance. Adults will work harder to remember something they need.



Interactivity. Active engagement trumps passive listening.

Each of these items will be touched upon throughout the book to ensure that your main message will be retained over time.

How To Navigate This Book

The Killer Talk Process

You will develop a clear picture of your audience, what you want them to understand, learn, or experience, and then follow a road map for brainstorming and constructing your information.

This book is a roll-your-sleeves-up, break-out-the-pen-and-stack-of-note-cards kind of book. If you use it as a guidebook and follow the prompts given, at the end, you will have a completed talk that delivers on the clarity and memorability promise.

Remember this: *there is magic in the note cards.*

The process you will use is similar to one many of us learned in school: capturing discrete pieces of information on 3" x 5" file cards and then sorting them to create a compelling order of ideas and thoughts.

Everything in this book also works for revising a talk. To start, simply print out your existing slides, six to a page, and cut those into "note cards." This way, you can leverage what you already have as a running start.

I have used the note card method with hundreds of clients, and while many were initially resistant, every one of them was stunned at the clarity it gave them. This led to greater confidence onstage and home-run impact for their audiences.

But even if you aren't ready to spring into action, you can read through the book to learn the concepts.

This book is broken into six further chapters:

- **Chapter Two: Gathering Your Thoughts.** Making sure you have clear parameters to ensure you deliver a talk with clarity.
- **Chapter Three: Elements Of A Killer Presentation.** Brainstorming prompts that are focused and guided by your initial parameters.
- **Chapter Four: Talk Framework.** Selecting and applying the order in which you present your content for maximum impact.
- **Chapter Five: Content Quantity.** Ensuring you stay focused on delivering your main message.
- **Chapter Six: Delivering To The Memory.** Creating durable memories that will stand the test of time.
- **Chapter Seven: Into Your Killer Talk Future.** Tips for practicing and revising your talk.

So, break out those note cards, and let's get started!