

**Funny Things Happen...**  
**On the Way to the Platform**  
Laughing and Learning with CRAIG HARRISON  
On Your Professional Speaking Journey



**1. Your Speaker Introduction: Best Friend or Worst Enemy!**

Your speech begins before you do: Don't play from behind

Don't be undersold, oversold and mis-sold

Consider using humor and humility

Know your role

Read Craig's article "Pitching Introductions"

for more tips on writing and best delivery of your speaker introduction:

<http://www.craigspeaks.com/PitchIntroductions.htm>

**2. Research your audience / client IN ADVANCE!**

The naked truth About The California Nature Society

Each group has different needs.

**3. Being Professional means being flexible.**

Expect the unexpected: From caskets to kids

Time Is NOT On Your Side

They're Leaving On A Jet Plane

**4. Customize!**

One Size doesn't fit all

A little customization goes a long way

Craig recommends Rebecca Morgan's Teleseminar tape

"Breakthrough Customization Techniques:

85 Ways to Modify Your Presentation to Your Client's Needs":

<http://speakernetnews.com/tsem/ts20011101.html>

**Funny Things Happen...**  
**On the Way to the Platform**  
Laughing and Learning with CRAIG HARRISON  
On Your Professional Speaking Journey



**5** ◦ **It's about them too:  
Let your audience participate...they will anyway!**

Sometimes an open microphone is an open invitation for disaster

Don't fall for *The Speaker Effect*

Who's THE MAIN EVENT?

**6** ◦ **Props: They can prop you up and sink you too!**

Craig's Toy Story

Food for thought (Friend or Enema)

**7** ◦ **Are you paying attention?**

Do you learn from your mistakes or just perfect the making of them?

Learn from each presentation! Express your excellence each time out!

Evaluation forms aren't just for prospecting referrals...

---

**8** ◦ **How will you polish your professionalism? What steps will you take?**

- |  |  |
|--|--|
| <input type="checkbox"/> Get a mentor                    | <input type="checkbox"/> Work with a speech coach      |
| <input type="checkbox"/> Join or form a Mastermind group | <input type="checkbox"/> Videotape yourself to improve |
| <input type="checkbox"/> _____                           |  |
| <input type="checkbox"/> _____                           |  |
| <input type="checkbox"/> _____                           |  |



*E-mail me your action item for a special gift!*