



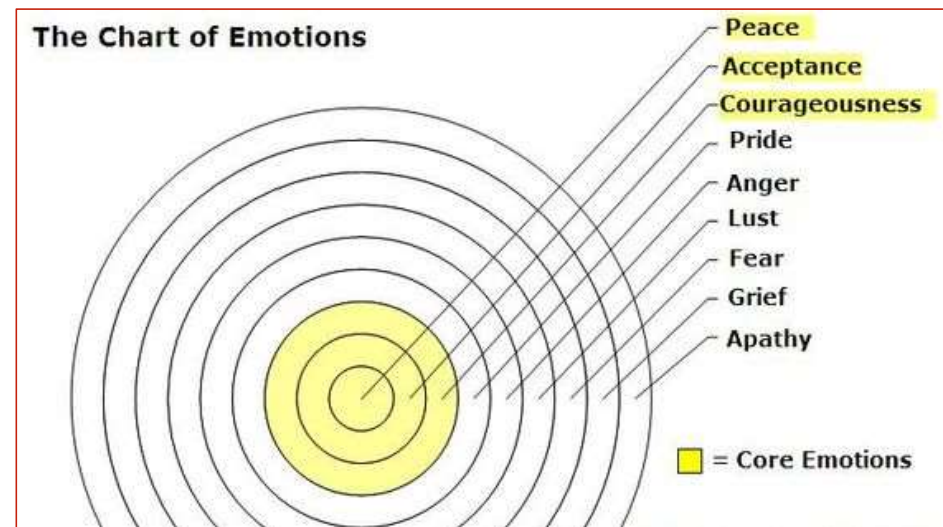
# Harnessing Authentic Emotion in Communication

*Presentation | Education*

# LEARNING IS AN EMOTIONAL JOURNEY

Your audience follows emotion first – information second.

Take your  
audience on an  
emotional  
journey.



# THE GUIDANCE SYSTEM FEELINGS, REACTIONS, RESPONSES



“But feelings can't be ignored, no matter how unjust or ungrateful they seem.”

— Anne Frank, The Diary of a Young Girl

These are **FEELINGS**

Shame  
Healthy Pride  
Love  
Anger  
Excitement  
Regret  
Grief

These are **REACTIONS**  
to the **FEELINGS**

Hide  
Smile  
Love  
Anger  
Excitement  
Regret  
Grief

These are **RESPONSES** to the  
**REACTIONS**

Self-Care  
Celebration  
Hugging  
Sharing  
Squealing  
Saying “I’m sorry”  
Sharing stories

# THE MOST IMPORTANT FACTOR

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“The best and most beautiful things in the world cannot be seen or even touched.

They must be felt with the heart.”

— **Helen Keller**

**Forty-eight percent** of webinar attendees report that poor presentation quality detracted from their experience.  
[[www.DesignPickle.com](http://www.DesignPickle.com)]

The single most important factor marketers should pay attention to in order to ensure a positive webinar experience is...

**Presenter Quality**

# TODAY'S FOCUS

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## Personal Presentation – Presentation Style & Emotion

- Explore the impact of presentation style.
- Learn tips you can use right now to engage your audience.
- Uncover your hidden strengths and weaknesses.



# NOW FOR A COMMERCIAL BREAK

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- Lori Kirstein, Webinartiste
- Marketing and Copywriting Consultant
- Professional actor, singer and speaker
- 30-Year Corporate and Educational Professional
- 8 Years Private Consultant
- The Project Cheetah | The Webinartiste

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*The Webinartiste*

# HOW DO YOU CONVERT?

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Introduce  
Entertain  
Educate  
Entice  
Convert



# PRESENTATION STOPPERS

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# THE BIG THREE

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1. Personal Presentation Challenges
2. Vocal Turn-Offs
3. Verbal Challenges



# 1. PERSONAL PRESENTATION CHALLENGES

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**People turn off if you:**

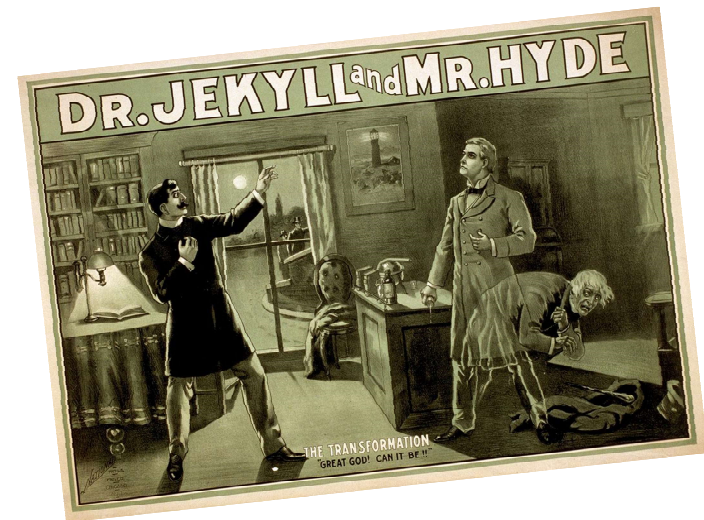
- ...bore them
- ...offer all information, and no personality
- ...make them work too hard to understand you

**How do you know?**

# PERSONALITY “SELLS”

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1. Your voice is your image!
2. It's HOW you say it.
3. Know your audience.
4. Humor goes a long way.



# YOUR SOUND IS YOUR PERSONA

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*Do you think you sound like this guy?*



*But you're actually coming across like this guy?*



**How do you even know if this is the case?**

Lori Kirstein, CEO | [www.TheProjectCheetah.com](http://www.TheProjectCheetah.com) | [TheWebinartiste@TheProjectCheetah.com](mailto:TheWebinartiste@TheProjectCheetah.com)

*The Webinartiste*



## INCREASING “PERSONA” AWARENESS



1. How do I come across in recordings?
2. How do I differ face-to-face from my virtual “persona”?
3. What are the most-liked, admired or loved things about my personality?

*How can I incorporate these answers into my speaking style?*

## 2. VOCAL TURN-OFFS

- The Charlie Brown Factor  
Droning issues
- Speaker is too slick or salesy  
Overwhelm issues
- Speaker has vocal tics  
Nails-on-a-chalkboard issues
- “Ground Control to Major Tom!”  
Connectivity issues

*How do I  
check for –  
and avoid - all  
of these  
problems?*

# CHECK UNDER YOUR HOOD

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- Speed?
- Vocal quality?
- Vocal rhythm?
- Mouth noises?
- Diction?
- Pitch?



# VOCAL SOLUTIONS

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- “Phone a Friend”
- Sing-a-Song
- Have Fun! Smile!
- Breath, and the Power of Silence
- Ask Questions
- Pave the Road for Your Listener –  
The Story Solution





# 3. VERBAL CHALLENGES

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1. Rambling sentences.
2. Complex theories delivered with maximum complexity.
3. Using the biggest, most impressive words possible.
4. Too relaxed, or too important, to get to the point.
5. Too factual; not enough adventure!

# VERBAL SOLUTIONS, PART I

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1. Get to the point.
2. Simple is better.
3. Authenticity and approachability.
4. Professionally conversational.

# VERBAL SOLUTIONS, PART II

## Transformational Word Choices!

- Emotional wording
- Shorter sentences
- “We” vs. “You”
- 2 Teacher Pitfall Words: “Should” and “Don’t”
- Joiner questions





# WHAT WE COVERED TODAY

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## 1. The 4 Webinar Components

- a. Personal Presentation
- b. PowerPoint Design
- c. Content
- d. Conversion

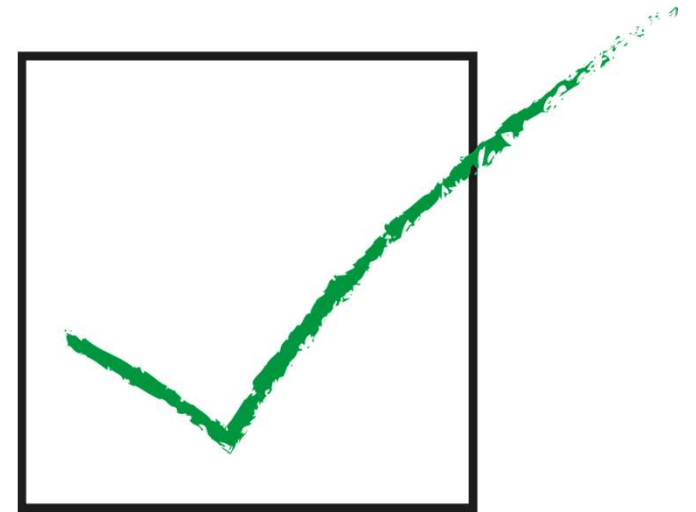
## 2. Personal Presentation

- a. Personal Presentation Challenges
- b. Vocal Turn-Offs
- c. Verbal Challenges

# TOP TIPS REVIEW

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- Personal Presentation Turn-Offs
  - Reveal Your Personality/Humanity
- Vocal Turn-Offs
  - Increase Awareness of Vocal Quality
- Verbal Turn-Offs
  - Make More Focused Verbal Choices





# **COMING ATTRACTIONS:**

## 2. POWERPOINT DESIGN WEBINAR

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- Visually engaging your audience
- Using storytelling
- Addressing all learning styles
- Avoiding visual burnout



## 3. CONTENT WEBINAR

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- Giving away just enough information
- Keep your information flowing
- Balancing seriousness and lightness
- Offering a “Snack Bite Meal”





## 4. CONVERSION WEBINAR

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- Asking for what you want
- Number of conversion slides
- Leading in to success
- The compelling Call-to-Action
- Extras and deadlines





# FACE-TO-FACE TRAININGS

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# INDIVIDUAL & GROUP TRAININGS

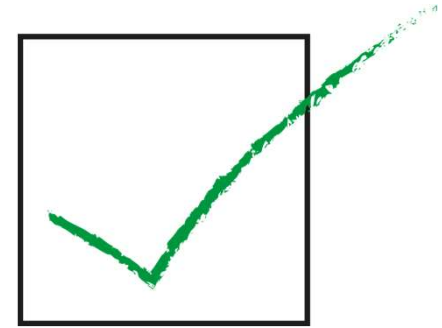
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- Private One-on-One Webinar Presentation Style Review.
- Refine Content Copywriting & Design.
- Strategize Message Content for Greater Conversion.
- Target Audience's Goals.

# BENEFITS OF INDIVIDUAL & GROUP DIAGNOSTICS & TRAININGS

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- Go straight to the core of your webinar challenges.
- Increase your conversions.
- Reduce webinar creation time.
- Tighter and more effective webinars.
- Practice delivering your webinar with a troubleshooter on hand.
- Maximize the impact of your message.



# PURCHASE THE WEBINARS!

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ANY ONE, OR ALL FOUR, OF THE WEBINAR TRAININGS

PURCHASE 3 OR 4 AT ONE TIME, AND RECEIVE  
**\$150.00 OFF** YOUR FIRST IN-PERSON TRAINING.

**[www.TheProjectCheetah.com/The-Webinartiste](http://www.TheProjectCheetah.com/The-Webinartiste)**



OR GET FACE-TO-FACE ASSISTANCE

WRITE TO ME AT [THEWEBINARTISTE@THEPROJECTCHEETAH.COM](mailto:THEWEBINARTISTE@THEPROJECTCHEETAH.COM)

OR PHONE ME, LORI KIRSTEIN, AT (510) 508-4708



## DO-IT-YOURSELF?

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- Downloadable on your own schedule
- Convenient, watch anywhere
- Learn at your own speed
- Start/stop and rerun webinars as needed
- Improve your own webinars as you learn
- Inexpensive

## OR GET ASSISTANCE?

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- Go straight to the core of your webinar challenges.
- Increase your conversions.
- Reduce webinar creation time.
- Practice delivering your webinar with a troubleshooter on hand.
- Maximize the impact of your message.

**[www.TheProjectCheetah.com/The-Webinartiste](http://www.TheProjectCheetah.com/The-Webinartiste)**

A decorative graphic at the bottom of the slide consists of several overlapping, wavy bands of color. The colors range from deep red on the left to bright yellow on the right, with orange and white in between. The bands have a soft, glowing effect and are set against a white background.



# NEED HELP CHOOSING?

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Contact me about your webinar challenges and goals and we will find the right solution for you.

Schedule a 15-minute Consultation by writing to Lori at:

***TheWebinartiste@TheProjectCheetah.com***





# QUESTIONS?

[TheWebinartiste@TheProjectCheetah.com](mailto:TheWebinartiste@TheProjectCheetah.com)

**KEEP IN TOUCH!**

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**SIGN UP TO BE ON OUR MAILING LIST!**

**[www.TheProjectCheetah.com/The-Webinartiste](http://www.TheProjectCheetah.com/The-Webinartiste)**



THANK YOU!!!



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