

Super Seminar Tips & Tricks[®] by Frank Maselli

Episode 11: Guide the “Silent Conversation”

While you're talking to the audience in your workshop, they are doing several things simultaneously. First, they're watching and listening to you. Second, they are watching other people's reaction to you. But third, and most critically,

They are talking to themselves!

A big part of your overall goal is to guide that “Silent Conversation” as much as possible. The specific things they say to themselves can happen in varying order and many of them will be said multiple times during the program.

Remember, our internal communication system operates almost instantly and there's a constant overlap of messages. In the time it takes you to speak a single sentence, your listener can experience a dozen internal thoughts. That means the sheer volume of internal messaging far outweighs your content.

Or perhaps a better way to think of it is that everything you say and do in front of that room creates a dozen simultaneous messages in their minds. Clearly this is an important process to understand and guide as best you can.

What do you want them to say?

Here's a list, in random order, of the things I want my audience to say to themselves while I'm talking. Several of these “scripts” I would like them to repeat multiple times throughout the program. Repetition cements understanding!

“Wow, I never knew that before!”

“That's really interesting / amazing / fascinating / terrifying / exciting!”

“You know, I never really thought about that...but he's right.”

“I never heard it explained in that way and so clearly before.”

“That always confused me, but now I understand it!”

*“Damn, that could really **hurt** us if we don't do something.”*

*“Damn, that could really **help** us if we take advantage of it.”*

*“Wow, that story (or example) relates very closely to **our** situation.”*

“He really understands what we are going through.”

“I never understood why that happened but now I do!”

“That's exactly what happened to me!”

“I knew that was true but he's the only financial expert to say it.”

“I think his ideas make a lot of sense.”

“I wonder why our current advisor never mentioned this.”

“He seems to know this subject well and is very passionate.”

“He seems very genuine and professional.”

“That's the third time he said that. It must be important.”

“He seems like an honest guy that we can trust to tell the truth.”

“This whole program has been well-organized, very valuable and fun.”

“I'm really glad we came tonight. This was a great event!”

“I think we might really need some more serious financial help.”

“I think we could really enjoy working with him.”

“He seems very smart, caring, and trustworthy.”

“I like that he's telling us the risks as well as the rewards.”

“He's not pushy or trying to sell us something.”

“He's got a great sense of humor and is fun to talk with.”

“This was a classy event. Everything was done well.”

“I love the handout packet and the snacks are great.”

“His assistants seem very happy, friendly, and professional.”

“He must be a great guy to work with.”

“He seems like someone who would fight for us.”

“That one-on-one meeting sounds pretty easy and beneficial. Let's do it!”

There may be other things specific to you that you might include related to your specific situation. For example, if you're a young advisor you might include:

“She may be young but she really knows this stuff!”

“She'll be around to help us and our children when we're gone.”

“She has a fresh, new approach. Not the same old stuff we've been hearing.”

No power can stop them...

...from talking to themselves. By guiding the audience's internal, silent dialogue you can enhance the impact and value of your message and dramatically boost the success of your programs!