



# Start Strong – Gain Control

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On a website, the average person decides to stay or go within 3 to 8 seconds. Standing in front of an audience is a little more forgiving; you have 60 seconds to let the audience know you are worth the next 20 to 90 minutes of their lives.

## Love of the Sea:

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***“If you want to build a ship, don’t drum up people to collect wood. Don’t assign them various tasks and works to do. Rather; teach them to love the sea, and long for its endless immensity.”*** Antoine de Saint-Exupéry French Author and Pioneer Aviator

Building a boat, or going to sea isn’t what this example is about. It’s about how to get results, how to change thoughts and beliefs. To get the most out of an audience and for them to get the most out of your presentation, instill in them the longing for the important back story of your topic. If you want to make a sale, you don’t tell the customer how much better or cheaper your product or service may be; instead help

them solve a problem, help them make things better for themselves. The sale comes as a natural follow to that. It is the same with an audience. Rather than gather people and materials to build a ship, you’ll get a much better ship if you instill in people a love of the sea.

## What is your love of the sea?

## 60 Seconds:

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As we said above, you have 60 seconds to show an audience that you are worth the next 20 to 90 minutes of their lives.

*As an example, a speaker on the motivational circuit has an excellent first 60 seconds.*

On a bare stage, with a huge audience present, not a word was said. Instead, Charlie Plumb walks eight feet in one direction, turns and walks 8 feet in a perpendicular direction. He does this repeatedly, walking this invisible rectangle onstage. When at last he looks up and speaks, he shares that this rectangle he’d been walking is exactly 8ft. x 8ft. . . . EXACTLY ! He knows it is exact because that was the size of his cell when a prisoner of war in Vietnam for 2,103 days. Then he details how the lessons he learned inside that 8ft. x 8ft. area over 6 years, were

relevant to what professionals experience in the business world.

We recently had a presenter with a technical breakout session. He is responsible for quality control and then getting things fixed if they get into the field. He began by showing us a picture of the nuclear sub he was stationed on. On the shakeout voyage, a bulkhead door was banging and making noise. It was his job to repair, while under water. His solution? Two nickels and some duct tape. It shimmed the door just enough. Then he went on to say that it’s his job to make sure that none of the dealers present have to think of some way to fix that for which he is responsible.

## What is your first 60 seconds?