1. I – You Ratio
2. KFD – Know, Feel, or Do
3. Stage timeline
4. Tap, Tease, & Transport
5. PARTS formula
6. Introductions:
7. Start about them
8. Make a promise
9. Build credibility w/ relevant credentials
10. Use the intro to set something up in the speech
11. Take everything you do and turn it into everything for them
12. How many of you vs. Have you
13. Big promises
14. Foundational phrase
15. If you pause after your point, you will have poise