

# *Your Presentation*

mastering your message



# Crafting Your Message



keeping it real

*“Behold I do not give lectures or little charity, when I give, I give of myself.”*  
- Walt Whitman

## ◆ The EcoForce Global Opportunity Presentation

The good news is, everything has been created for you to **build your organisation** within EcoForce Global to create all you hope to with the **Advocate Rewards Program**. This is a **unique Opportunity** where you can be proactive about reversing the impact of global warming through the **EcoForce Tree Planting Program** and **be rewarded** for the impact you can make. You can **build your organisation globally**, even during a lockdown, and it travels with you should you ever decide to relocate ... anywhere. In an age where job security is becoming a thing of the past, as the planet needs billions of trees, there exists a viable opportunity with EcoForce Global for you (and anyone) to create the income you desire for an exciting future and to achieve financial security. This is a unique gift to offer someone, especially at this current time in history. **The planet needs what you have to offer, and people need what you have to offer.** It is all about sharing this Opportunity and inviting others on this exciting yet powerful mission to heal our planet.

**You are now ready to learn HOW to present the EcoForce Global Presentation;** so, we want to give you all the knowledge, tools, and skills, to present in such a way that you can confidently convey the message of EcoForce Global and transfer your belief to others. This Module will teach you how to present powerfully to an audience of many, or the audience of one.

**The EcoForce Global Presentation is available in various formats for your convenience.** The reality is, anyone can build their organisation by simply inviting and taking guests to where this is being presented or watching it online. However, to learn how to present this on your own leverages your opportunities to share this wonderful Opportunity with anyone you connect with, at any time. To be confident to present the EcoForce Global Presentation also demonstrates leadership to your organisation. You will be able to present on behalf of Advocates in your Team who may just be getting started, and for others who are yet to feel confident to present on their own.

**This Module provides you with all you need to know to prepare you to present publicly with the ease and confidence of a pro.** Should you shy away from presenting in front of a group, then that is totally fine. The skills contained within this Module also apply when presenting one on one to anyone you meet who is keen to learn more. Just as we are healing the planet one tree at a time, you grow your organisation one Advocate at a time, so learning to present the EcoForce Presentation and Opportunity one on one is fundamentally what every successful EcoForce Advocate learns to do, and we are going to show you how.



## ◆ The 4 Stages of Your EcoForce Presentation

When sharing the EcoForce Opportunity, it is important to respect the **4 Stages of Your EcoForce Chat** and ensure you have covered each stage well.

Too often people only focus on the **Solution Stage** without taking the time to learn what is the **Dominant Buying Motive / Number One Priority** for the Prospect in the **Dream Stage**. Should an Advocate only focus on the solutions, they will find it challenging to get the Prospect to engage in the Opportunity. If we have covered the **Dream Stage** well, then the **Solution Stage** and **Close Stage** become a natural and seamless progression. We will be giving you a tool to help unpack the **Dream Stage** with each Prospect in this Module.

1. **RELAXED STAGE** – here you are SELLING YOURSELF. It is important you build rapport and trust in this stage for the audience or Prospect to listen to you.
2. **DREAM STAGE** – look for their NUMBER ONE PRIORITY (Dominant Buying Motive); this is the MAIN reason they may want to do business with you. This may also be DIFFERENT to you.
3. **SOLUTION STAGE** – show them how it works; this is the SOLUTION to the problem they told you to *their* dream, which you have unpacked in DREAM STAGE. Here you simply show the EcoForce Presentation and focus on the solutions that answer their Dominant Buying Motive.
4. **THE CLOSE STAGE** – let's take ACTION.

## ◆ When you are presenting the EcoForce Opportunity, you are also representing yourself, your business and EcoForce Global

**Be professional by being prepared.** When you are ready to present the **EcoForce Global Presentation** on your own, you want to ensure you are effectively communicating the many benefits of EcoForce and what is on offer in a concise, yet effective way. We call this sharing the 'whole story'. This often is the next step after you have given someone a taste of the Opportunity and they have indicated they want to know more. The EcoForce Global Presentation Advocate Notes covers everything for you, so you can simply follow the same flow and emphasis points that are relevant to your Prospect. Ensure there is conviction in the way you deliver, or this can erode the power of the message to your audience. In this Module we will also be covering how to deliver the Presentation in an impactful way.

*'Persistence beats resistance and determination defies defeat.'*

## ◆ Crafting Your Message to align with the EcoForce Global Presentation

When presenting the EcoForce Global Opportunity, you are providing just enough information for your audience to make an informed decision about where EcoForce Global can fit into their lives, however not so much information that they are left overwhelmed and confused. A brief introduction from you at the start to include what the audience can expect from the presentation and what captured your attention to get involved, this creates context to the content that is to follow. (We will discuss this in greater detail later).

**We encourage you to craft a brief introduction message that is from your heart, that sits well with you, and one that you are comfortable to deliver.** Keep in mind the EcoForce Presentation is not all about you. Some people can go off on a tangent sharing their life story – this is not the aim of the Presentation. Often less is more. Ultimately keep things simple, to the point, and complete the entire presentation, including your introduction, in less than 30 minutes if one on one, or less than an hour for a group setting (to include questions). You measure the success of your presentation by the conversion rate, or number of people that register, because of your presentation. You want people to think at the end of the Presentation; *“I can do this!”* The rewards are there for those who do this well and do this often. To achieve this, like any craft, takes practice, time, effort, coaching and persistence to land a presentation that works for you and gets people registered, inspired, and motivated to act. There is an art to communicating any message powerfully and capturing the attention and the imagination of the audience. So read on, you will be glad you did.

◆ **Why all Advocates should only use the same EcoForce Global Presentation**

*Duplication is one of the key factors that underline the success of the EcoForce Global Advocates Rewards Program.*

**Without a structured duplicatable Presentation, here is where many can come unstuck in this profession.** Without such, there is the temptation for an Advocate to only share about parts of the EcoForce Opportunity that they are comfortable sharing about. One Advocate may be only share about investing in trees yet avoiding the option for someone to create financial freedom with the EcoForce Opportunity. Alternatively, should another Advocate only focus on the income that can be created, they may miss connecting with those who simply want to buy trees as a customer to help save the planet. The result is the power of the EcoForce Message can be eroded, lost, or twisted; similar to what happens in the child’s game of ‘Chinese Whispers.’ Should any Advocate eschew from the pillar of duplication that supports the growth of your organisation, they will soon learn the hard way why this is vitally important. It is therefore recommended that you advise your Team that it is non-negotiable for anyone to create a different presentation to what is provided.

**To make things simple and duplicatable, the EcoForce Global Presentation has been crafted for every Advocate to use.** As every Advocate will have their own way of presenting, with their own story and will often tend to focus on points within the Presentation that are important to them, the EcoForce Global Presentation consistently shows the ‘whole story’, which provides the entire smorgasbord of options for all audiences to choose from. The supporting Advocate Notes allow each Advocate to tweak what they share to reflect the needs of their Prospect.

Leaders within EcoForce Global may create their own Presentations which is entirely up to them. However, to support duplication, we encourage that all Advocates use the same Presentation as their upline to support duplication. When you have a Presentation that works – do not change it!

*Your EcoForce Global Presentation is your ally. This simple tool allows you to share the whole story with the complete Opportunity on offer; whether one on one or in a group. All you need to do is share it and learn how to present it effectively.*

**Your EcoForce Global Presentation has been crafted in such a way that it covers all bases.** This shares the 'whole story', which for many is the next step for someone to make an informed decision about where EcoForce Global fits into their world. Ideally take a guest to a event where this is being presented live. They will get to hear from Leaders and meet others who have already made the decision to connect with EcoForce Global. They will also know they are not alone on this journey. In addition, events add credibility to what you have to offer. They also get to experience the EcoForce Global Community and hear and see the support on offer, which for many is a significant point of difference to anything they may have experienced previously. PLUS, this saves YOU having to present! You simply invite, take them to the Event and then you can then answer any questions they may have after the Presentation. Simple. Events are an important tool to utilise to support the growth of your organisation and to build momentum, and a great way to do life ... together.

*'In life, we do not get what we deserve, we get what we negotiate.  
How we connect therefore, depends largely on how well we communicate.'*

#### ◆ **Mastering HOW you present the EcoForce Global Presentation**

*YOU create the atmosphere for an Event by who YOU choose to be  
... therefore, choose to be awesome.*

**What's YOUR mindset - are you winning or losing? Get excited when sharing the EcoForce Opportunity with others.** People often reflect your energy – if we are not excited then how can we expect our audience to get excited? Allow your prospect / audience to digest each key point as you go through the Presentation. Do not rush it. You know the details and you are already sold; however, this is all new for them, so keep that in mind. They are yet to get to place of belief where you are, so be patient. You are taking them on a journey of discovering the many benefits of EcoForce Global for themselves.

*When presenting, keep in mind it is all about your audience, it is never about you.*

**For many, when they hear this information, it can be confronting and thought provoking.** You are offering both a *practical solution to help repair the planet* that they can proactively be part of, and *realistic financial solutions that can significantly impact their lifestyle*. They often need time to decide where they fit in, together with what is most relevant to them. Never pre-judge - not everyone will join immediately. Those who take their time are often processing if what EcoForce Global offers is for them or not. For these people, often once they do decide, it is often 'game on'. Simply ensure that you make a time to catch up with every guest within 48 hours to learn of their decision before they leave and ask them if there is anything else they need from you to assist them to make the right decision for them. On the other hand, for some who connect quickly, they may just as quickly give up. Ultimately every Advocate needs to establish a firm foundation (which often is reflected in their reason for joining) and learn how to become a successful EcoForce Advocate. Therefore, do not be discouraged if someone does not join you the same day you introduce them to EcoForce Global. Respect those who take their time and never be pushy.

### ◆ Create unstoppable momentum

**Do not wait for a person to decide before talking to someone else as this will slow or stop your momentum if you do.** If after your follow up meeting they are still unsure, simply keep in contact with them through your Drip File and keep searching and connecting with others. Some people think the growth of your organisation depends on them and may deliberately string you along thinking that they are in control of your success – the reality is, your success all depends on you, not them. Have the mindset that you are on a journey; the train is leaving the station and your invitation is there. Should they take too long, they may miss out. Ultimately, they are either in or out – make no room for fence-sitters.

**Your job is to point them in the right direction - you are responsible to them, yet not responsible for them.** This way YOU stay in control of keeping your dream on track. Do not let others rob you of your dream, your passion, and your momentum. Always keep sowing.

### ◆ Practice prepares for the extraordinary

**Practice is what Professionals do.** Practice the EcoForce Presentation with your Referring Advocate often, to feel confident to share this with others **prior** to presenting on your own.

You want to **share the Presentation** in such a way that is **interactive**, keeps their **attention** and **interest**, **walks** them through what is possible, and **expands on key points** that **connects** and **brings relevance** to their world. Observe your audience while presenting and adjust your delivery to ensure you have their attention so that you are connecting and engaging with everyone. They feed off you, and you feed off them, yet you need to feed them more than they are giving you in return. Presenting demands a lot of energy from you, so be prepared to give such, yet not over the top as this can come across as insincere.

When your audience are engaged, this is encouraging to you as the Presenter. However, keep in mind that you are the *thermostat* that creates the energy for your presentation; your audience is often the *thermometer* that reflects your energy. If you feel the energy is dropping, think of ways to actively engage your audience. Every audience is different, so as a professional, ensure you deliver consistently every time you present, even if there is someone in your audience who is trying to undermine you. You also want to keep on track and stick to a strict timeframe. This may mean adjusting your delivery to achieve such. Be present to how long this takes you, and ideally keep it as brief as possible and to the point and allow time for questions. **Too much information is too much information.**

**Always agree to a time frame prior to presenting - and stick to it.** People may sit through a longer presentation in some forums, however, aim to always start on time and finish on time – it is all part of being a professional. When presenting one-on-one, you want to keep this to around 25 minutes or ideally, less. This is respectful to the other person as you do not want to overstay your welcome. You may need to manage this, so you do not go off track and erode the finite time that you have available to communicate your message.

*Simple disciplines repeated over time will lead to success.  
Simple mistakes over time will lead to failure.*

**Time is never your friend when presenting, so you need to manage your presentation within your time frame, because contrary to popular belief, time itself cannot be managed.** For most people, their attention span starts to fade after 7 minutes, so you want to keep them engaged and keep things moving. Your EcoForce Global Presentation has videos embedded strategically through the Presentation to help you manage this. Be aware of what is nice to know, and what is important to know. Focus on the 'important' and use the 'nice to know' to land an important point. If you have lost time for whatever reason, take note of what you could leave out so you can still finish on time.

**Pre-frame your presentation by letting the other person know that what you are sharing is powerful and often gets people thinking,** so to keep on track you may need to respectfully interrupt at times to stay on course and leave questions for the end. Chances are, the EcoForce Global Presentation will answer most of their questions anyway. By asking permission up front, this sets the stage for you to direct and manage your presentation. Being professional is all part of your presentation and is reflected in how this is received and communicates with your audience that you are a professional. We have all been to events or presentations that were not professional. Such simply erodes the power of the presentation on offer and is disrespectful to the audience.

**As with any profession, practice increases confidence to craft and adjust YOUR delivery.** This assists in connecting powerfully to your audience. The more comfortable and confident you are, the more comfortable and confident your audience will be in you. You will see this during your presentation as they will often reflect your energy. You want your true authentic self to come across, rather than trying to imitate someone else. People buy authenticity. People also will buy you first before they buy the Opportunity on offer, so be irresistible.

*In most learning institutions, you learn and then you are on your own.  
With EcoForce Global, you learn as you do, with the support of those around you.  
You are not on your own, and you are always learning.*

◆ **There is POWER to the invitation!**

**When inviting someone to a live presentation of the EcoForce Opportunity, be upfront and transparent about what they can expect from the Presentation.** This will prepare them to receive, and they will respect you for your honesty. Advise the person of the expected end time, not just the start time, so they are totally prepared and have certainty about what to expect. Ensure you leave on time. You want to demonstrate respect as you would expect yourself in return.

**People generally will remember more how you respected them, more than what you have to offer.** Keep in mind that people rarely remember what you say, sometimes what you do, yet *always* the way you made them feel. Therefore, treat every Guest as a VIP – not over the top, yet with genuine authentic care and respect. It is all about them.

*When who you are and what you have to offer aligns with their values,  
this often precedes a decision to join you on this mission.*

**Whether you are presenting one on one or taking someone to a public Presentation, it is also important that you watch any video clips with them with the same interest as if it were your first time watching it.** This is vital. Just because you may have seen this countless times before, it is easy to 'switch off' during such times if we do not make a conscious effort to remain engaged. If we switch off, this communicates that the clip is not important, and gives them permission to switch off too. The danger of this is that they may miss vital points in the clip that may be the difference between the prospect 'getting' this Opportunity or walking away from it. **Every business has the monotonous repetitive components;** (like the pre-flight message when boarding an aeroplane). **However, these are the vitally important moments** that communicates the message of the Opportunity, hence why they are included in every Presentation, so accept that and respond appropriately.

**When you are presenting to a group, be present that your audience are watching you all the time.** (Even before the Event, and after the Event.) Again, if you allow yourself to get sidetracked during any part of the Presentation, this gives the audience permission to be distracted as well. Should you get distracted and allow your interest to fade, you subconsciously tell your Guest and the audience that the information is not important. This will undermine the power of your message and your credibility and is disrespectful to other Advocates who have brought Guests to the Event. Imagine going to a live theatre event, only to see the actors on stage giving half the effort on the last night that they gave on the first – how would that make you feel? So be disciplined to keep focused, no matter how many times you have presented the EcoForce Global Presentation – this is all part of being professional and what makes a successful EcoForce Global Advocate.

*'Often it is the repetition of the little things done well,  
that brings the success of the bigger things we are aiming for.'*

**Every industry has their repetitive behaviours or processes that ultimately undermines their success.** From the consistent warm welcome by the concierge at Versace to every single guest, to the McDonalds employee asking if we want fries with each order. When we accept that the EcoForce Global Presentation is the repetitive step that underlines an Advocates success, we embrace it as part of the process and see it for what it is. Should a business ever lose how important these repetitive steps are in the big picture, this is often the undoing of that business. A chef no matter how many times they may have prepared the same dish, as soon as they lose their passion and lack consistency in how they prepare their food – whether this be lack of attention to detail, lack of focus, or accepting a lower quality ingredient to cut corners, they lose existing customers and fail to attract new ones. It is a big lesson to learn that some never recover from.

For those with the biggest organisations in EcoForce Global, they have watched the Presentation more times than they can remember. They also know, that for someone yet to join this Opportunity, for that person they are watching it for the very first time. **Keep in mind you are here for THEM, not for you.** Be present that *your* consistent energy and being present to the message of the Presentation, whether you are presenting or part of the audience, is for the benefit of new people, including other's Guests. This is vitally important for maintaining unity, momentum, and growth.



At the end of every Presentation, get in the habit of simply asking; *“What did you like most about the Presentation”* - this positive question prompts them to share what connected with them personally, and often they will share in a positive way what appealed to them so you can direct the conversation from there. However, never ask; *“What did you think?”* - although this may seem logical, this question encourages a critical appraisal even if they were considering registering, and potentially can be disastrous and deflect from the purpose of the Presentation. (Refer to Module 2.2 *‘The Art of Sharing’* for additional ideas.)

**Make sure that whoever you speak to about this Opportunity, at the very least they know what you are doing and what you have to offer.** By embracing this habit, should they ever be in a position where the Opportunity you have to offer becomes relevant to their world, you want them to come to you. This is where being professional and building rapport is paramount. **You want them to remember you and what you have to offer for all the right reasons.** Be remarkable – worthy of a remark.

#### ◆ **A few tips when preparing to Present on Your Own**

**It is strongly recommended that you observe and listen to the EcoForce Global Presentation as many times as possible while you are preparing to present the Presentation on your own.** Listen to the rhythm, observe the reaction of the audience and which points gets the most response. Learn how to speak clearly to be heard and to be understood.

**A suggestion is for Your Referring Advocate to present a minimum of two Presentations to Your Prospects while you observe what to do.** Take lots of notes. Take Your Referring Advocate with you for support and guidance while you present enough Presentations until you feel comfortable to present this on your own. You do not want to rush the process, yet on the other hand, do not wait to be ‘perfect’ or you may never get started. Chances are your Referring Advocate is also still learning! One week is a long time in EcoForce Global. Take heart - you cannot say the wrong thing to the right person! However, you do want to maximise your success so you can say the right thing to every person, so there is wisdom to practice ... your preparation, or lack of, will be obvious.

*“If you can speak, you can influence. If you can influence, you can change lives.”*

**A great exercise is to practice presenting in front of a mirror and record yourself speaking.** (Many smart phones have this capability). Practice also with your Referring Advocate BEFORE talking to anyone – this will give you posture and confidence. Simply ask yourself when you replay yourself speaking; *“Would you want to join your Team?”* It is natural to be self-critical when we hear ourselves speaking or observe ourselves in a video. Do not fall into the trap of wishing you looked or sounded differently, rather aim to be the best you that you can be and learn from others. Do not try to be someone else – that place is already taken. Get someone you trust who will provide you with honest helpful feedback. The more preparation, the more confident you will be in front of any audience. This also gives you posture. A tip to remember is that when you are presenting, it is ALL about the other person or the audience, not about you. Be the best YOU that you can be by being prepared. It is then up to those listening to decide if they want to come on board or not. Simple.

**Embrace an unstoppable mindset despite whether someone joins you or not.** Keep Your Presentation under half an hour if one on one, and a maximum of 1 hour in a public forum. This includes any audio-visual clips, testimonials, and questions. Be professional. A short, to the point, informative Presentation, that gives the listener the right information to making a wise decision with clear options on how they can connect is the *best* Presentation.

**When you speak from the heart, you connect with others' hearts.** When presenting and prospecting, you are simply going out to find new friends. When you embrace this mindset, this takes the pressure off. The EcoForce journey is a wonderful adventure on so many levels. Do not get emotionally caught up in the process. Simply be willing to share with those that come into your sphere of influence why you do what you do, wherever they may be, and enjoy the journey.

### ◆ Show time!

#### **At the Presentation, professionalism with every detail is paramount**

Once you decide to step out and be serious about this Opportunity, especially with public presentations, always be present that people will watch you and your integrity. They will ask themselves; *'Does this person impress me enough to join them?'*, *'Do they walk the talk?'*, *'Can I do what they do?'* and *'Is this for me?'*

- ✓ Ensure you are appropriately groomed, well presented, and always on time.
- ✓ As the Presenter, ensure your transport is well maintained, clean and polished. Arrive earlier than everyone else. This speaks volumes about you.
- ✓ Ensure all is in place BEFORE the meeting commences; displays, sound, feedback forms, pens, flyers, tea and coffee, water stations, etc.
- ✓ Ensure all props are in great condition. Damaged signs or props look tardy and will not do you any justice in promoting what you do. Keep these well maintained and replace/update regularly.
- ✓ Have upbeat music as people are arriving. This creates an atmosphere of anticipation. Although not important, should you have access to pure essential oils, this can also help create a great environment. Eucalyptus or pine are ideal as we are promoting trees. However, some room fresheners and imitation essential oils have many chemicals in them which can cause an allergic reaction for some people, so use discernment here. Ideally choose only pure essential oils that will not make people drowsy and use sparingly. Subtle is always good.
- ✓ Be on purpose. Ensure you keep to the time frame you indicated.
- ✓ Always ask for referrals.
- ✓ Always make an appointment from an appointment.
- ✓ Where possible, be the first to leave. You do not want to overstay your welcome.

## ◆ Practical Tips and Advice to give YOU the Winning Edge

According to research, the Top 5 Things People Fear Most are -

- (i) Speaking in Public
- (ii) Dying (people would rather die than speak in public)
- (iii) Change
- (iv) Fear of confined spaces and fear of spiders
- (v) Fear of heights / fear of flying

Therefore, we need to respect that not everyone enjoys speaking in public. The good news is you do not need to be a gifted public speaker to build a successful organisation with EcoForce Global. However, just like any F.E.A.R. (False Evidence Appearing Real), we can learn to overcome this fear, and we encourage you to do so, and we can help you. There may be a time where sharing your story or testimony in a public forum, may very well be the catalyst that encourages someone else to join your Team, so be prepared to share publicly.

*“I am too positive to be doubtful, too optimistic to be fearful,  
and too determined to be defeated.” - Unknown*

As a child I used to stammer like Porky Pig on speed! It was not until the age of 23 that I learnt to overcome this. Who would have thought as a child my career included being paid to talk publicly! Remember, if there is something you are not doing well, it simply means there is something you do not know ... yet. **Keep learning, keep growing and learn to conquer your fears, and not be controlled by them.**

*“All the great speakers were bad speakers at first.”  
- Ralph Waldo Emerson*

## ◆ A few Great Tips that will give You CONFIDENCE when speaking in public

1. **The 6 P's of Success.** Proper Prior Preparation Prevents Poor Performance. The more prepared you are, this gives you confidence and posture when speaking in public, and your audience will notice. Visualise yourself as a great Speaker who communicates well with others, rather than imagining yourself failing as a public speaker.

*‘The imagination is the last legal means of gaining an  
unfair advantage over the competition.’*

2. **People are more self-conscious of themselves than they are of you.** Therefore, you never need to tell yourself to feel self-conscious in front of an audience anymore ... allow this to marinate with you. Have you ever had a group photo taken and then shown it to all the people in the group? Who do they look at first? They look at themselves! If they look great, they do not care if others have their eyes closed, have a weird facial expression, or look a little weird. When we understand that people are more self-conscious about themselves than about you, then decide to remove any self-conscious mindset that may hold you back when in front of an audience.

Focus your energy on the fact that you are there to give value, impart knowledge and help them to see the unique Opportunity you have to offer that may very well be what they are looking for. **It is not about you at all, rather about them and what value you can add to their world.**

**Make a conscious effort to love the audience as you speak – often they will reciprocate such.** Of course, you may get the ‘butterflies in your stomach’ before you speak, however this is normal and is a good thing – in the past, we have just told ourselves that it is a bad thing and believed that lie for too long. We need to change our attitude when it comes to public speaking. See the butterflies as your friend, not your enemy. They are there to heighten your senses by increasing this wonderful hormone called adrenalin which helps you to focus and think clearer. See the ‘butterflies’ there to motivate you, not distract you ... it is your choice. You are in charge, so command those butterflies to fly in formation and carry you through.

*‘A bad attitude is like a flat tyre - you don’t go anywhere until you change it.’*

- 3. Affirmations - words create.** Your self-talk and affirmations are such a powerful tool to your success in anything, especially when speaking in public. Tell yourself that you speak well, and that people learn from you when they hear you speak. If you speak to a sports’ psychologist, they will tell you that gold medals are often won and lost in the battlefield of the mind of the athlete. Muhammad Ali told the world he was the greatest before he was - then he became the greatest. He was onto something. **What are YOU telling YOURSELF?** What are you prepared to believe? All that goes on in our heads is all a load of BS (Belief Systems). Replace limiting beliefs with empowering ones by re-programming and be transformed by the renewing of your mind. Positive affirmations are one practical way to achieve such.

*‘What you continually hear you will eventually believe.’*

At the end of the day, who cares what others think? What does matter greatly is what YOU think and what you think of yourself, and those you love, who love you anyway. Are you a winner or a loser in *your* mind?

When you are in front of a group of people, your mindset should be; *‘It is all about them’*. *‘How can I add value to their lives?’* **Your total focus is on them, not on you.** From time to time should you ever get nervous, remind yourself those feelings are there to help you, not hinder you. It is okay to be human. After you finish speaking, often no one will know you were nervous except you. However, the more prepared you are, the more you will focus on adding value to the people in the room. The more you choose to feel relaxed and speak from the heart, then the more at ease you will be and the more everyone in the room will receive what you are giving. Sometimes an unresponsive group are often a covert mob of deep thinkers, so do not let their energy (or lack thereof) affect yours. **Anchor to your greatness** - if they do not ‘get you’, reflect and gather feedback on how you came across, then learn how to improve for the future. Sometimes we win, sometimes we learn.

*“Lack and limitation can only exist when we make room for them in our mind.” - Bob Proctor*

**Success all happens in your mind first, then flows out in your actions.** When someone who is fearful of public speaking and is required to speak at an event where they have no choice to back out, such as weddings, to excuse their fear they often preface their speech by announcing to everyone that they do not like speaking in public ... and immediately their actions support and reflect their thinking. Interestingly, up until that point, there would be some who had no idea they were uncomfortable with speaking in public. How can they hope to make a great impression when they have told the audience to expect a dreadful performance? How will they ever get better if they have already made up their mind, that they are hopeless at something? They let their fear get the better of them, and everyone sighs relief when they are done ... along with them.

Chances are most people in the audience can relate to their pain and do not like public speaking either, so they are not alone. However, we have all heard great messages that have touched the heart of the audience from people who are unskilled at speaking in public ... largely because they simply spoke from the heart. **Lesson – you do not have to be a skilled public speaker to get your message across.** It largely comes down to focus and preparation, infused with conviction and belief. If the person simply took the time to prepare what they wanted to share and spoke clearly to be understood with the audience their focus, not their fear, then there is no need for them to preface their speech with an apology.

Studies show that when people are asked to speak in public, if they allow themselves to believe they can speak well in their mind first, by visualising such and choose to enjoy the process in their mind before they spoke, their mind had no choice but to believe this affirmation and instead empowered them in ways that often even surprised them. **People who have embraced this mindset learn to control the fear rather than submit to it.** When they do speak, they are often present to the fear, yet their focus is all about the message and landing it powerfully with the person or persons in front of them, rather than in the fear itself. They do not allow any fear to hinder them in the process. Let that be you.

*“Courage is not the absence of fear, but rather the assessment that something else is more important than fear.” – Franklin D Roosevelt*

**We were only born with 2 fears: the fear of falling and the fear of loud noises.** That means, every other fear we have learnt - even the fear of speaking in public. If we learnt it, then we can also absolutely unlearn it ... so keep that in mind.

*‘Consider the postage stamp;  
Its success lies in its ability to stick to one thing until it gets there.’*

- 4. Practice speaking in front of a mirror and record yourself.** Although we mentioned this previously, it may sound foolish; however, it works. Observe how you come across. Are you smiling? Are you friendly? Are you scary? Are you speaking with

conviction or coming across forceful? Can your words be understood? How is your expression – are you miserable, or are you happy to be alive? This simple tip can really assist with your enunciation, presentation, timing, and articulation.

5. **Get honest feedback from those close to you.** Receive honest feedback how you come across, and do not take it personally. You may even be surprised as we often come across better than we think we did!

*‘Vision without action is only a dream. Action without vision is a waste of time.  
Vision and action united can change the world.’*

6. **Yell in your car or in a field.** By yelling out loud, deliberately articulating your words, reading slowly and loudly at the same time, this can assist greatly to re-train your voice as this retrains your brain with regards to how you speak, and assists to unlearn fears when it comes to public speaking. This also helps with projection and controlling your words, so they are clear. This is a powerful remedy for overcoming any fear when you are talking in front of a group. Avoid reading while driving, for obvious reasons, and yelling in your car when you are stopped at a set of lights - those in the car beside you may get concerned.

**By following these simple exercises, you are taking control of your speech.** It is recommended to repeat them from time to time. When people can hear you clearly, and you have learnt to deliver well in front of an audience, this is a powerful tool as a successful EcoForce Global Advocate.

7. **Avoid Jargon.** Using jargon and complex words to impress will not impress anyone except you. Most newspapers are written to the reading level of a 12-year-old for maximum comprehension for this reason. Avoid jargon unless you know everyone present knows what you are talking about. You want your listeners to learn from you, so focus on content and keep your message simple and uncomplicated. Respect such when sharing, or people will disengage, and your message will be lost.
8. **Language.** Similar to jargon, speak to be understood. Craft your presentation and choose words that bring awareness and comprehension of what you want to communicate, engaging your audience. Avoid using offensive language as this will be offensive to some in your audience and you will immediately lose credibility with these people. People often associate crass language with uneducated people, so simply by not using such words you will appear more educated!
9. **Clarity, Articulation and Enunciation.** Ensure those listening to you, really get what you are sharing. Have you ever tried to understand someone who speaks with a strong accent, mumbles, or talks too fast? It can be frustrating for both parties from the point that you are missing what they are hoping to communicate with you. If you are guilty of this, by simply over-articulating, slowing your speech, and enunciating your words in private, prepares you to be a well-oiled machine when you speak in public. Seek regular feedback - it is the breakfast of Champions.

*‘If it is worth doing well, it is worth making mistakes to do it well.’*

10. **Voice Modulation and Projection.** Some people are so focused on the subject matter or the information, they disengage with their audience, and miss the cues, sometimes not that subtle, that are trying to tell them such. Avoid sounding like a monk trapped in a monastery reciting Latin in a monotone voice. Hence why presenting the EcoForce Global Presentation to your audience requires more than just reading each page, even though all the information is there. **Modulation** in your voice emphasises points, communicates energy, conviction and engages your audience. As kids, we loved hearing the enthusiasm our parents injected into bedtime stories as it engaged us, and our imaginations were set loose. When sharing this Opportunity, you have every reason to be excited and enthusiastic, so let it show. However, be authentic. Ensure your modulation is not overdone and is appropriate for the audience and the subject matter - put life in your words. **Projection** is all about ensuring the person sitting at the back of the room can hear you as well as those down the front. Even with a microphone, project your voice with clarity, articulating your words and speak slowly because the microphone only amplifies what is being said – it does not improve your voice. If what you are saying is unclear, then that is what will be magnified. What you are sharing is important, so you want to ensure your audience can appreciate the importance too. This brings us to the next point.

*‘Live a life by design, not by default.’*

11. **Speak with Clarity and Conviction.** When you speak, speak to be heard. Use clarity and speak with conviction. Believe in what you are saying, or do not speak at all.

*‘Let us not be content to wait and see what will happen,  
but give us the determination to make the right things happen!’*

12. **Be Enthusiastic.** People will either reflect and mirror your energy or sponge it up and appear to give you nothing. Keep giving anyway! It is encouraging when you know the audience is with you, comedians rely on it, however anchor to who you are being and focus on communicating your message despite of any lack of visible responses that you may be picking up on. The EcoForce Global Presentation is thought provoking. Some people when they think deeply appear lifeless and blank on the outside, so stay locked into your enthusiasm. Let it show in your actions and allow your conviction to come across in your tone. However, if you feel the audience is disconnecting, then you may need to adjust your delivery to get them back on track. By using humour where appropriate or sharing a brief personal story that people can relate to, this will often connect and engage your audience. If you are comfortable with humour, it can help soften a strong point or comment from the audience. There is a saying in education, *laughing people are learning people*. Too much humour however can potentially erode the power of your message (comedians are rarely taken seriously), so focus on achieving a good balance in your presentation to keep people engaged.

*“I love people who make me laugh. I honestly think it is the thing I like most.  
It cures a multitude of ills. It is probably the most important thing in a person.”*  
- Audrey Hepburn

13. **Speak Slowly.** You may notice news readers speak slower than most people in a normal conversation – when presenting, do the same. People will follow you much easier, and this will bring all the previous points together powerfully for you. This habit also gives you confidence because it gives you time to really thinking about what you are sharing, and gives conviction to your words, and lands your message.
14. **Matching and Mirroring.** By matching and mirroring a person’s behaviours while they are talking to us, unconsciously they see something in you they see in themselves, and this in turn, builds rapport. However, this must be done subtly, or it can have the opposite effect. Matching each other’s words or phrases, tone, volume, speed, words, eye contact, and mirroring by adopting similar mannerisms, gestures, facial expressions, body language and touch, all are subtle ways to build rapport and connection that assist when communicating your message. Especially one on one.
15. **Eye Contact.** When speaking to a group, maintain eye contact with everyone as this keeps their attention and builds rapport. For those smiling back at you, glancing at them often can give you encouragement. Avoid focusing on just one person which can make them feel uncomfortable, and leaves others feeling the message is not for them. Start your Presentation by looking just above their heads, smiling, and then bring your eyes down to theirs, this builds instant rapport and gives you confidence. In a group setting if you are uncomfortable looking directly into someone’s eyes, look at their foreheads. They will think you are looking directly at them anyway.

*‘Laughter is the best cosmetic, so grin and wear it.’*

16. **Take a Deep Breath and Pause before Speaking.** This simple technique not only prepares the audience for what is to come, it also gives a strong start to Your Presentation and helps control nerves, clears your mind, and assists with your focus.
17. **Start and End on a Positive Note.** You want people to leave with a smile and a good feeling, so start with the end in mind. Plan how you will conclude your Presentation as part of your preparation.
18. **Use short stories with a powerful message.** You will often read or hear a story that has a great message that you may include in your talk as a teaching aid to help land a point. This can really assist with connecting with your audience by adding value to your message and enhancing the learning experience, as people relate to stories. However, be careful not to make the story the focus of the message, or that will be all the audience will remember. Teaching aids are just that – they are there to aid the teaching, not replace it. Keep them short and ensure they are relevant.

*‘Above all, be the heroine of your life, not the victim.’*

19. **Avoid reading - speak from the heart.** Learn your Presentation. For your notes, simply use key words to prompt you to stay on track to maintain your flow and speak from the heart. Avoid reading every word, as reading disengages the audience.

*‘Anyone can catch your eye; however, it takes someone special to catch your heart.’*



20. **Dress for success.** Depending on where you are and the type of event, dress appropriately for such. Be well groomed and walk the talk. For men, avoid facial hair, or ensure such is well groomed, and for women some make-up and lipstick is recommended. When you are dressed well, this contributes to your professionalism and authenticity. This also gives you posture and confidence.

*'People with passion have the opportunity to change the world.'*

21. **Body language.** Interestingly, of all our communication, only 7% is verbal, where 38% is tone, and a whopping 55% is our body language! So, ensure your body language supports and aligns with your message. This often comes naturally from your personal conviction and preparation.

*'You can't always control what's happening around you,  
yet you can always control what comes out of you.'*

### ◆ Content, Context and Cadence

We are all different and have different ways of communicating, so when preparing to deliver Your Presentation, be present to three important components of a great presentation: *content*, *context*, and *cadence* (rhythm).

**Content.** What is said in a presentation is arguably the principal contributor to the success of what is shared to the audience. No amount of skill or theatrics can salvage a presentation that lacks content. **The content needs to be clear, concise, and compelling.** Like poetry it needs to be able to stand alone - complete in itself. Simply by reading the transcript of any great speech and you will quickly see why it works.

**Context.** Context is vitally important, as words taken out of context lose their power. Another way of understanding context; **context is relevance.** Context takes the content and connects it to the listener, making it relevant, giving it meaning to the listener. In Your Presentation, you utilise context by clarifying the meaning of the content to the listener - this is the glue that holds the message together and arouses interest to keep listening. This is often achieved with your supporting story prior to presenting to bring relevance of the content to follow. Context is simply, taking what is ordinary and makes it extraordinary.

**Cadence.** This is the rhythm, flow and the timing when delivering the Presentation. It is what separates a mediocre comedian, from a great one; the comedian who shares the same joke as another yet does not get a laugh from the audience that a great comedian shared that brought down the house. **Cadence done well is the difference between a good speech and a great speech.** The pauses and silences built into Your Presentation often can, and do say more, than the words themselves.

*Make sure Your Presentation covers the 3 Cs to engage your audience.*

### ◆ Suggested Seminars/Courses

**Your success in this Opportunity is largely a reflection on how well you communicate at every level to those in your circle of influence.** Your EcoMastery Success Program has much in place for you to assist you in that process, however, investing in yourself and adding value to the strengths you have in this area, will enhance your results, and propel your success.

Should you be inspired to develop your speaking skills to a new level, following are suggested seminars (some of their material is also available on audio) by prominent Speakers and Trainers; **Shaune Clarke** and **Chris Howard**. Both unpack the art of communicating powerfully in front of an audience and are recognised internationally. We recommend their Programs to give you a professional edge should this be something you choose to pursue.

- ◆ *Shaune Clarke, 'The Power of 6 Figure Speaking'*
- ◆ *Christopher Howard, Speaker Training Courses and Seminars*



### Wrap Up

#### ◆ Giving Your first Presentation always presents a great learning curve

**There is something about jumping in and getting your feet wet, that no amount of reading and practice can fully prepare you for.** It is like learning to swim on dry ground, where no amount of practice can fully prepare you for that first swim in water. However, once you dive into the pool for the first time and put all that has been learnt into practice, immediately a different level of learning, understanding and appreciation is discovered. It is the same when presenting for the first time. Just as any great swimmer once began with their first race, so any great speaker starts with their first Presentation. It is YOUR preparation that prevents you from drowning! Do not expect to be a great speaker from day one. Be open to coaching and learn tips from other speakers to enhance this skill as you develop it over time. Embrace and enjoy the process.

Always remember, even if people may not register with you at first, chances are they know people that will, so get into the habit of always asking for referrals. People will refer others to you if they believe in you. **YOU represent YOUR organisation, so always be professional.**

As you have come this far in your EcoMastery Program Success Program, you are gathering a sound understanding of the many subtle differences this Opportunity has over other opportunities. As you attend seminars, listening and observing others present, you will collect many tips on how you can present powerfully. **However, remain authentic to you.** Simply learn how to present the EcoForce Global Presentation and share it with as many people as you can. The more you share this Opportunity, the faster your organisation will grow.



## ◆ KEY SUCCESS POINTS

### *your personal review*

1. *Why is it important that every Advocate in the EcoForce Global Community **use the same Presentation** when sharing this Opportunity?*
  
2. *When sharing the EcoForce Global Presentation one on one and in a group meeting, what are the **general time frames** that I should aim for to cover everything in both settings?*
  
3. ***After** the EcoForce Global Presentation has been presented;  
a) What **question should we ask and why?**  
b) What **question should we never ask and why?***
  
4. *If presenting the EcoForce Global Presentation yourself, list **5 key points** from the list supplied, to maintain a professional persona.*
  
5. *List the **21 Points** that will help you to boost your confidence and give you posture if you ever must speak in public.*
  
6. *a) Explain in **your own words**, the **difference** between content, context, and cadence  
b) How does this **apply** when sharing the Presentation?*
  
7. *a) What are the **only 2 fears** we are born with?  
b) **What** does that tell us about every other fear we may have in life?  
c) If FEAR was an acronym, what does each letter **represent?***
  
8. *There is a lot of information in this Module that means different things to different people. Take time to reflect at least **5 key points** that impacted YOU and list them in dot point.*