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FRIPP VT Focus on the WHY

Before we focus on the HOW



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#1 WAY TO BUILD YOUR BUSINESS



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"Hiring Patricia Fripp is the **best investment** I have ever made in my company, my employees, and myself. For over 16 years, I have been a Fripp client. Our presentations drive our business. Patricia's advice has made **us millions of dollars.**"




Michael Shustek,
CEO and Director, MVP Reit

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FRIPP VT

"I wanted a **Super Bowl quality coach**, and I was lucky to be introduced to Patricia Fripp. Even as a **best-selling author**, I found her **help in coaching and scripting** was **right-on, world-class, and amazingly insightful.** With Patricia Fripp on your team, you can go places."



Don Yaeger
Long-Time Associate Editor
Sports Illustrated magazine,
Award Winning Keynote Speaker,
Author 29 books and
11 New York Times Best-Sellers

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"It's no exaggeration to say that my career is due, in large part, to a powerful keynote-speaking capability. It is **almost entirely due to the high-quality coaching** of Patricia Fripp. She helped me develop an approach which is still **100% intact in my speeches 10 years later**. I am forever grateful to her for the boost she gave my self-confidence, my platform capabilities, and my career."




Charles H. Green,
Author of The Trusted Advisor,
Trust-Based Selling, and
CEO of Trusted Advisor Associates

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"As the author of a **best-selling sales book**, I receive invitations to speak at meetings and conferences. A trusted colleague told me the **best investment** he made in his speaking career was to hire speech coach Patricia Fripp. After three days locked in a room with her, I realize he is right. Patricia is a **master at helping structure and script your presentation**."



Andy Paul,
Author of Zero-Time Selling and Podcaster

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2 SUCCESSFUL CAREERS 1 PHILOSOPHY

- **INTEREST IN**
- **COMMITMENT TO**
- **LEARN FROM THE BEST**

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This is What You Can Look Forward To

#1 Secret to get buy in

Repeatable process to prepare any presentation

Business storytelling

Build your credibility

Fool-proof way to become a master



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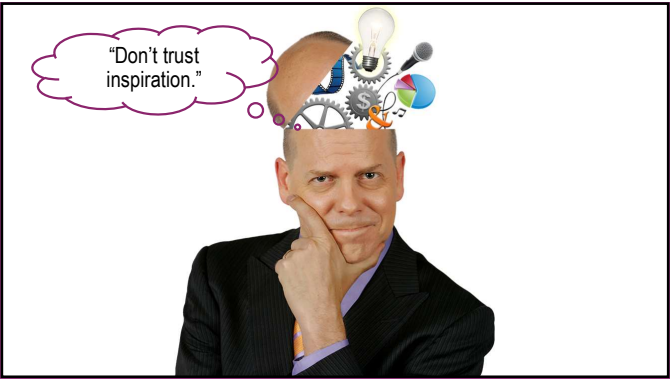
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REMEMBERED & REPEATED

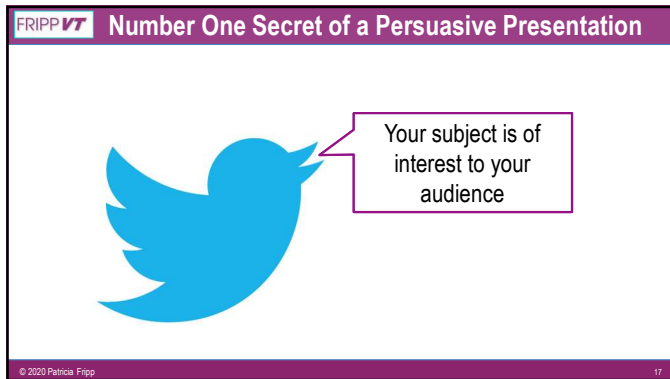
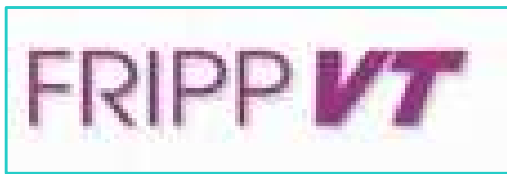
AUDIENCE OF YOUR AUDIENCE



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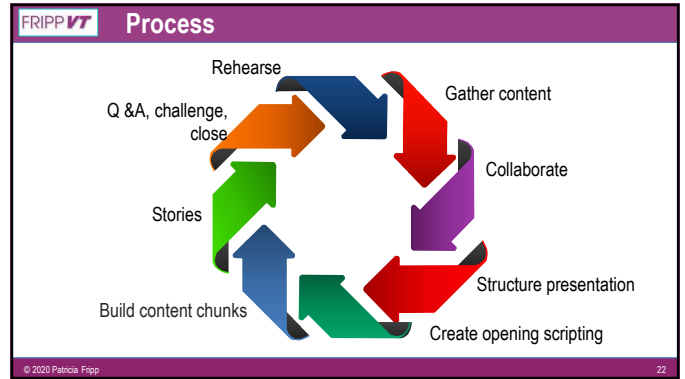
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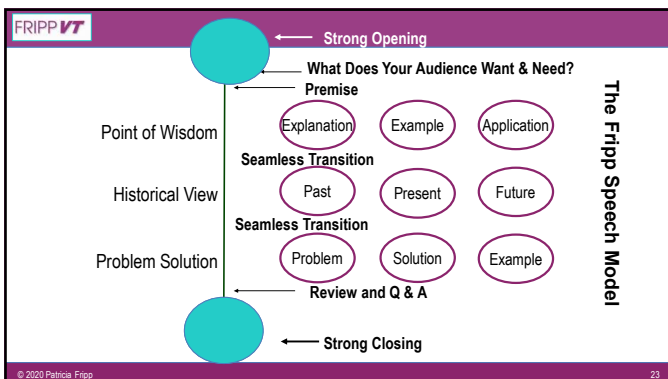
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Opening Options - The Techniques

- Question
- Statistic or little-known fact
- Story or example
- Transport the audience
- Get to the point quickly

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Never underestimate the power of a well-told story

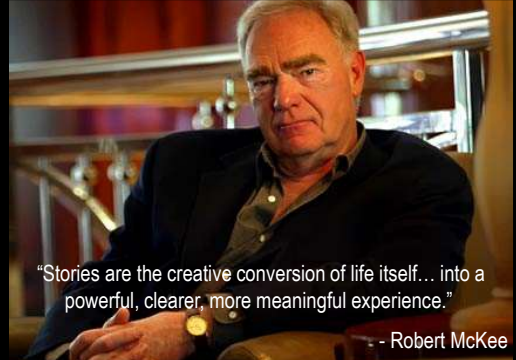


Patricia Fripp - CSP, CPAE

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"Stories are the creative conversion of life itself... into a powerful, clearer, more meaningful experience."

- Robert McKee

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Stories are the Best Way to...



Teach and train
Inspire and motivate
Inform and educate
Convince and persuade

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Stories Are About People



Populate your stories with flesh and blood characters that the audience can relate to.

Patricia FRIPP

GET COACHING to Speak

Secrets of STORYTELLING

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"Patricia is absolutely **best-in-class**. Her decades of presentation and coaching experience are obvious, as well as her genuine passion to see our speakers do well. Her overall excellence and personal commitment to our speakers is unmatched, and that is why Patricia's coaching sessions are always oversubscribed.

Our presenters know the value she brings and are always eager to sign up for additional training. Presenter training has gone from **mandatory** to **sought-after**.

Since Patricia has been part of our team, our customers have told us that our breakout sessions are some of the best they've ever attended and have raved about speaker professionalism. We consider the investment in Patricia a '**must-have**' part of our events."



Greg Smith,
Vice President
Product Marketing
at Nutanix.

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**SPECIFICITY
BUILDS CREDIBILITY**

A close-up of two people in business attire shaking hands, symbolizing agreement or partnership.


CREDIBILITY BUILDS CONFIDENCE

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Specificity Builds Credibility

If it is not a fruit, it is not a "bunch."
If you can't weight it, it is not "tons."
If it were not a "thing," what would it be?
Who are the "people"?

Patricia Fripp, wearing a blue top and a colorful necklace, speaking into a microphone on stage.

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A man with a beard and mustache, wearing a grey shirt, looking at a laptop screen with a slight smile.

Patricia Fripp, wearing a bright red blazer, gesturing with both hands open in a presentation style.

**IMPROVE
BY YOURSELF**

**OR...
WITH FRIPP**

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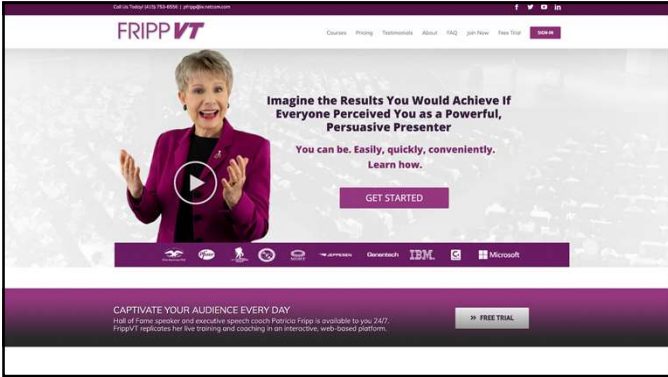
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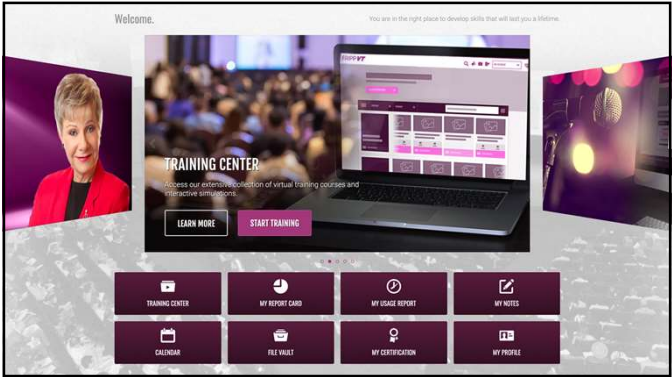
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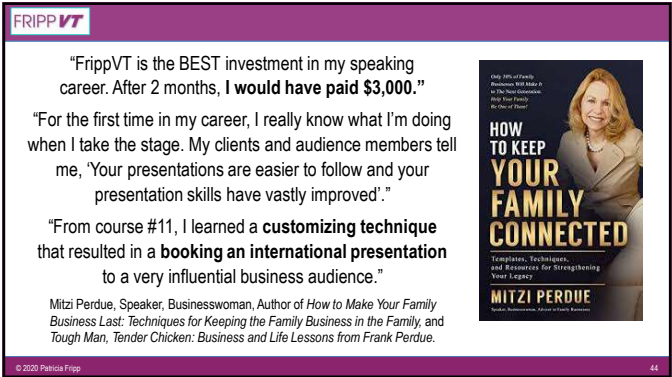
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<https://www.fripp.com/fire-up-your-presentations/>




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Understanding the Fripp Speech Model



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How to Structure Your Speech



[Download Opening Options](#)

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Yes! I need Fripp's help, let's have a conversation!
Call (415) 753-6556 or click the button below
and I'll follow up immediately.

SCHEDULE A CALL

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online learning platform? [Click HERE.](#)

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Let's talk!
1-415-753-6556
PFripp@Fripp.com

**You'll be glad
you did!**

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