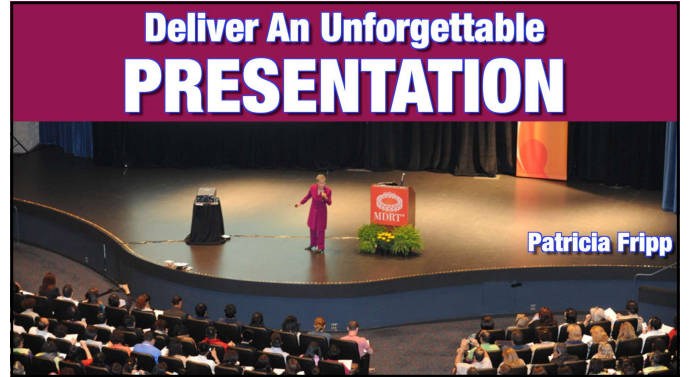


FRIPP VT



FRIPP VT

- Not so basic basics and audience connection
- How to find and refine your content
- Speech structure and impactification
- Open with impact and tell great stories
- Build credibility with specificity
- Take it to the stage



FRIPP **VT**

**WHO ARE
YOU?**



Great Presentations

**All speaking is
public speaking.**



Great Presentations

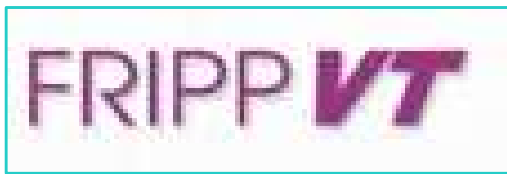
**Practice does NOT
make perfect!**



Great Presentations

**Speak to be
remembered &
repeated.**





Everyone is more interested in themselves than **they are in **us**.**



Watch your "I" vs "You" ratio



You can feel confident...
How often have you...
Do you remember a time when...
Based on your experience...



It might interest you to know...
Perhaps you agree...
Imagine you are about to...
In your opinion...

Great Presentations

**The one-word
advantage.**



The Fripp Speech Structure



FRIPP VT

You speak about your expertise
Leadership report on your business unit
Marketing or sales presentation
Keynote, breakout, seminar, fireside chat
TEDx talk, moderate or speak on a panel

FRIPP VT

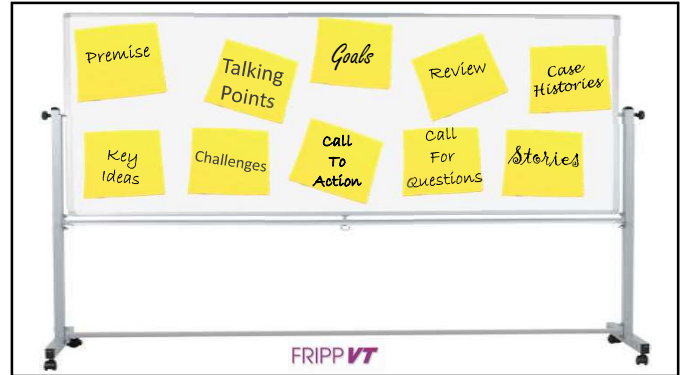
Once upon a time technique
Where were you born?
What did your parents do?
What advice did they give you?

When did you realize the importance of...

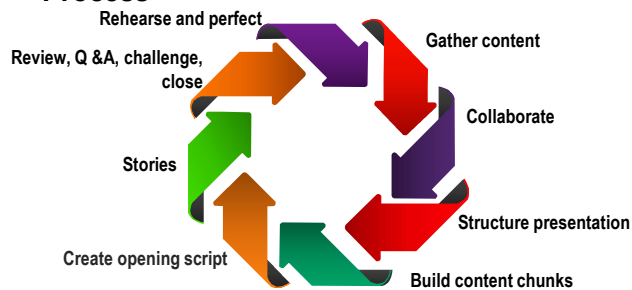
How would you explain that to your...

Who influenced you the most?

The story of your success



Process



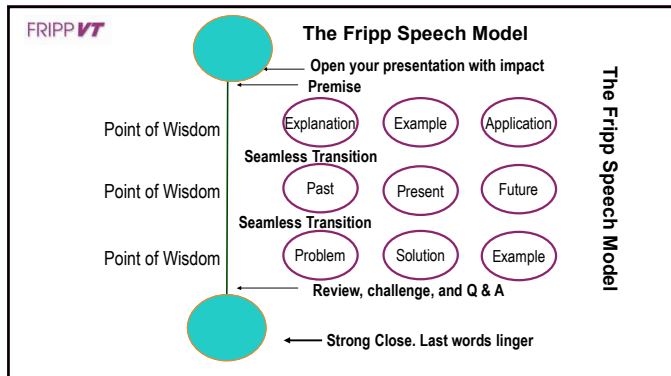
Premise statement. Key idea. Central theme.

Every ...

Can...

Subject of your talk/result

How? 1, 2, 3



FRIPP VT

Rhetorical question based on the premise

Review key ideas

Challenge them to take action /call to action

Circle with the opening

Last words linger



Question

Interesting statistic

Interest you to know ...

Surprise you...

Please you...

Shock you...

Amaze you

Transport your audience

FRIPP **VT**

FRIPP **VT**

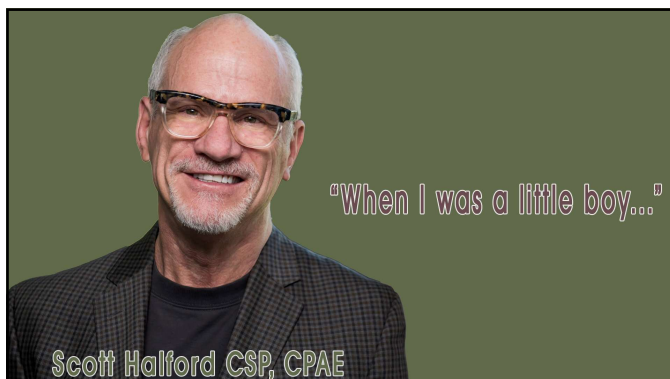
I wish you could have been there...

What would you have done in this situation...

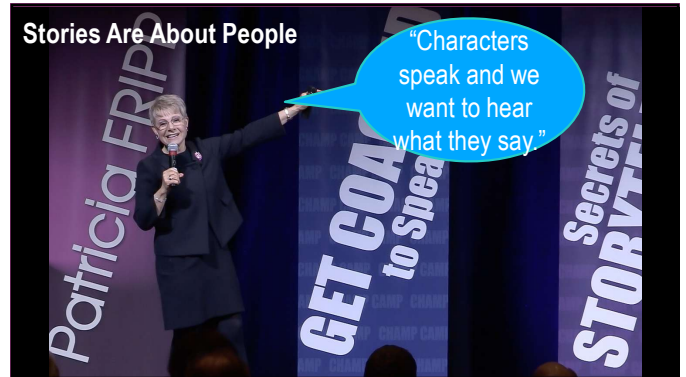
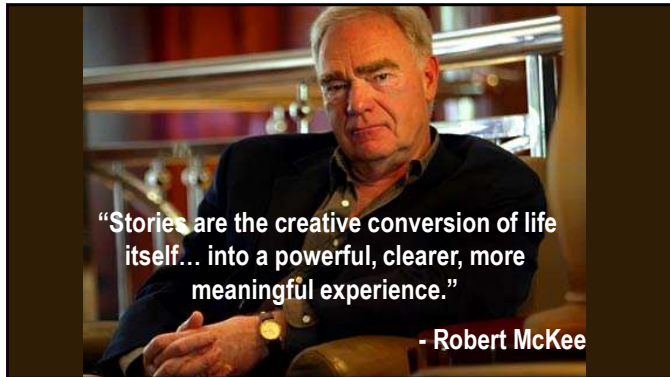
Let's go back to...

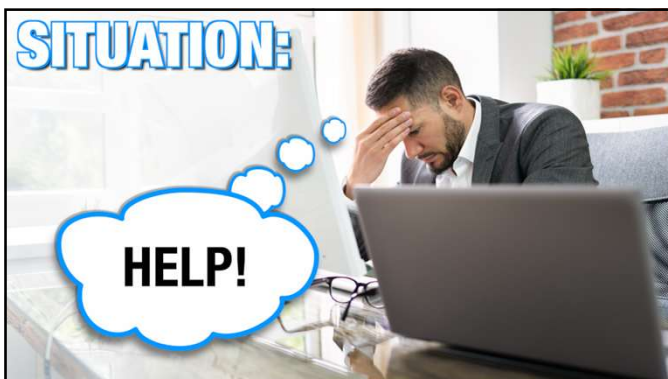
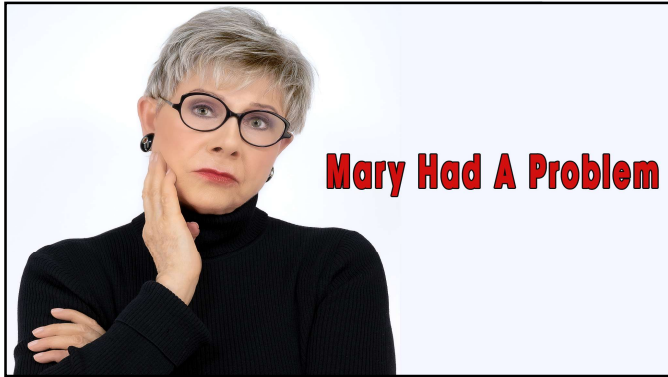
Can you remember a time when...

When I was a little girl...



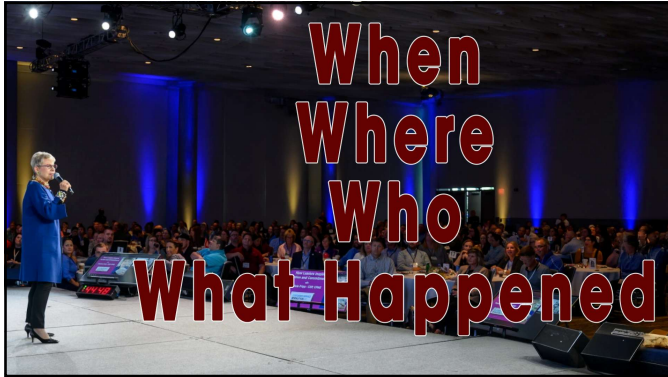
FRIPP VT





FRIPP VT



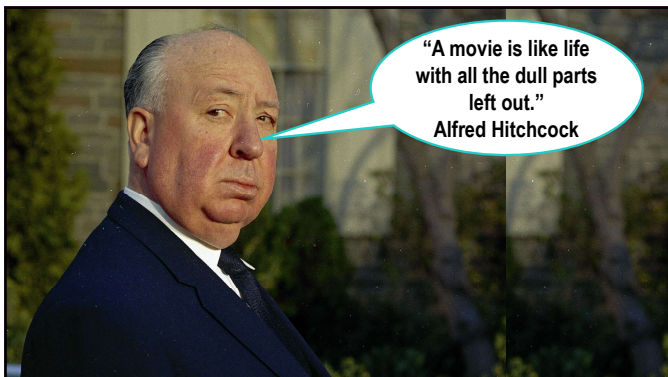


Day in the life...

Something happened...

The result of that was...

The result of that was...



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FRIPP VT

Actually, literally

Basically, simply

Kind of, sort of

Like, you know

Super

Quality of Your Words



Words = \$10.00



Sentences + \$30.00

“Edit an 8-word sentence into 5”
Jerry Seinfeld



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Stand still at the begining

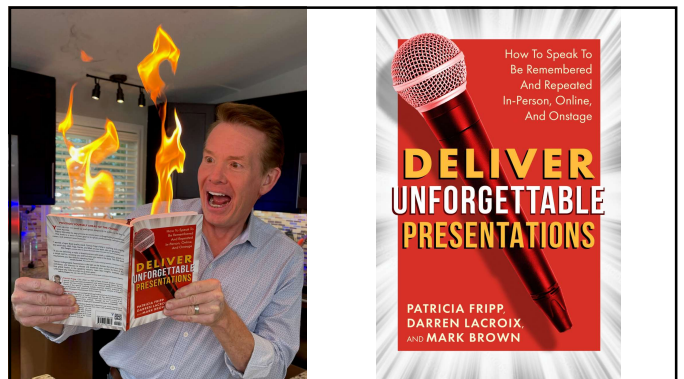
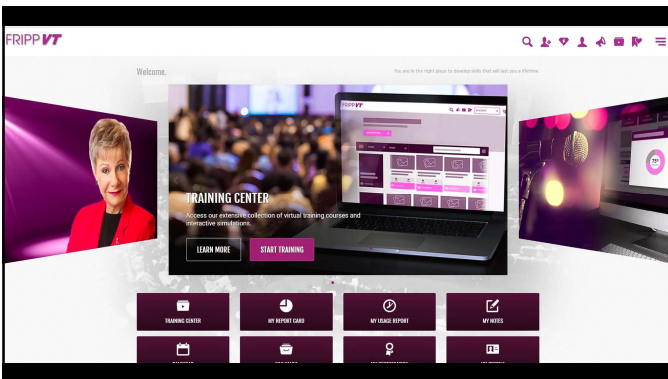
Move: With purpose

On transition

Movement-specific phrase

Relinquish control





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Fripp Special Reports

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