



## **Frippicisms**

### **Presentation Skills**

**Created by presentation expert Patricia Fripp. Designed to help you advance in your career and business.**

If you can stand up and speak eloquently with confidence, or at least stagger to your feet and say anything at all, you will be head and shoulders above your competition.

The first thirty seconds and the last thirty seconds have the most impact.

We use words to communicate; however, our listeners see what we say when we use visual words.

Specificity builds credibility.

If it were not a “thing,” what would it be?

If you can’t weigh it, don’t use the word “tons.”

Stuff is rubbish and debris; remove it from your language until a turkey is involved.

Fruits and vegetables come in bunches, ideas do not.

Nothing will position you ahead of the crowd as much as becoming a powerful, persuasive presenter.

Rehearsal is the work; performance is the relaxation.

Stories are about people and what we can hear them say. Deliver the dialogue, do not report on the dialogue.

Once you have your presentation, internalize it so that your words fall flawlessly from your lips.

Focus on who the audience is. It is all about the audience.

The purpose of your opening is to arouse interest in your subject.

Being predictable is boring.

Your audience will forgive you anything except being boring.

Your last words linger.

Speak to be remembered and repeated.

When your message is memorable, you are speaking to the audience of your audience when they repeat your ideas and examples.

Your speech structure frees you; it doesn't freeze you.

Security is knowing your lines.

Every presentation is built around a premise or big idea.

Visual aids are "visual" and "aids." Not a scripting tool.

We need to connect to our audience intellectually and emotionally.

No matter what position you are in, and what industry you are part of, the best presenters gain a competitive edge.

It never ceases to amaze me that intelligent, well-educated, and ambitious professionals frequently overlook developing the number one skill guaranteed to position them ahead of the crowd.

Does public speaking terrify you? Most likely, it is because none of us want to look, feel, or sound stupid in front of others.

No, you are not a terrible public speaker. You are an untrained speaker. Stop telling yourself, "I am a terrible public speaker." You are reinforcing what we are going to change.

How do you expect to be good at what you have not focused your attention on?

To become a powerful, professional-sounding presenter is not rocket science. Just more complex than you realize. Get help!

Outside the privacy of your own home, all speaking is public speaking.

Any ambitious professional who is willing to make a commitment to speak well, can, with the right help and guidance. Take a trial of FrippVT.

Everything we do and say adds to, or distracts from, our message.

Each presentation we deliver increases or lowers our reputation and credibility.

When we develop the ability to speak in a clear and concise way, our message will be remembered and repeated.

When we deliver our message well, we are speaking to the audience of our audience as our ideas and suggestions are repeated.

Great presenters have a competitive advantage at every stage of their careers.

There are three parts to every presentation.

- First, your content; what it is you are going to say.
- Second, make your message easy for you and your audience to remember; you need a simple, logical structure as the framework for your words. This is what I call the skeleton under the flesh of your words.
- Third, your delivery, which includes your eye contact, quality of your voice, pauses and inflections, and how to move and gesture. All while remembering what you intended to say.

A presentation is not a conversation. A great presentation is delivered conversationally.

The written word is for the eye, the spoken word is for the rhythm.

Speak in shorter sentences; one idea a sentence.

Your pauses are important for you to breathe and for your audience to think about what they have heard.

Once you know what you are speaking about, and the purpose of your presentation, your next question is, who is your audience?

The structure is the framework of your presentation; consider it the skeleton under the flesh of your words.

The secret of being able to connect to your audience is to look at your message from the audience's point of view.

Understand the makeup of your audience by interviewing representatives, and quote some of them in your presentation.

You never want to hear, "She knows her subject; however, she has no idea who we are."

Eye contact is essential to create an emotional connection.

Your thought process begins much earlier than your preparation.

It is never too early to begin to plan for an important presentation.

The purpose of your opening is to arouse interest in the subject.

You have thirty seconds to immediately command the attention of your audience.  
Don't waste it.

Certain speech openings captivate, mystify, and create an emotional bond that keeps an audience in the palm of the speaker's hand.

Everybody loves a good story, and that is their power.

Wise leaders, sales professionals, and ambitious professionals do well to develop an arsenal of great stories that provide clear, dramatic examples.

Good stories help differentiate us from our competition.

Good stories that are interesting, memorable, and illustrate your message can inspire and motivate, train and teach, convince and persuade.

Stories are about people, and we like to hear them speak.

The best way to perfect formal presentations is to improve your everyday conversations.

Practice does not make perfect. It makes permanent.

All fuzzy, clumsy, and unclear language will destroy your credibility and your claim to professionalism.

Nobody knows how you feel. They only see how you act.

If you turn the sound up and the lights down, your audience thinks they cannot hear you.

When you sound the same as everyone else, you have no advantage.

**Presentation skills expert Patricia Fripp gives you permission to use her Frippicisms in your presentations, PowerPoint slides, and articles as long as full credit is given.**

When your message must be memorable, your presentation powerful, and your sales successful, Patricia Fripp can help.

As a presentation skills expert, *Kiplinger's Personal Finance* wrote, "Learning presentation skills from Patricia Fripp is one of the best ways to invest in you." She is the author of three books and co-author of another three. Patricia has been named "One of the Top 30 Women in Sales" and "One of the Top 30 Global Communication Gurus." She is the co-author of *Deliver Unforgettable Presentations*.

Her coaching clients include sales teams, engineers, executives, and professional speakers.

Her online learning platform—FrippVT *Powerful, Persuasive Presentations*—is embraced as a "must-have" by speakers and companies worldwide.

To become a great speaker easily, conveniently, and quickly: Take a trial  
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