



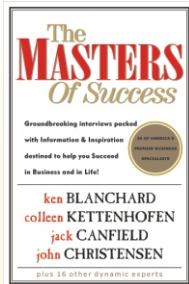
Colleen Kettenhofen

International Speaker, Trainer, Author

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www.ColleenSpeaks.com
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12 New Important Tips in 12 Seconds

written by Colleen Kettenhofen



Colleen Kettenhofen

International speaker, author and motivator is to be featured in a new book called

The Masters of Success.

It features **Kettenhofen** along with best selling authors **Ken Blanchard** (*One Minute Manager*) and **Jack Canfield** (*Chicken Soup for the Soul*). Each of these well-known speakers and authors share their strategies for success in frank and intimate interviews.

Call today & make **Colleen Kettenhofen** your next keynote, breakout session or seminar speaker!

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Colleen specializes in:

- communication
- presentation skills
- conflict management
- wellness & life balance
- motivation & success
- leadership development
- management skills

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1. Stand up. According to a University of Minnesota study, if you stand while giving the presentation and use good visual aids (more on that later), your audience, prospect or client is 43% more likely to be persuaded. This same study concluded they will be willing to pay 26% more for your product or service.¹
2. According to a University of Wisconsin study, learning is improved by up to 200% with good visuals. Studies at Columbia and Harvard found retention is enhanced up to 38%. And according to a Wharton School of Business study, time taken to explain difficult and complex subjects is reduced 25% to 40%.²
3. Invest in public speaking courses. According to a Lamalle report on executives earning over \$250,000 in the 90's, the main factor in achieving success was effective communication skills.³
4. Use graphs for sales figures or sets of numbers showing a trend over a period of time. Graphs are "pictures" that increase retention and comprehension. Remember, no more than two or three lines on a graph. Use pie charts for market share, budgets, expenses analysis, income sources and the like.
5. Start and end your presentation with the lights fully on. The opening and close are the two parts of your presentation the audience remembers most. The focus should be on you.
6. Podiums and lectern beware! By "hiding" behind a podium or lectern you cut out 55% of your nonverbal communication or body language. Podiums and lectern act as a barrier between you and your audience. Always stand out in front of a table, podium or lectern unless showing a visual aid or quickly reviewing your notes.
7. Use a lavalier mike if you have over 35 or more audience members so you can freely move around. It's also effective for small groups if you're competing with high noise levels. In Anchorage, Alaska in 1999, I remember training approximately 25 people. Next door there was a convention going on with people chanting, laughing and singing! Luckily, I'd brought my microphone just in case.

(continued on next page)

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8. Color increases comprehension 73%. Still, limit your colors on each slide to two or three. Any more is confusing and takes away from your message.
9. Avoid slides with yellow, pink or orange print. They don't show up well. Dark blue, black or any other dark color is better. White is ok with a darker background.
10. Red stands for Warning, Stop and Danger. When you have slides or write on a flip chart, only use red to indicate problems, your competition, stopping and the like.
11. When you click a slide on the screen, allow for a few seconds of silence before you speak. It helps the message to sink in. Not to mention when you pause, it adds drama.
12. Stand "center stage" when making your most important points. Right in the center of where you're speaking. It signals nonverbally, "listen up, I'm about to share an important point."

February 27, 2005

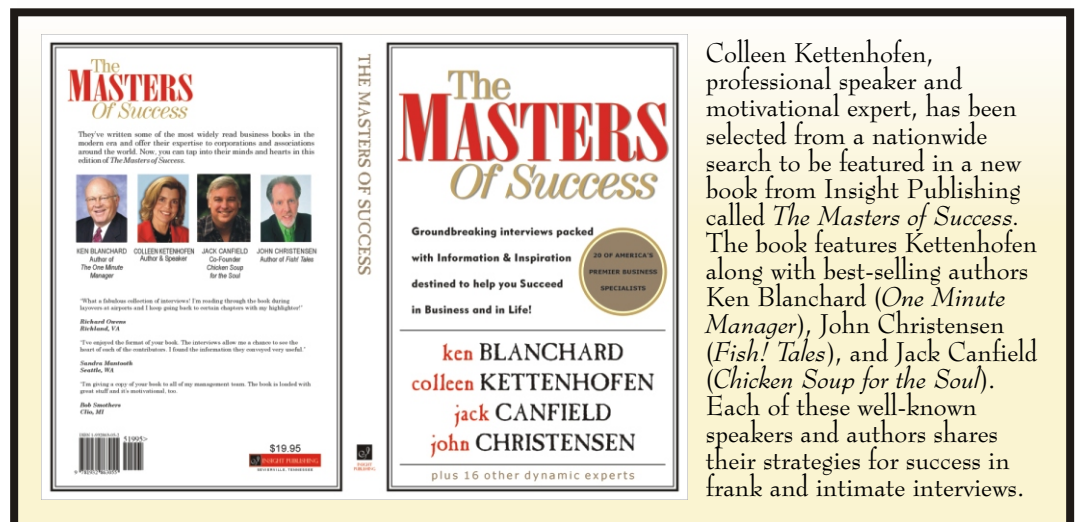
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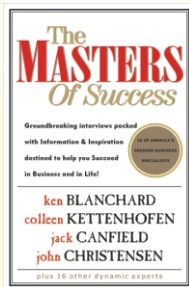
¹ David A. Peoples, *Presentations Plus*, New York: John Wiley & Sons, 1992, page 3.

² David A. Peoples, *Presentations Plus*, New York: John Wiley & Sons, 1992, page 6.

³ David A. Peoples, *Presentations Plus*, New York: John Wiley & Sons, 1992, page 9.



Colleen Kettenhofen, professional speaker and motivational expert, has been selected from a nationwide search to be featured in a new book from Insight Publishing called *The Masters of Success*. The book features Kettenhofen along with best-selling authors Ken Blanchard (*One Minute Manager*), John Christensen (*Fish! Tales*), and Jack Canfield (*Chicken Soup for the Soul*). Each of these well-known speakers and authors shares their strategies for success in frank and intimate interviews.



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