THREE STEPS TO MAKE YOUR

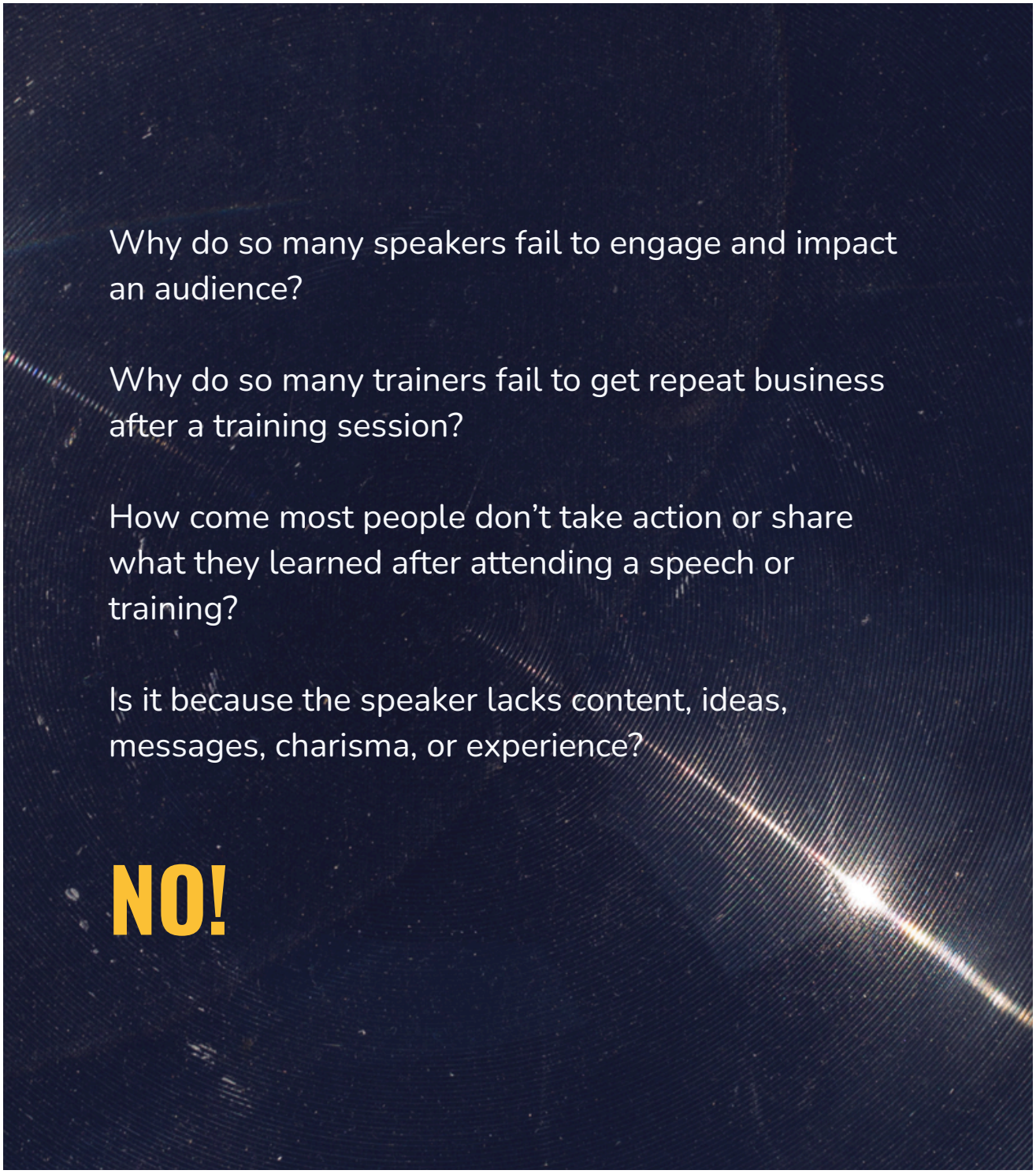
MESSAGE

MORE

MEMORABLE, SHARABLE AND IMPACTFUL

AS A SPEAKER AND TRAINER

JON GORDON
CERTIFIED



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The reason that most speakers and their presentations fall flat is because **they don't know or use the simple formula that makes your message more memorable, shareable and impactful.**

This formula has helped many speakers and trainers I've taught make a living and a greater impact doing what they love. I've taught this formula to speakers and trainers who are now making hundreds of **thousands of dollars a year.** I've also taught it to new speakers and trainers who join my team with amazing results.



When speakers and trainers use this formula they engage their audience in a meaningful way. Their presentation is memorable and shareable which leads to more referrals and more repeat engagements.

They also get their participants to take action which leads to a greater impact and results.

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This formula is very valuable and in the past I've only shared it with those who join my certified team of speakers and trainers but now I'm sharing it with you because I know how much it will impact your talks and presentations and help you to make a greater impact.

> *My mission is to develop positive leaders who make a positive impact in every **business, school, team, organization and community** to create a more positive world.*

AND IF YOU ARE READING THIS YOU ARE NOW PART OF THIS MISSION.



So let's now dive into this simple, powerful formula so you can make your message more memorable, shareable, impactful... and valuable.

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THE FORMULA:

PRINCIPLE. STORY. APPLICATION (PSA)

You begin your presentation with an introduction and you close your speech with a strong close.

In between you structure it with the PSA Formula. Principles, Stories and Applications.



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PRINCIPLE:

You start by sharing a principle such as *Positive Leaders lead with optimism and belief or The Best are always Striving to Get Better or Forgive Fast to Grow Sooner or Don't Let Old Battles keep you from New Victories.*

STORY:

After you share the principle and explain it you then share a story that brings your principle to life. People don't remember bullet points, research or content. They remember stories and by sharing a memorable story that connects the principle to your message and your audience, you will engage them and get their attention. The human brains are wired for stories and for thousands of years stories are how we have passed down and taught history, lessons and traditions. The better the story and the better it's told the more it will be remembered and the greater the impact it will have.

New speakers often have a misconception that they don't have stories to tell or that people won't care about their stories, but the truth is everyone has great stories that contain meaningful lessons. You just have to reflect and think about how you learned the life lessons you did.

For example when sharing a principle such as Positive Leaders lead with Optimism and Belief I'll share a story about how I was negative and ruining my life and my marriage.

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STORY:

This led to me seeking ways to be more positive and I learned the power of optimism and belief. Or I might tell a story about a leader I worked with and how their optimism and belief transformed their team and organization.

The great thing about the PSA formula is once you have your principle you can tell different stories to bring the principle to life. My team and I love helping people identify and tell their stories. With a solid principle and a great story you are on your way to a great presentation.

APPLICATION:

After you tell your memorable and meaningful story you share with your audience how it applies to them and how to apply it.

If I'm talking about leading with optimism and belief to sales leaders I'll share how this applies to their sales team. If I'm talking to teachers I'll share how this applies to their students. If I'm talking to coaches I'll share how this applies to their players. And then I'll share a way they can apply it and put the principle into action.

For example I'll tell them to stop listening to their negative thoughts and beliefs and start talking to themselves with positive thoughts and beliefs that FUEL them. Then I'll share ways to feed the positive, uplift their mind, encourage themselves and to love it instead of fear it.

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PUTTING IT ALL TOGETHER

If you are giving a short 5-minute talk you likely will only include one principle, one story and one application. If it's a 20–30-minute talk you likely can include 3 principles, 3 stories and 3 applications. If you are doing a few hour training you will likely share multiple principles, stories and applications.

PSA gives you a simple structure and process to create your talks and workshops that are memorable, sharable and impactful. In following this simple, powerful formula you'll have; confidence knowing principles you are going to share, fun telling your stories and conviction that your audience will see results if they apply them.



When you master PSA, your presentations will become memorable, sharable, impactful and very valuable.

For example, with our certified speakers and trainers we give them frameworks with a set of proven principles to teach and help them identify and tell their own great stories and then we provide exercises and applications that we know work. The process is proven, the results speak for themselves and the impact is incredible!

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I’m excited about the future presentations and messages you are going to share and the amazing impact you are going to have. I look forward to hearing how it goes by using PSA!

Lead Positive,

JON

P.S. If you are interested in joining my team of certified speakers and trainers, we would love to help you grow with your message and impact. Visit here to get on a call and tell us about your goals.

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STEPS INTO WHAT'S

POSSIBLE

You've just learned a simple framework to make your message more memorable, sharable, and impactful. If you'd like help applying it, refining your message, or finding opportunities to speak, train, and make an impact...

Take the Next Step:

WWW.JONGORDON.COM/PSA

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