

258: How to Communicate with Impact

10 Point Checklist

Pat Quinn

Want to gain as much knowledge as possible out of Get Yourself Optimized? Read on below for a **10 point checklist** that gives the next, real steps you can take for introducing these insights and optimizing your life.

Get **YOURSELF OPTIMIZED**

HOSTED BY **STEPHAN SPENCER**



“When the audience is nodding in agreement, they are on the journey with you.”

PAT QUINN

10 STEPS YOU CAN TAKE TODAY

**Want to take charge of your health, wellness, and success?
Here are 10 steps that can move you closer to your goals – today.**

- Know who my target audience is and what their problems are. This will help me approach them with solutions I can solve.
- Speak in my audience's language to help them best understand my message. Building a good rapport will help me get important points across.
- Embrace the mantra “sell them what they want but give them what they need.” Ensure my sales pitch provides high-value assets to my audience.
- Be ordinary, be extraordinary, and show my “why.” These are the 3 things I should cover in the first 5 minutes of my presentation.
- Sharpen my storytelling skills but don't overdo it. People respond better to stories that they can relate to but they will know if someone's bluffing.
- Film the audience during my speech to watch their reactions. Evaluate at what points they respond the most and the least to my message.
- Create a speech roadmap to let my audience know what's in store for them. Make them aware of the bigger picture to help them stay engaged.
- Summarize key points at the end of my speech so that my audience will have key takeaways.
- Give the audience my best material. If I give them high value strategies for free, chances are they are going to want to pay to get more from me.
- Make it a goal to improve people's lives through speaking. Focus more on helping and not selling.

To view the transcript, resource links and listen to the podcast, visit:

<https://www.getyourselfoptimized.com/how-to-communicate-with-impact-with-pat-quinn>