

Make Them Listen. Make Them Care.

How to always speak about what the audience cares about.

2 Steps:

1. Focus on what **they feel**, not what **you want**
2. Be Emotionally Specific. Think of **one person**

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Speak On What Your Audience Feels

Stop thinking about **your goals**.
Start thinking about your **audience's feelings**

Ask these 4 questions to make this shift:

What Do I
Want?

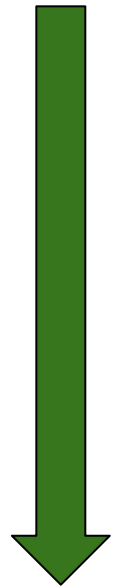
What Do I Feel?

What Do They
Want?

How Do They
Feel?



Acknowledge your goals & emotions on the topic.
Then your brain will let you put them aside for now.
It now trusts you will take care of them later 😊

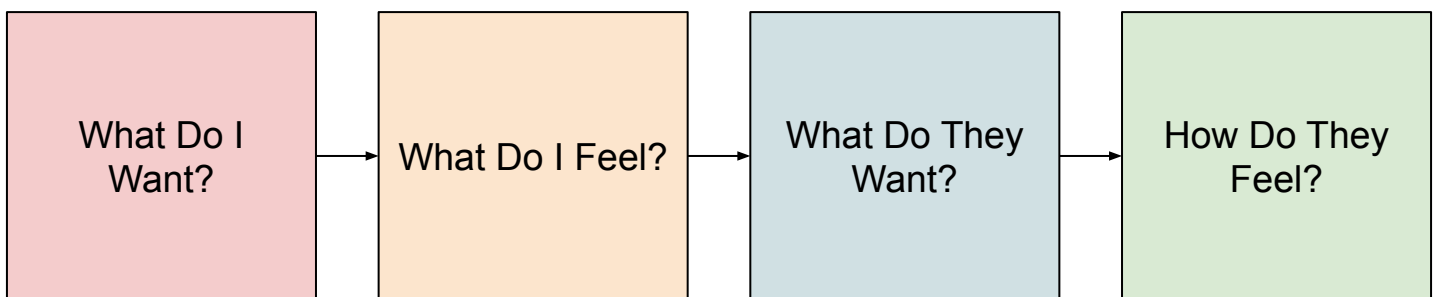


When you know their feeling, you will connect
with it
That connection will let you speak on it.
You will talk about their why, effortlessly.

Speak On What Your Audience Feels

Example

A personal trainer pitching his meal plan service



What do I want? - I want this presentation to convert to sales

What do I feel? - Afraid I won't be seen as a health expert

What do they want? - To gain muscle and lose fat

How do they feel? - Frustrated with how long it takes to tell if something is working

Audience' Emotion Still Unclear? Imagine One Specific Person

Specific = Emotion

- Who have you helped with this?
- Who have you heard of struggling with this?
- Who have you heard of succeeding with this?

Pick the person you are closest with.

You'll feel it more.

Imagine how **that** person felt.

Example

Don't:

"Creators feel frustrated about monetization."

Do:

"My friend Chris was so embarrassed about still having his day job, he tried to never talk about it."

Put It Into Practice

Game Day Checklist:

1. How does one person I know feel about this?
2. Put emotion in your first sentence

**Relax the rest of your presentation,
you've already nailed the most important part!**

Questions? Want to dive deeper?

Video Tutorials:

<https://www.youtube.com/@EthanSmith>

Book a free discovery coaching call:

www.ethansmithcoaching.com