

# Closing the Gap

## Adam's Personal Public Speaking Blueprint



## Essential Tips for Speaking with Impact *Virtually & In-Person*

ADAM'S BLUEPRINT IS THE PERFECT PLACE TO START IF YOU'RE READY TO  
LEARN HIS TRULY UNIQUE AND EFFECTIVE APPROACH TO SPEAKING.

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# Your First Step Toward *Closing The Gap*

Thank you so much for downloading *Closing the Gap: Essential Tips for Speaking with Impact, Virtual & In-Person*. My team and I are excited for you to start this journey and take your next steps forward towards being an even more highly effective, heart-centered and engaging public speaker.

Few would argue that speaking skills are critical success, especially in this virtual age. If you're a business leader, honing your narrative is essential for buy-in of your vision. Or perhaps you're looking to secure investor funds which requires meaningful engagement and impact. Maybe you have an "idea worth sharing" with the world and aim to be on a TED stage. You might even want to up-level your virtual meetings. Regardless of your goal, learning the art and science of effective speaking is one of the most important tools to get you there.

If you're interested in improving your communication and speaking skills beyond this first step, our Get TED Ready Speaker Masterclass may be perfect for you. You can learn more at ...

[AdamMarkel.com/GetTEDReady](https://AdamMarkel.com/GetTEDReady).

In the meantime, this guide is the perfect place to start to learn a truly unique and effective approach to speaking. While delivery mechanics and content are important, heart-set is paramount. We share with you tools like the key principles of creating Heart Space, powerful templates, and tips for virtual talks to help you create a greater understanding around how you can ...



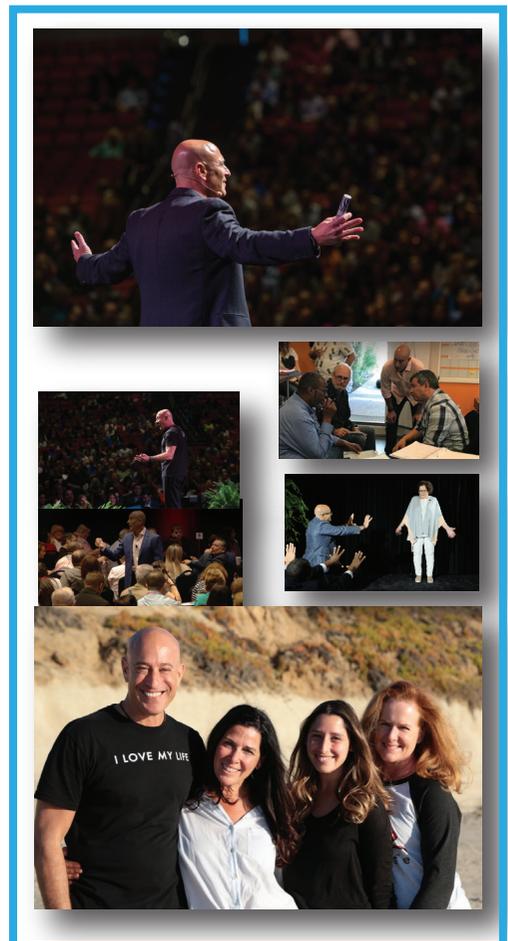
Finally, we believe that Speakers are Teachers and Teachers are Leaders. This is an essential part of the journey, as your speaking is no longer just about you. It's about being a leader and positively impacting others. When you start to see yourself as a leader versus a speaker, big shifts can happen! We've seen it thousands of times with the students and clients we've mentored.

We are here for you 100%! If you have questions about the guide or need any assistance at all, just email us. Please keep us posted on your journey as you get started and move through this guide.

We believe in you!

*Always follow  
your HEART!*  
Adam

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# The Importance of Storytelling

Before we dive into the minutiae, one principle in particular deserves highlighting: **the importance of storytelling in all forms of speaking, business and life.** I often share this article in my keynotes and workshops in the corporate space, as I believe it conveys a perspective that has been missed for too long:

<https://technologyadvice.com/blog/sales/the-importance-of-storytelling-in-growing-your-business/>

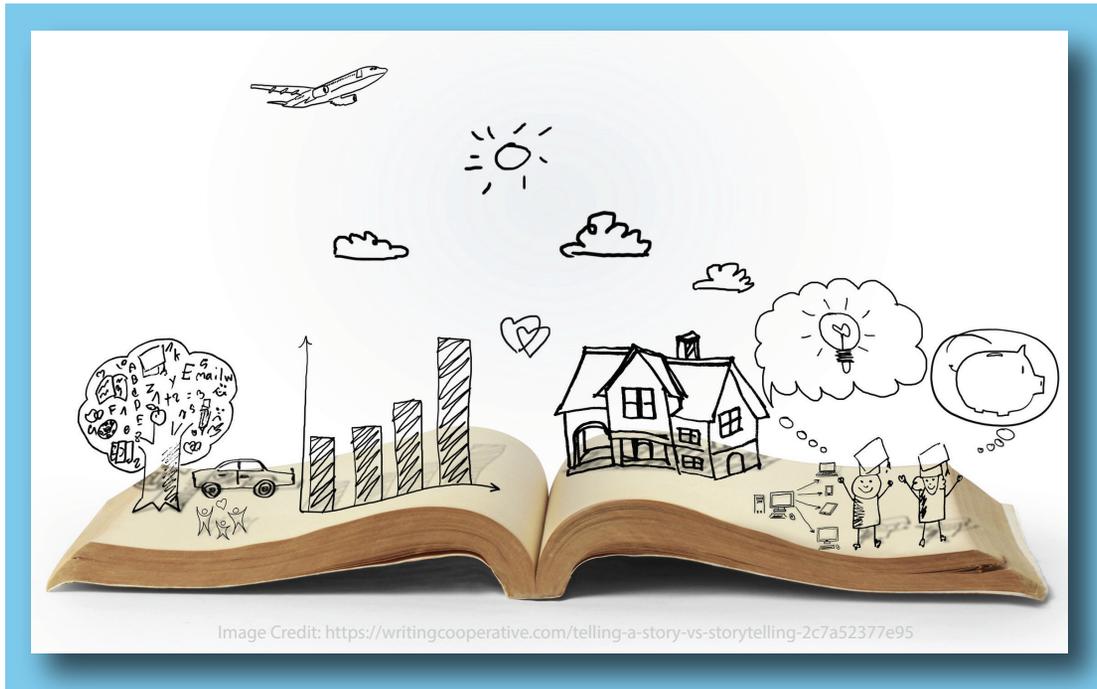


Image Credit: <https://writingcooperative.com/telling-a-story-vs-storytelling-2c7a52377e95>

Your ability to craft and communicate a narrative, whether it be your own personal narrative or that of your company, is key to effectively connecting with others.

And connection is what makes an impact.

We've seen it time and time again with our students - telling a powerful story is the number one way to close the gap and truly connect and engage. That is the hallmark of a great speaker.

Storytelling is not only a skill area to focus on, it's a mindset shift. Just like thinking of yourself as a leader versus a speaker can enable you to shift from a focus on yourself to focusing on others (or from your head to your heart as we sometimes say), recognizing and appreciating the importance of storytelling can shift you from a content focus to an experience focus. This can make all the difference in your impact.

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# Key Principles Of Heart Space Enrollment

Truly effective public speaking that engages 100% of the audience and moves people into action requires what we call Heart-Space Enrollment. Below are the fundamental principles that, when incorporated into your speaking will result in a massive impact.

For more information and details on our programs and services, contact us at [Team@AdamMarkel.com](mailto:Team@AdamMarkel.com)

## 1 Create A Sacred Space

This is foundational and core to you standing out as a powerful and transformational speaker. This means setting proper agreements in the group and setting up a proper context for your time with the audience! For example: "Can we all agree to be on time, present, and turn our phones off?" "Can we all agree to confidentiality, so that anything shared in the room stays here?" Making sure everyone is on the same page, respecting the space and in it together is very important!

## 2 Acknowledge Yourself As a Speaker, Teacher, Leader

Your speaking isn't about you... it's about the people that your message is intended for. Always remember that you are not just speaking about something, but you are also teaching and leading others.

## 3 Make Being In Relationship The Intended Outcome

We believe in building meaningful and authentic relationships with the people in your community. The more you can connect with the people in your audience, the more effectively you will engage them and keep them involved the entire time. Your goal should not just to be to sell to people or to 'close a deal,' but instead to open relationships and create meaningful connection.

## 4 Meet Everyone Where They Are

It's important to remember that everyone has different experiences, beliefs and goals, so it's important to check-in with people and not dive in to things too quickly. Ideally you create a gradient in your speaking (for example: you don't throw people into the deep end of the pool first. You first walk them through the shallow end!)

## 5 Let Go Of Ego/Agenda In Favor Of Genuine Care For Another

If your goal is to be a transformational speaker and leader then it's important to remember that your speaking is for others and not solely focused on building your ego, wallet or email list. It's truly about connecting with others and sharing your message with people who need to hear it.

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## 6 Be Authentic & Vulnerable

When you model authenticity and vulnerability as a leader you show others the way. People more easily connect with you, trust you and will be more willing to share with you. Your authenticity and vulnerability opens the door for others in your audience to do the same. Where you hold back, they hold back.

## 7 Invitation (CTA) - Enthusiasm / Intensity / Heart

These 3 things (Enthusiasm, Intensity, Heart) are essential keys during your invitation for people to take action. You want to do your best to cycle through all of these things to really connect with the audience and inspire them to take action. Enthusiasm is all about your passion, excitement and inspiration. Intensity is all about your dedication, focus and honesty. Heart is all about coming from love, sharing openly and being authentic.

## 8 Aim For 100% Enrollment, 100% Of The Time

This is about leaving no one behind, engaging with everyone and creating a connection with your entire audience. You can easily do this by asking the audience questions! Here's an example: "How many of you are women?" "How many of you are men?" "How many of you won't raise your hand no matter what I ask?" ;) You get every one to raise their hand - aka - 100% enrollment, 100% of the time. Remember - the goal is NOT to get everyone to agree or answer the question the same, but to have everyone answer authentically and be engaged!

## 9 Use a Powerful Feedback Loop

Feedback is everything and is critical to you becoming the most effective and engaging speaker possible. The more feedback you receive, the more you can grow and the more you can grow the more powerful you will be. Ask for feedback from your participants, from the meeting planners and anyone that is listening. Also remember that feedback is not criticism, it's new perspective and it's an opportunity for you to grow, which is a must if you truly care about others getting massive value from your talks.

## 10 Variance Is Queen

Nothing's worse than a boring speaker! Variance is critical for being a speaker that engages and hooks the audience from start to finish of their talk. Some examples of variance are: tone of voice, body movements, volume of voice, emotional range and more.

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# Tips for Impactful

## Virtual Talks

The things that make someone a successful in-person speaker are equally, if not more, important for virtual events. Below are our top tips for making your talk stand out in a virtual setting.

### I. Container

“Context is King AND Queen”. Creating a safe and engaging container, or context, for every talk, whether high-stakes, meeting or investor pitch, is crucial. This is the first step in engaging your attendees and connecting with them.

### II. Heart Space

What will set you apart from other speakers is coming from your heart instead of your head. This may seem intangible yet there are many things you can do to create heart space for your talk, including setting an intention upfront and expressing gratitude.



**Video Tip | Communicate Through The Heart**

[Click here to watch this video tip from Adam](#)

### III. Engagement

Engagement is important so that your attendees will be more present and connected and will therefore learn faster and retain more of what they learn. This is even more critical given all of the distractions available in the virtual world. Techniques like asking questions, integrating state changes and processes and exercises will increase engagement.



**Video Tip | 5 Minute Rule**

[Click here to watch this video tip from Adam](#)

### IV. Multi-Sensory

Plan to engage all of your audience’s senses to enhance their experience. One of the benefits of virtual technologies is the ability to utilize tools like slides, polls, video/audio, etc. Use them!

V.

## Integration

Integration is the process of taking something you've learned, reflecting on it and applying it to something tangible for you. It's often difficult to find the time, especially at an event, to review your notes or reflect on something. Giving the audience an opportunity to integrate what they learned will enable your talk to have an even greater impact. It can be as simple as giving them 1 minute at the end to write down their 3 takeaways from your talk/meeting or asking them to commit to one action as a result of the content.

VI.

## Variance

As a speaker, once you are predictable to the audience, you become boring! Utilizing all the different aspect of variance will keep your audience engaged instead of checking social media. The different variance levers you can employ are things like vocal variety, your physicality, "importantizing" critical points, pausing, emotional range, humor and state changes.



**Video Tip | Using Variance for Impact**

Click here to watch this video tip from Adam

VII.

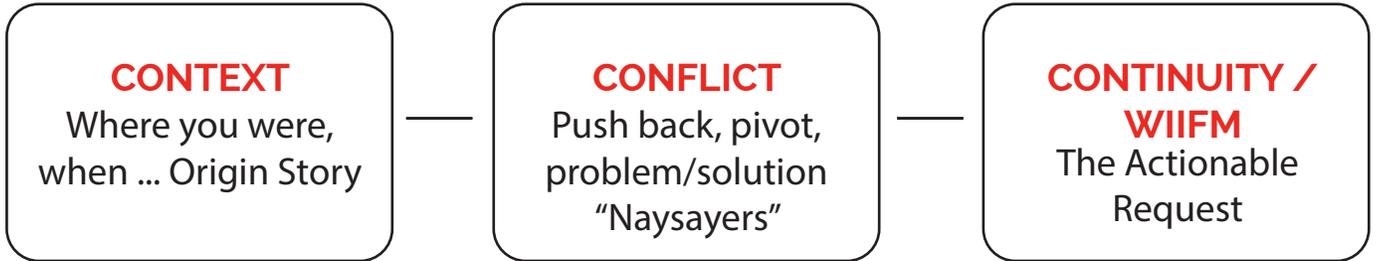
## Sequencing

Another benefit of virtual is the ability to breakup up your content into more manageable modules for delivery at different times. It's much easier to get people on-line for 30 minutes at a time for more than one session than it is to get people physically together multiple times. Chunking up and spreading out your content will enable your attendees to focus more and therefore learn and remember more.

# Talk Structure

## The 3 C's

Whether crafting a TED talk, investor pitch, or sales presentation, a sure-fire structure will include these essential components.



CONTEXT

Handwriting practice lines for the CONTEXT section, consisting of four horizontal dotted lines, each starting with a diagonal slash.

CONFLICT

Handwriting practice lines for the CONFLICT section, consisting of four horizontal dotted lines, each starting with a diagonal slash.

CONTINUITY

Handwriting practice lines for the CONTINUITY section, consisting of four horizontal dotted lines, each starting with a diagonal slash.

# The Essential Speaker Kit

## Checklist

Showcasing and promoting yourself is one of the most critical tasks to undertake. Having these essential items readily available will impress meeting planners and be sure to get you to the top of the candidate list.

- 1** A Sizzle Reel Highlighting Your Style & Key Content and Video Clips of Key Messaging Points / Talk Topics (Include content from any virtual talks - Broll and/or short clips.)
- 2** Testimonials (Video & Written) from Both Event Organizers & Participants
- 3** Client List (With References Recommended)
- 4** Speaking Topics List/Programs & Abstracts for Key Talks (Highlight which topics are available as virtual programs.)
- 5** A Speaker "One Sheet", Including a Concise Statement of Your Positioning as an Expert & Thought Leader (Include what makes you stand out as a virtual presenter too.)
- 6** A Long & Short Biography

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- 7 Links to Interviews & Articles
- 8 Photographs: A Headshot In Different Sizes & Resolutions and Images That Show You In Action and With the Audience
- 9 A Written "Introduction" to Introduce You to the Audience
- 10 Speaker Fee & Expense Sheet  
(Include both a virtual and in-person fee structure.)
- 11 (Optional and Recommend) Suggested Interview Questions and/or Discussion Angles - (Dependent on Talk)
- 12 (Optional and Recommend) A Music Selection to Play After Intro

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# The Essential Keynote

## Outline

Just like the principles of Heart Space Enrollment are fundamental to your speaking, a remarkable speaker incorporates these elements into their keynote for a structure that is even more powerful and transformative.

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### I. Pre-talk ritual and grounding (5 Minutes Before Getting on Stage)

Having a special ritual you do before getting on stage to speak or present is essential. I recommend you create one that takes 5 minutes or less and that allows you to completely relax, get present, focused, and grounded. For example, you could place your hand on your heart and breathe in for the count of 4, hold for 3, and exhale for 4. This will slow your heart rate down and give you an opportunity to connect with your body. In my experience, the more connected you are to your body, the more the audience will trust you and feel connected to your message. Remind yourself... it's not about you, it's about delivering your message in a way that inspires your audience. So take this time and connect!

### II. Greeting / Gratitude

The way you enter the stage or the room sets the tone for your talk. It's important to breathe deeply, smile, make eye contact and plant both feet on the ground. The goal here is to make sure everyone feels welcome and excited to hear from you! I always start by expressing gratitude for people being in the room and then I thank the host of the event for inviting me. This is always a great way to start your presentation! So all you have to remember is... Breathe, Smile, Gratitude.

### III. 2 to 3 Enrolling Questions

An important piece of the process is to engage your audience right off the bat. I recommend beginning your talk with 2 to 3 "enrolling questions" - questions that 100% of your audience will be able to relate to and answer in the positive. This will establish a connection with your audience from the beginning and show relatability. The more able you are to engage your audience, the more effective you'll be as a speaker. Create a list of enrolling questions you can ask your audience throughout your talk to keep them involved in the content. You can ask things like "Who agrees with this?" or "How many of you are excited to be here?". Have people raise their hand and remind them to participate fully. After people raise their hand or answer a question, acknowledge their participation. Examples are a simple "thank you", "wonderful, you're in the right place", or "thank you for sharing".

IV.

**“WIIFM” - What’s In It For Me**

This piece is all about your audience. You always want to establish “what’s in it for them” - why they should listen to and engage in your talk. This is where you tell them what they will learn over the next 45, 60 or 90 minutes (the length of your talk), including the benefits of what you’re going to teach and how it will impact their life, business, health, etc. This is a perfect opportunity to hook your audience, by speaking their language and being clear about how your topic will help them.

V.

**“ETR” - Earn The Right**

This is where you share your unique and authentic story. Your “ETR” is an amazing way to establish your credibility and authority on stage. It’s important to know that this is not the same as your introduction or bio. This is about sharing your story to create connection and trust with your audience. This is an amazing time to share some of your greatest successes, challenges and your BIG WHY for being a speaker or facilitator. Your “ETR” is the space to be transparent, get real and be vulnerable with the group.

VI.

**Acknowledgements to the Audience  
(Thank You, Recognition of Their Courage etc.)**

Acknowledge the audience for their investment of time, money, and energy to be in the room. Share that you understand the requirements and sacrifices to be there and recognize their commitment. Throughout the talk, always highlight positive things that you witness the audience doing, like playing full out, staying the entire time or participating.

VII.

**Suggestology - Call & Response Questions**

This is a powerful technique to utilize throughout your talk. Suggestology is another effective way to engage the audience, keep their focus, and have them participate in the discussion. You can do this by having them “fill in the blank” or do a “call and response”. For example, if you are teaching about health habits, you could say something like “An apple a day keeps the \_\_\_\_\_” and then indicate to the audience to fill in the rest of the statement. Again, this is a powerful strategy when put into action, so come up with a few places in your talk where you can use it.

VIII.

**Data Delivery / Content**

This is the core of your talk... your message! Your content is the heart of your presentation - where you teach, inspire, empower, and educate your audience on your topic. In my opinion, you must hit the audience’s pain points and then offer a solution that’s unique to your business or expertise. Don’t forget to ensure you stay clear on your message, avoid digressions that talk you too far off topic, and check-in often with your audience to ensure their understanding. Another important tip is to be aware of your timing. It’s easy to spend too much time on one area and/or run over your time. Absolutely practice your talk to ensure you can keep it tight and within the timeframe allotted.

## IX. Writing Exercise / Partner Share / Debrief

I highly recommend including interactive exercises in your talk. From my experience, accelerated learning techniques like this help people integrate their lessons more quickly and remember more of what they learned after the talk. These exercises are also important for creating engagement through participation with, and among, your audience. A few examples for you to consider: Have your audience reflect on what their biggest learning was from a section of your talk. Then, have them partner-up with the person next to them to share this takeaway. You can also have a few people raise their hand to share with the entire audience. This is a potent way to get your audience integrating what they've learned which ultimately makes your talk even more effective and memorable.

## X. Conclusion

This is the perfect way to sum up what you've taught and review what they've learned during your talk. The more clear, concise, and strong your summary can be the better! This is a way to remind people of all the lessons they learned and value they received from your time together. Be sure to go slowly so people can take notes and actually let the teaching sink in. Remember, the last thing you say is what people will remember!

## XI. "Invitation" - (Call to Action)

This is the all important "Call To Action". This is where you invite your audience to some small action step for your audience to take. I recommend sharing an action that can be done fairly quickly and easily AND that will get your audience closer to their end goal. For example: If you're telling them to join your Facebook Group, make it easy for them by creating an easy to remember link, making a point of having them write it down, or passing out a piece of paper containing the link. Remember, don't make them work too hard here! Pick something easy to complete so they can have a small win right off the bat!

## XII. Ending Remarks / Gratitude

Always close your talk strongly! This is a very important piece as it's an opportunity to celebrate the audience and express gratitude for participating, giving you energy and sticking with you until the end. You should also provide them a way to stay in touch with you and continue their learning journey. I always end with gratitude for the audience, the event organizer, and the space that we created and shared together. This is also an opportunity to close any open loops and make sure everyone leaves the room feeling better than when they entered!

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# The Essential Keynote

## Outline Checklist

- I. Pre-talk ritual and grounding  
(5 Minutes Before Getting on Stage)
- II. Greeting / Gratitude
- III. 2 to 3 Enrolling Questions
- IV. "WIIFM" - What's In It For Me  
(What you're going to teach and why it's important)
- V. "ETR" - Earn The Right
- VI. Acknowledgements to the Audience  
(Thank You, Recognition of Their Courage etc.)
- VII. Suggestology - Call and Response Questions
- VIII. Data Delivery / Content

- IX. Writing Exercise / Partner Share / Debrief
- X. Conclusion
- XI. "Invitation" - (Call to Action)
- XII. Ending Remarks / Gratitude

# Resources For Tips & Inspiration



## Get TED Ready Speaker Masterclass

[AdamMarkel.com/GetTEDReady](https://adammarkel.com/GetTEDReady)

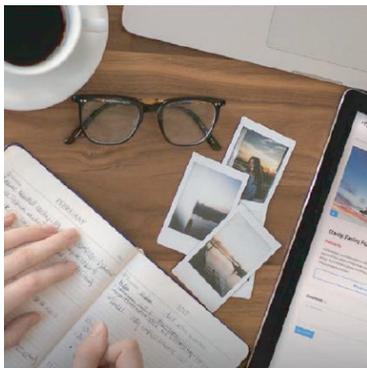
Our Get TED Ready Speaker Masterclass is a series of LIVE VIRTUAL classes, complimented by an optional live IN-PERSON filming\*. The program is delivered by an experienced team and supported by an amazing community. Whether your goal is to deliver a TED or other High Stakes talk, accelerate the growth of your business or simply to become a more confident and impactful speaker, you'll gain tangible tools to catapult your speaking to the next level.. \* Covid restrictions-dependent



## The Conscious PIVOT Podcast

[AdamMarkel.com/Podcasts](https://adammarkel.com/Podcasts)

From entrepreneurship and leadership - to purpose and spirituality - the Conscious PIVOT Podcast is the place for powerful insights, interviews, stories, tools, and actionable advice from people who have successfully reinvented some area of their business and personal life. Gain greater insights to navigate your own pivot, learn how to fully embrace new opportunities, increase your performance, master the art and science of innovation and resilience, and love your life! Join Adam for a much needed dose of energy, HEART and real talk. Let your pivot begin!



## The Official PIVOT Community Facebook Group

[www.PIVOTfb.com](https://www.PIVOTfb.com)

Join our Facebook Community at [PIVOTfb.com](https://www.PIVOTfb.com). Here you'll meet other like-minded and likehearted people who have embarked on their own pivot journeys. Remember, successful change is a team sport! Our community is there to support your forward-moving progress. You'll find even more resources and inspiring words, create accountability partnerships, and contribute to mini-masterminds to keep your momentum rolling.

**LET'S STAY CONNECTED**  
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