

HOW TO CONNECT WITH

any audience

FAST

have audiences eating out of your hand



ELAINE WILLIAMS

A BIT ABOUT ME...

Hi, I'm Elaine!

For years, I've been helping people overcome the obstacles that are keeping them from being funnier, more authentic, more **engaging and confident speakers**.

Honestly, I have to say **it totally sucks** when I see amazing people with a crucially important message lose the attention of their audiences because **they just don't know how** to create that deep, memorable connection quickly and easily.

The truth is that when you have just a few little tricks up your sleeve, it gets a whole lot easier to **have an audience eating out of your hand...** and that means not just a great talk and good vibes, but it also means more speaking gig offers, more street cred and - last but definitely not least - **more money, more consistently**.

I can help - and working on your story net is *the* place to start. Let's do this!

xo Elaine

HOW TO HOOK AN AUDIENCE IN FIVE MINUTES OR LESS

Do you love to speak but you feel really anxious right before your speech?

Have you started a speech and it seemed like forever before the audience warmed up to you?

As a keynote speaker and stand up comic, I feel like the first part of any "stage time" is the hardest. The audience is sizing you up. They're judging and assessing you and you're doing the same thing with them. It can feel like "forever" before this "warm up" period is over during a talk.

So how can you create connection with any audience, FAST?

You can create a magical, powerful connection by using a STORY NET.

A STORY NET is a short story that is specific to you AND also relatable to the audience.

The goal is that you tell a short story about something specific; you're painting a picture about you and your favorite "theme,"

And at the same time the audience is thinking of their own movie in their own mind.

As you reveal something about yourself that makes you vulnerable, authentic or self deprecating, the audience is playing the leading character in their own story in their head. Because of this common ground, **they are feeling related and connected**, even warm and fuzzy with you.

At this point, you have "THROWN THE STORY NET," because while you were sharing with the audience about your favorite TV show or whatever, they feel connected because they are with you in this shared, common, human experience.

Let me give you an example:

When I was a little girl, my favorite TV show was *Bewitched*. The show revolved around a modern witch, Samantha, who could just jiggle her nose and make her whole house clean. Her house was ultra cool and hip and



"Elaine helped me so much. Working with her helped me have the courage and inspiration to get on stage and start speaking. I haven't looked back and I'm speaking all over the place now."

- Amy Litska

so was she- it was the 60's. I wanted to be just like her, but no matter how hard I tried to jiggle my nose, I couldn't get magical powers. I could not get my house to clean itself. Maybe that explains why I had issues later on in life. There is a point here that ties into a deeper point later, so stay with me.

Now, let me ask you, the audience: As I was telling you about my favorite TV show as a kid, were you thinking about your favorite TV show too? While I was picturing myself as a little girl, walking around trying to jiggle my nose, were you picturing yourself in your own fantasy TV Land as well?

The point is to talk about a common experience that will put them into their own story. When you can get them to come along for the ride, they've stopped judging and assessing you.

It's not about my favorite TV show, but it's the fact that most everyone has one.

As you told your story, you revealed something vulnerable or self deprecating; **you've shown your humanity.** And because you were open and authentic and they can now RELATE to you, they're lowered

their protective walls and gotten in touch with their humanity too. This creates connection instantly and unconsciously.

A STORY NET is not super heavy, intense or long. **It's a quick story that creates rapport and builds community.**

You can even take suggestions and call outs from the crowd about their favorite theme, TV show, first concert, etc.

It helps the audience let go and really get present.

If you have the time, you can put them into paired sharing, which is a great way to create energy and connection in the audience with each other too.

“Ok, I’m going to give you 1 minute each. Pick a partner. Now pick an A and a B. The B’s will go first. Now B’s you tell A’s about your (favorite childhood TV show) and why. Then I’ll switch you. Now, go.”

This is a GREAT exercise to do with a speaker buddy. And it’s best to have 3 distinct themes in your back pocket. One should be a modern/current day/pop culture theme,

another should be classic, and then the other should be a childhood theme.

The whole point of a STORY NET is to **create a bonding moment**, to get related fast and start building connection with this audience.

It's a good idea to have other experiences in your back pocket and to make sure you let them know there's a point to your bigger topic that is related to this first story...

The purpose is to have extra themes in case the audience is not what you expected.

A STORY NET is another important reason why you need to know the demographics of your audience before you arrive at the gig.

Story Net #1: Modern Story

- Favorite modern or current issue that's a shared common thing: could be a weird trend, or something that's in the news a lot at the time. It's got to be fairly current, not from 5 years ago.



Before I worked with Elaine, I was stuck, in my head, "waiting to be perfect." Elaine freed me up and gave me the confidence and support I needed. Things started to shift very quickly and I'm a different speaker because of her. - Jen Mara

Story Net #2: Classic Story

- Favorite getting older issue
- Favorite classic or timeless music, show, trend, a theme that transcends generations and decades.

Story Net #3: Childhood Story

- Favorite childhood TV show/movie
- Best awkward moment as a kid

EG: Classic Story: Favorite TV show: I Love Lucy

OK, NOW IT'S YOUR TURN!

1. Pick Your Story Net Category and Theme:

2. Tell a Vulnerable/Goofy/Funny Story Related to the Category You Chose:

EG: I loved Lucy because she wasn't afraid to be goofy or self expressed and she played full out. She could never seem to pull off being elegant or refined and that's how I felt on the inside too. She never stopped trying and I liked that.

My Vulnerable Point is: I could relate to Lucy... I felt like I was always getting into trouble at

home and at school, no matter how hard I tried not to get into trouble.

Your Vulnerable Point Is:

When you reveal something about yourself, it should be a vulnerable, light, self deprecating short story. It's best to reveal a vulnerable human experience like: feeling shy, tripping in front of someone cool, putting your foot in your mouth, feeling left out, awkward moments, mixed up communications.

EG: My Funny Point is: We can learn a lot about ourselves when we pay attention to who we were drawn to as kids, the unconscious stuff. I was always in trouble with authority figures. But my problems were usually fixed in 22 minutes or less.

Your Funny Point Is:

Awesome, Elaine, What's Next?

I hope these simple tips have been helpful for you!

...But of course, the next thing you need to do is take what you've learned here and start taking action to write and polish your story net.

If you're ready to take the next step and become an amazing and captivating speaker, with an ability to get any audience to fall in love with you, then let's talk! I have a special discovery session offer for you, and all you need to do is apply here now: (link to application).

You can apply for a complimentary speaking strategy session with me... simply email me at: **elaine@elainewilliamslive.com**

Talk soon! xo Elaine

