$100M StageCraft Secrets

The Principles & Tactics Of Powerful Communicators

Why This Is Important:

1. If You Want To Have A Large Impact In The World, The First Thing You Need To Have Is Visibility.
2. You Cannot Influence Or Help Someone If They Are Not Willing To Listen To You.
3. You Must Capture Their Attention & Then You Must Direct Their Attention & This Is Only Possible With Having StageCraft/Style.

The Flow:

ATTENTION > TRUST > ACTION

CAPTURE **ATTENTION** > GAIN **TRUST** > CREATE **ACTION**

Having A Powerful Presence

Key Elements:
I. Two Important Questions...

- Can I Listen To This Person?
- Can I Learn From This Person?

2. How To **Capture** Attention:

- Image
- **M**agnetism (Two-Way)
- **P**erception Of Purpose: "Make the message POP"
- Physiology: Movement

3. How To **Keep** Attention:
In order to maximize your ability to influence someone, you should focus on 3 important areas...

- Your **Words** (Style Captures Their Attention)
- Your **Clarity** (Cohesive & Understandable)
- Your **Engagement** (Maintains Their Attention)

4. The Body

- Eyes
- Posture
- Breath
- Gestures
- Voice

- **Your Attractive & Captivating Words**
  - A. Leading/Priming
  - B. Questions
    - i. Priming Questions
    - ii. Confirmation Questions
    - iii. Continuation Questions
    - iv. Recap Questions
  - C. Tonality/Volume
    - I. Speak punctuated
    - II. Sing certain words
    - III. Change Your Volume
    - iv. Change the types of voices (Warrior, Lover, Teacher, Etc)

- **Your Clarity & Ability To Give Value**
  - **A. The Art Of Creative Repetition**
    - **I. 3 Steps To Clarity** - Prep, Content, Recap (Tell them what you're gonna tell them, tell them, tell them what you told them)
  - **B. Staying On Target With An Outcome/Intention Of Your Speech**
    - i. Always have an end goal or outcome you want the listener to collect.
    - ii. If you lose your spot, you can lose "leading" or "filler" lines to buy you time to remember your "outcome" or "point" and get back on track...

- **ATTENTION GENERATORS: Your Engagement & Ability To Keep Their Attention**
  - A. Be Fun
    - i. Creative an engaging and safe environment
    - ii. Encourage participation
    - iii. Be Funny: Funny makes you money
  - B. Create Consistent Movement
    - i. Start early and create a "Group Norm" of engagement - if you wait too long it will be too hard.
    - ii. Create positive characters to the Identity of participation
    - iii. Empower them by talking up the power of the group "This is a high level room!"

Attention Generators (AG)
Statements For Leading/Priming

These are techniques to help people to pay attention:

Well, listen to this.
Here is something really important
Here is something I want you to always remember.
Here's what I want you to now remember.
Here's the thing:...
Now this might be the most important thing we say in the whole day today!
Listen to this...
Now this is important.
Bottom line is...
The truth is...
This is crucial ..... and here is why.
Whatever you do...don't do this.
Here's what I believe.
This is a million dollar tip...

I'm going to share with you something today that I promise you, that if you listen and absorb this information I'm going to give you, I promise you that it will change your life...

Here's What's interesting!
Here's why it's important to you..
Consider This!
Understand this!
Here's The problem...
Here's what most people don't understand...
First, You should know this...
Best of all
And I'll tell you one more thing..
Here's The scary part
Here's The crazy part
Here's The fun part
In fact!
I'll explain!
Let's assume that...
Most important of all..
Remember!
One important thing is..
Remember...
Here's another way to look at it....
Never forget...

AND TO MAKE MATTERS WORSE....
This will surprise you...
Here's the simplest way to see it...
I'll never forget this!
This is something you don't want to miss!
Here's something that caught my attention!
You'll find this intriguing!
Here's something that might surprise you!
I have a feeling you'll enjoy this.

What this means is ...
Here's the trick..
Here's the secret key to remember...
And look...
With that said...
But be careful!
I'm sure you can guess what happens next..
You're probably wondering
You're probably already realizing
You're probably already seeing ways that this can have a major impact on your X
Here's how easy it is..
Please understand...
The problem is..Truthfully, and no one wants to tell you this..

Groupthink/Bandwagon Statements
Agreement Amplifiers (AA)

Everyone knows....
I know this is obvious..
We all know..
Now of course, we can see that..
This is kind of plain and apparent but..
This is common knowledge but..
It's widely known..
A widely known fact..
There's no need to state the obvious but..

Everyone is already aware of this..
It goes without saying..
Its a given..
The debate is over..
This is well established..
The verdict is out...
Research shows....
Here's something that is super clear..

Group Generalizations > Behaviors

Groupthink: Christians agree that...

Question Control Mastery (QCM)

I. **Priming Questions ("Spark")**

- What is the number one way to get X?
- How can you create "X"
  at any time?
- If you truly want X, What Do you think is the best way to get there?
- What's the purpose of X?

ii. **Confirmation Questions ("Lock")**

- So the #1 Way to get X is what? Its with "Youtube Ads"
- So if You want to get leads at any time, what do you need to do?! You need "Youtube Ads"
- So What's The Best Way? Its "Youtube"

iii. **Continuation Questions ("Linking")**

- What do you mean it's the #1 Way?
- How do you know that's the #1 Way?
- How can you say thats the #1 Way?
- So The Question Becomes... Will This work forever?

- So youre probably wondering, Whats next?
- You're probably already realizing the power of this, and asking yourself, how do I do this?
- **Why do I say that?**

iv. **Recap & Fill In The Blank Questions**

- So the #1 way to bring in consistent leads is ____!!! Youtube
- So The Librarian would tell you to sit down and be ____ what? QUIET
- So what happened to 90% of what was said at school? It went in one ear and out the ____? OTHER
- So what's the word of the day? *Participation*

Participation Prompts

Engagement Ideas

- Technique: Raise Your Hand
- Say "Yes"
- Technique: Tap Your Chest Say "That's Me"
- Iv. Technique: I'm seeing a lot of head nods, I'm guessing this makes sense? Thumbs up if you're getting it
- V. If this makes sense and this is helpful, hold down the spacebar (zoom) and say "Give me some more!"
- vi. Drop a "GOLD" in the chat if this is helpful!
- Vii. Great comment by "Jessica" She says she loves it. Remember we are not competitors so let's help each other out, if you hear anything that you feel stands out, feel free to write it in the chat so others can grow with you!
- Viii. Give yourself a hand for being here!
- X. "Let give it up for your host today!"
- Hold down the space bar and say "IM getting it!"

POV Levers: (Perception Of Value)

Reciprocity:

When you use the word **GIVE** you are more likely to increase value.

(T/M Preframe)

When you show the time and money it took to learn a tip/skill/lesson you will increase value.

It's not just X its Y (Language Pattern)

When you listener agrees to the Y, they will also likely agree to the X.

Greater relevancy
When you can show the additional/outside benefits you will increase value

Loss Aversion (Defensive Decisions)

"With this, You will be able to save $1 day per day." is proven to NOT work as effectively as.. "If you fail to leverage this approach, you will LOSE $1 per day."

#1 KEY TAKEAWAY
AUTHENTICITY

- Be Real
- Be Vulnerable
- Be Clear not Clever
- Be Insightful not just Impressive