

We're all in sales now...



Most pitches and presentations fail because they are bloated with facts and figures and fail to tell a story...

Why do we forget about stories? Because we're scared! Scared to fail... The paradox? The fear makes us more likely to talk in a robotic, unnatural way and leave no impression on our listeners.

The answer? The Coffee Shop Test... If you can speak to your audience like you would a friend over a cup of coffee, you'll likely nail it because casual conversation relies on great storytelling. You'll also find the nerves drop away because real conversation is something you do everyday without fear.

"In the coffee shop we tell great stories — people listen. At work we become corporate robots. Take The Coffee Shop Test and every pitch will succeed."



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I work with teams to help them plan and deliver content that passes the Coffee Shop Test every time. Do get in touch if you want to talk about training or coaching for your people.

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Our TED talk on the Coffee Shop Test:

https://www.ted.com/talks/lawrence_bernstein_the_trick_to_powerful_public_speaking

HOW WE GET THERE

1

Think Audience First

Focus on what they need to hear, not what you need to say. Cognitive overload kills persuasion.

2

Start with Storytelling

Stories make the audience feel — and then they remember.

3

Drop the Deck

Or at least reduce it right down — so it isn't a distraction or extra pressure.

4

Fight the Fear

- Box breathing to reset your fear response
- Memorise the first sentence — the rest will follow
- Remember to pause — it helps them and you
- Focus on friendly faces to trigger the 'calm' response

"Stories make people feel. Feelings make people remember."