

THE  
**CONFIDENCE**  
— CLUB —

Presents



Your Guide to:  
**5 Ways to Engage**

## Core Principle

### Entertainment = Engagement

The reason people are engrossed in movies from start to finish is because they are entertaining. Make your presentation entertaining, and you will have the same effect.



#### 1: Be Personal

By sharing personal content, you give the audience a chance to **connect with you!**



#### 2: Make it Emotive

Make sure your speech doesn't hit an emotional plateau by including **humorous and endearing stories.**



#### 4: Break the Pattern

Frequently change your **tone, body language, slides or interaction levels** to keep audience on their toes.



#### 3: Create Curiosity

Use **pauses, low tones and challenging questions** to engage audience throughout.



#### 5: Aim to Inspire

Show the **problem** (pain point), the **path** (way forward) and the **prize** (reward of action) to inspire.

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