



Presents



Your Guide to:  
**Boring to Spellbinding**

## Core Principle

### Make Your Audience **Care**.

If you want your audience to engage with your 'boring' topic you need to make them care about your topic.



#### Option 1: Entertain

The highest levels of engagement occur immediately after **laughter**.

By presenting your boring topic in a humorous light you give the audience an opportunity to have fun. And when you're having fun, you're learning.



#### Option 2: Educate

Explain how your topic will impact their **lives**.

Explain what the audience will gain by listening and highlight what they will lose if they don't. If the consequences and benefits are strongly described your audience will engage.



#### Option 3: Inspire

Connect your topic to a universal **experience**.

Use the power of a metaphor/analogy so that your 'boring' topic takes on a new, profound meaning that your audience can relate to.

If you have any questions, please email:

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