



## 4 Questions to Ask Before You Write ANY Talk or Presentation

By Marsha from [YesYesMarsha.com](http://YesYesMarsha.com)

1. Who is in the audience for your talk? What do we know about them? In particular, what do we know about:
  - A. Their demographic (*if you know it*)
  - B. Their pain points and problems (*as they see them*)
  - C. Their wants and desires
  - D. What they think they know to be true about this topic
  - E. The snarky eye-rolly comments and objections they (secretly) make about this topic
2. What do you want them to do differently as a result of your talk? I mean this both in terms of "good in the world" and in terms of "somehow doing something that gets money or glory to you."
3. What is one small action they could do RIGHT NOW that'll make a difference to their lives (around this topic)?
4. If you only had 30 seconds/one run-on sentence to speak, what would you say?

*Want some help writing your talk, keynote or TEDx? Let's chat! Book in a free, no obligation call here: [yesyesmarsha.com/call](http://yesyesmarsha.com/call)*

Marsha Shandur (of [Yes Yes Marsha](#)) believes that getting communication right is the key to happy, engaged and productive teams.

A Storytelling, Speaker and Communication Coach and Trainer, Marsha has worked with hundreds of individuals and groups of executives, entrepreneurs, students and professionals across Canada, the US and the UK. She's done keynotes at World Domination Summit in Portland and Women's Executive Network events across Canada, and worked with clients like Royal Bank of Canada, United Way and HelloFresh. Her work has been featured in Forbes, BBC and Mashable.

To find out more about the work Marsha does, book a no obligation, free call with her by [clicking HERE](#)

Or to learn more about the work Marsha does with organizations to improve their Communication, Connection and Culture, have a look at

[YesYesMarsha.com/corporate](https://www.yesyesmarsha.com/corporate)

