

A woman with short blonde hair and glasses, wearing a striped long-sleeved shirt, stands in a large crowd at night with her arms raised in a gesture of triumph or excitement. The background is dark with many small, out-of-focus lights, suggesting an outdoor event or concert. The crowd around her is diverse in age and appearance, with some people looking towards the camera and others looking away.

**Communicating with human beings
is not logical... it's biological!**

**Until you have an emotional connection, all the
logic in the world won't matter.**

~ JOHN K. BATES ~



John Bates • executivespeakingsuccess.com
john@executivespeakingsuccess.com • +1-424-234-1063

Photo by Anton Belitskiy from Pexels

For your next talk, remember...

- Create your audience. Talk to them like they are great. You'll create forever fans!
- Create yourself, put the monkey mind in the backseat.
- Remember they are always mirroring you. We all have mirror neurons. Give them something good to mirror!

More wisdom from some of my favorite people...

- People don't connect with your successes, they connect with your messes. ~Les Brown
- Don't make yourself special – make the process special. People don't want to hear from a guru. ~Craig Valentine
- Don't be the hero of your own talk. Make the audience the hero! Don't be Luke, be Yoda! ~Nancy Duarte

Want more concrete, useful tools? Get help crafting the perfect opening and closing for your next talk. Get started now with a free download here:

<https://executivespeakingsuccess.com/openings-closings>