

# *THE **BEST TALK** OF THE DAY*

how to give life-changing speeches  
that build your business and leave your legacy

**JAY  
ACUNZO\***

[jayacunzo.com](http://jayacunzo.com)



***"ALRIGHT, HOW YOU DOING TODAY?!"***

***"OH COME ON, YOU CAN DO  
BETTER THAN THAT!"***

the moment a speech begins,  
everyone is thinking the same thing:

***"PLEASE BE AWESOME."***

every audience wants YOU  
to convey the same thing:

***"YOU'RE IN GOOD HANDS."***

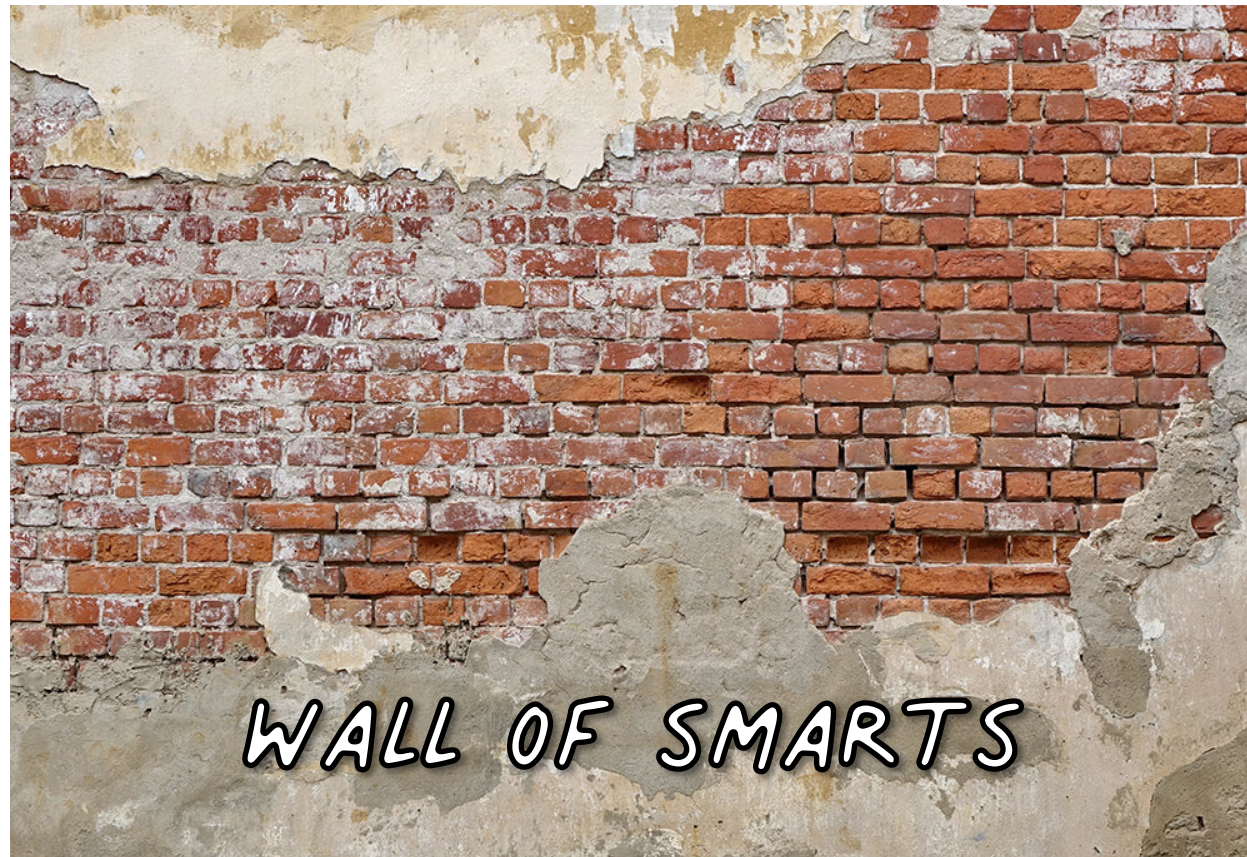
1

*THEY DECIDE IN JUST 2 LINES*

2



most talks are like blog posts with a runtime



the problem with most speakers is they approach  
their speeches by thinking:

***"HOW CAN I AVOID BEING BAD?"***

infinite possibilities, plus worrying about nerves, runtime, remembering material,  
moving on stage, making it work for them, making it work for the business...

**shame and embarrassment! ostracized from the tribe!  
i'm gonna get eaten!**



the problem with most speakers is they approach  
their speeches by thinking:

***"HOW CAN I AVOID BEING BAD?"***

i'm asking you to approach your talk by thinking:

***"HOW CAN I MAKE THIS AWESOME?"***



***HI, I'M JAY ACUNZO***

**speaking + messaging coach for business leaders.**

i help you package and communicate your expertise  
to differentiate & resonate and compete on your impact.

*FROM PASSIVE REACH → TO PASSIONATE FANS*

*FROM SCATTERED THINKING → TO FOCUSED MESSAGE*

*FROM "WALL OF SMARTS" TALKS → TO EXCEPTIONAL SPEECHES*

*FROM CONSTANTLY CHASING BUSINESS → TO BEING HIGHLY SOUGHT*

**the parts you think about to avoid being bad...**

*"HOW CAN I AVOID BEING BAD?"*

*"HOW CAN I MAKE THIS AWESOME?"*

**...are different than the parts you think about to make it awesome.**



*"HOW CAN I AVOID BEING BAD?"*

professionals don't think about doing the same things but better.  
they think about **different** things.

*"HOW CAN I MAKE THIS AWESOME?"*

## *THINGS YOU CAN SHARE ANYWHERE*

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*"HOW CAN I MAKE THIS AWESOME?"*

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*THINGS THAT MAKE IT* **A SPEECH**



***WHEN DEVELOPING A TALK,***  
most speakers think about  
the advice they're going to share.

the best speakers think about  
how they're going to bring their advice  
***TO LIFE.***

a speech is **immersive, experiential**, (ideally) **live**,  
and **only moves in one direction**.

what is a teaching vehicle like that **uniquely** suited to do?

# ***BREAK PATTERNS***

speeches take people mentally and emotionally  
(and sometimes physically) out of the routine.

you're doing it like this,  
**but try it *this* way instead**

you think it's this,  
**but really it's *this***

you usually feel like this,  
**but now you feel like *this***

all talks should create a *before* and *AFTER* moment.

to create a **before** and **AFTER** moment,  
start by mentally constructing  
the **scaffolding** of the speech.

*THEY NEED SOME [FRAMING]*

*THE MOST IMPORTANT SCAFFOLDING FOR AN AWESOME SPEECH*

**1**      how you (re)frame your topic  
so they see it how you see it.

**2**



## *MAYA ANGELOU*

people will forget what  
you said. people will  
forget what you did. but  
people will never forget  
how you made them feel.

---



?





*SIMON SINEK*

people don't buy  
what you do. they  
buy why you do it.

---



?



what am i trying to say?

how are we to understand this topic?

how should they think about this idea?



how in the world do i...?

i give talks, but this is new.  
it's a LIFE. that's huge.  
what BIG MOMENTS?

but nonnie wasn't about that.  
"isn't this nice?"



## ***PUBLIC SPEAKING TOWER***

walls of smarts. bad.

blog posts with a runtime. ugh.

where do \*i\* begin to build a talk?

you may not even see there are  
elements unique to a speech.



**this...**

the parts you think about to avoid being bad...

*THINGS YOU CAN SHARE ANYWHERE*

professionals don't think about doing the same things but better.  
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*THINGS THAT MAKE IT* **A SPEECH**

...are different than the parts you think about to make it awesome.

here's how to think about...

## leadership



**scott monty**

(executive coach)

the most timely leaders  
rely on the most timeless  
historical lessons.

## habits



**james clear**

(author, atomic habits)

you don't rise to the level  
of your goals. you fall to  
the level of your systems.

## marketing



**ann handley**

(author/chief content officer)

the best marketers execute  
ASAP: as slow as possible

# *THE XY PREMISE PITCH*

X = your topic (what you teach)

Y = your premise (how you frame it)

this is a talk about ... 

unlike other talks about X, only i ... 



**innovation**



**sally hogshead**  
(author and speaker)  
different  
is better  
than better.

**innovation**



**tucker bryant**  
(keynote speaker)  
understanding  
innovation is like  
understanding poetry.

**small biz success**



**michelle warner**  
(business designer)  
think sequence  
over strategy

**small biz success**



**susan boles**  
(fractional CFO/COO)  
make calm  
your new KPI

*HELP THEM **SEE** IT BETTER OR DIFFERENTLY.*

as an expert, you know more than practical steps.

**you know how we should (re)think about it.**

start by brainstorming a reframe others need to hear,  
pivoting around the tension of conventional wisdom.



*THE MOST IMPORTANT SCAFFOLDING FOR AN AWESOME SPEECH*

- 1**      **how you (re)frame your topic**  
so they see it how you see it.
- 2**      **how you open and close**  
so they never forget it.

# ↓ PRIMACY AND RECENCY EFFECTS ↓

their first and last moments with you  
influence their perception  
and memories the most

RECALL

TIME

# ***THE URGE TO ACT***

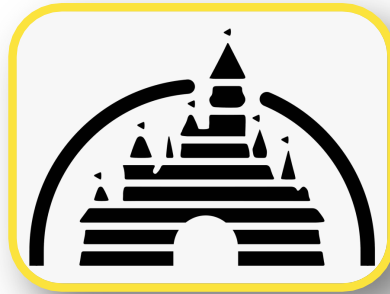
how to compete on the impact of your stories,  
not the volume of your marketing

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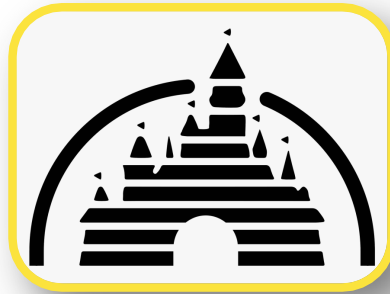
CLIENT LOGO

**what's the best disney film of all-time?**





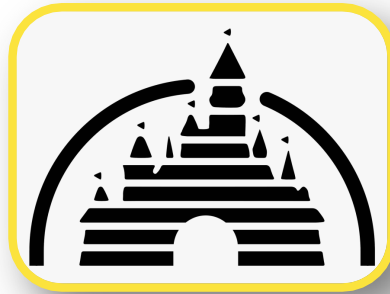
**we are not rational creatures.**  
**we're subjective first, then rationalize.**



**“my favorite”**



**what's the best disney film of all-time?**








when your audience makes choices,  
they play favorites.

**are you one of them?**



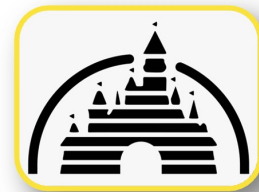
don't be the best.  
**be their favorite.**



*COLD OPEN*



**what's the best disney film of all-time?**



## ***2 TYPES OF OPENERS: COLD OR WARM***

story or statement ← 2 types of content

literal or figurative ← 2 types of language

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## *2 TYPES OF OPENERS: COLD OR **WARM?***

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**WARM OPEN**



**“i’ve got a lot of questions...”**

silly → serious → serious



**what's the best disney film of all-time?**



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story or statement

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*"ALRIGHT, HOW WE DOING TODAY?!"*

*"OH COME ON, WE CAN DO  
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story or statement

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“the other day, my daughter and i went to the  
aquarium, where we had a meaningful  
interaction with a turtle...”

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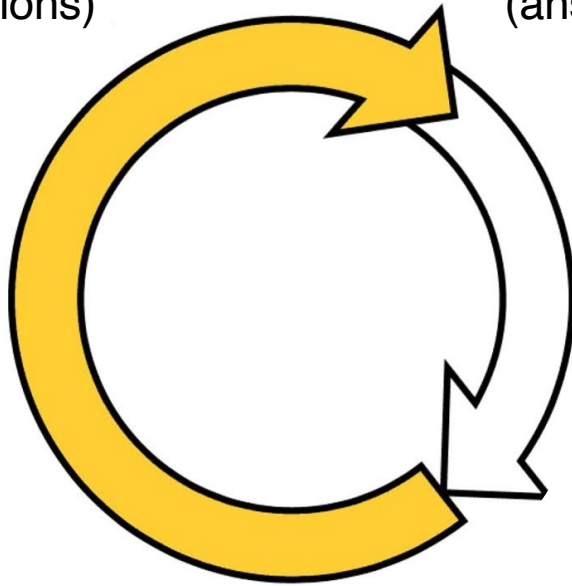
literal or figurative

“in 2015, i did something that as a marketer,  
i knew was kinda silly. but thanks to the rise  
of one business trend 10 years later,  
it proved kinda smart!”

# OPEN LOOPS

what you deliver  
(questions)

what they crave  
(answers)



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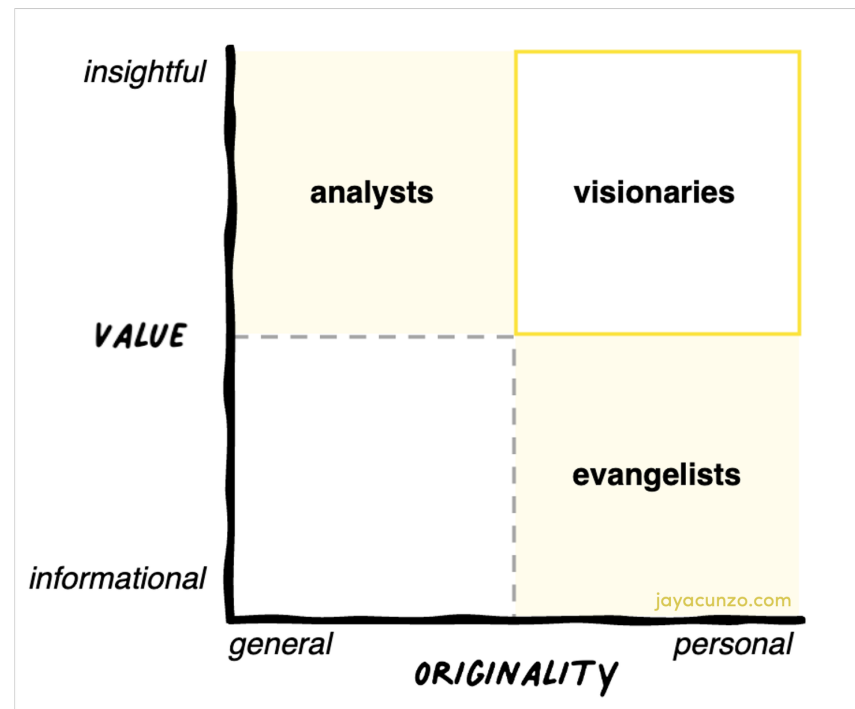
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**GET TO WORK!**

differentiate & resonate easier

[jayacunzo.com/goofy](http://jayacunzo.com/goofy)



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***ALL IT TAKES IS 2 LINES***

2

it's time for **you** to give the

***BEST TALK OF THE DAY***

don't be the best.  
**be their favorite.**

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