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# Stand Up

How to Advocate for Your Ideas,  
Leave an Impression, and  
Make People Laugh  
(even if you're not funny)

Terri Trespicio | *October 2018*

**When is the last time  
got someone to listen?  
*Really* listen.**

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got someone to listen?  
*Really* listen.

**What were you doing?  
Saying? Talking about?  
What was the outcome?**

When is the last time  
got someone to listen?  
*Really* listen.

What were you doing?  
Saying? Talking about?  
What was the outcome?

**What about when it  
didn't go so well?**

# STHAM



## COMEDY CLUB

### NEW YORK CITY



**Me bombing.  
The 1st time.**

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**Stand-up comedy is  
totally unnatural.**

—

**Ideal combo=**  
**They listen,**  
**and you don't bomb.**

—

Being **creative** is not  
enough.



—

Being **passionate** is  
not enough.

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Neither is being  
**good** at your job.

—

You need to be able  
to **compel** someone  
to act.

I've spent my career trying to get and keep people's attention.



THE OPRAH MAGAZINE



I work as a brand advisor, writer, speaker, and work with individuals & brands on messaging.





**My TEDx talk, "Stop  
Searching for Your Passion,"  
has earned 4+ million views.**

—

**People were listening.  
And it wasn't because of me.**

# What causes zone-out?



—

**Boredom.**  
**Distraction.**  
**Don't understand.**  
**Don't care.**

# Welcome to the attention economy

- Everyone is fighting for attention
- We have less of it to offer
- The price of your attention just went up

— — —

Let's define “pitch.”

Anything you're  
trying to get  
attention,  
resources, or  
support for.

...the startup you want to launch

...the job you want to land

...the course you want to teach

...the talk you want to give

...the book you want to write

...the CEO you want to meet for coffee.

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**What's one thing you want or need  
attention or resources for right now?**

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**Who do you need to pitch?**

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What do they want?

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What if this was  
your boss?



...or this?



How hard would it be  
to get their attention  
—and keep it?

You'd have to know how  
they think. What they  
want. And why.

# What to assume about people you're pitching...

- They're overwhelmed and on deadline.
- They're distracted.
- They've heard everything at least five times already.
- They're mad about something.
- They're probably hungry.

— — —

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# CONNECT

—

You can't make things  
happen **until you enlist  
the interest of others.**

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**This is about trust.**



—

**Trust** comes before  
information,  
argument, or reason.

—

Has a speaker ever  
really, **really** turned  
you off?

**Public speaking  
is a conversation.**

**1: 1**

**1: many**

---

**Your job:**

**Make someone feel  
they've benefited as a  
result of that connection.**

—  
**Never assume we  
know what you're  
talking about.**

**(Because we don't.)**

—  
**Ask yourself this one Q:**

**WHY DO THEY CARE?**

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**Write down:**  
**3 reasons why this matters to you**

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**Write down:  
at least ONE reason why it matters to them.**

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**Where is the overlap?**

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Never underestimate  
the **power of story.**

# TED

Has become the gold standard  
of public speaking





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# Why do we listen to TED speakers?

—

**They make us feel smarter,  
more informed, and more  
optimistic.**

**In 18 minutes or less.**

# Hallmarks of a TED-worthy **SPEAKER**

Authority

Authenticity

Vulnerability

Passion

Compassion

Curiosity

— Bravery

# Hallmarks of a TED-worthy TALK

...Addresses a universal  
problem or concern

...Emerges from curiosity

...Takes a stance

...Tells a story

...Challenges an idea

---





# Hallmarks of a COMIC

Authority

Authenticity

Vulnerability

Passion

Compassion

Curiosity

— Bravery

# Hallmarks of a great SET

...Addresses a universal  
problem or concern

...Emerges from curiosity

...Takes a stance

...Tells a story

...Challenges an idea

---

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Also, they're never boring.

—

# There is no such thing as a boring topic.

## (Or an interesting one.)

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# COMPEL

—  
**Being passionate is  
good.**

**Being compelling is better.**

“At the crucial moment,  
when it is most important  
to be convincing, **9 out  
of 10 times we are not.**”

Oren Klaff, *Pitch Anything*



# What doesn't work

*“I’m really passionate about this.”*

**Driven by *your* desire,  
not theirs.**

# What doesn't work

*“We worked really hard on this.”*

**Assumes that effort  
creates demand.**

# What doesn't work

*“This is important.”*

**Implies that your work  
is the priority.**


# What doesn't work

Being more interested in  
what you get *than in what*  
*you deliver.*

# The way to get buy-in...

**Powerfully communicate the value of your idea to someone else.**

So why is this so hard?

A close-up photograph of a newborn baby sleeping peacefully in a hospital bed. The baby is lying on its back, with its eyes closed and mouth slightly open. It is being held by a person wearing a light blue hospital gown, whose hands are visible supporting the baby's chest and arms. The baby's skin is a healthy pinkish tone, and its hair is dark and fine. The background is softly blurred, showing the white and blue patterned bedding of the hospital bed. The overall lighting is warm and gentle, creating a calm and intimate atmosphere.

**We're too  
close to it.**

**We're too  
attached to it.**





**We haven't made  
it a win-win.**



**“There is a fundamental disconnect** between the way we pitch anything and the way it is received by our audience...”

Oren Klaff, *Pitch Anything*

# Oren Klaff

*Pitch Anything*

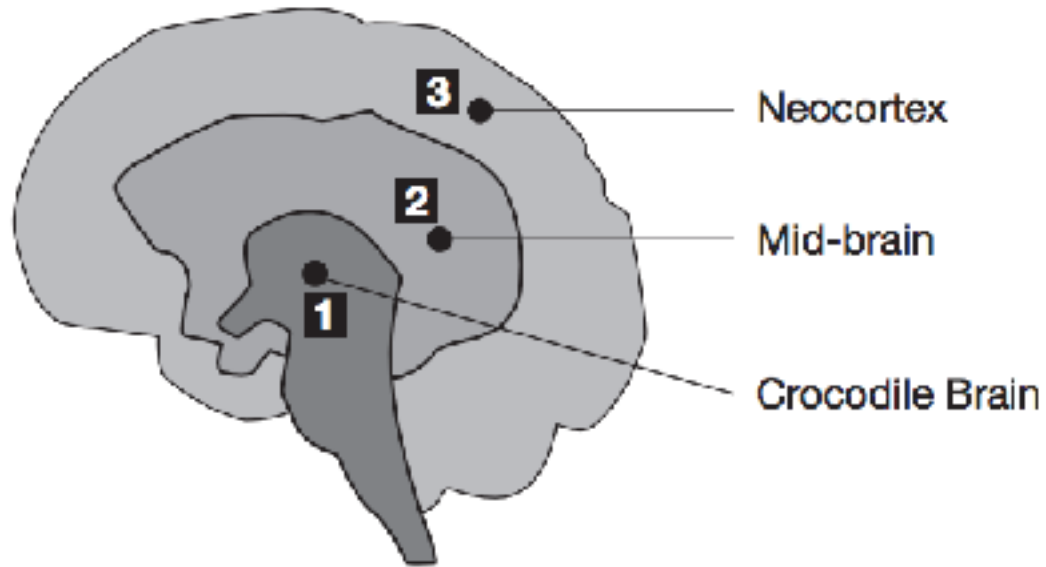
Raises capital for  
businesses looking to  
expand fast.

He does it at a rate of  
\$2MM per week.

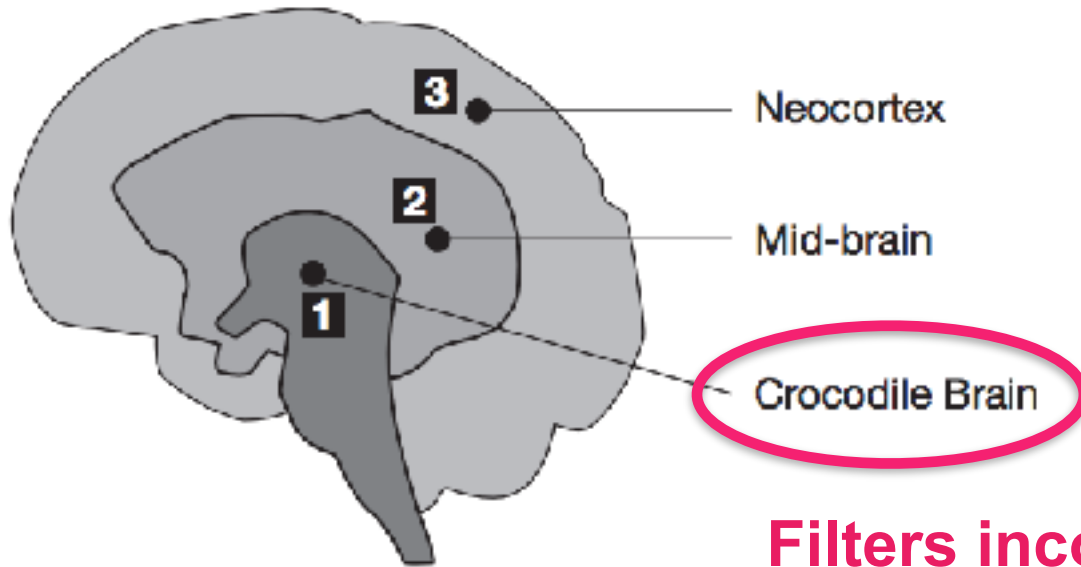


**A very short lesson in evolution.**

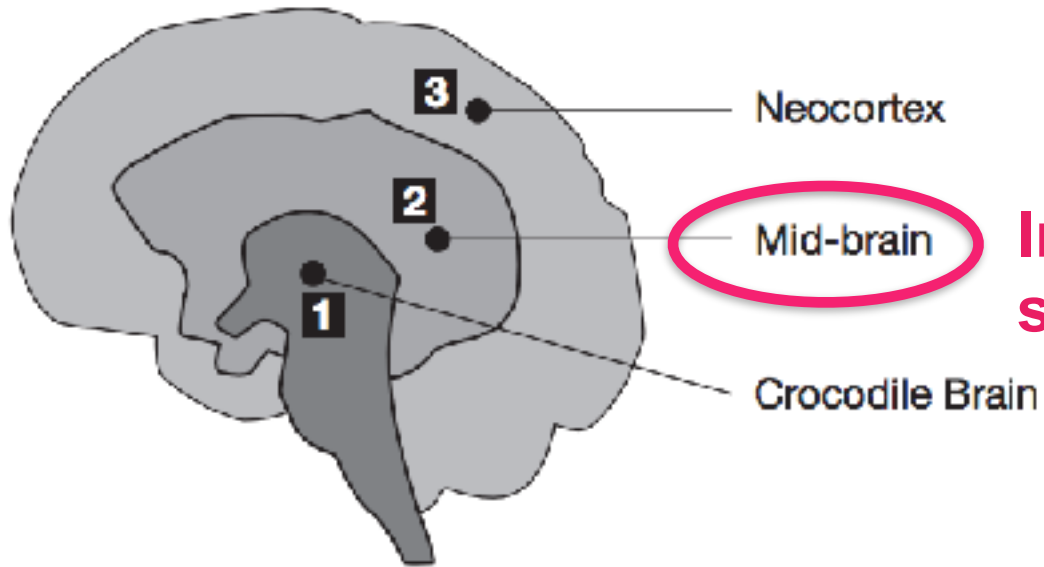
## A very short lesson in evolution.



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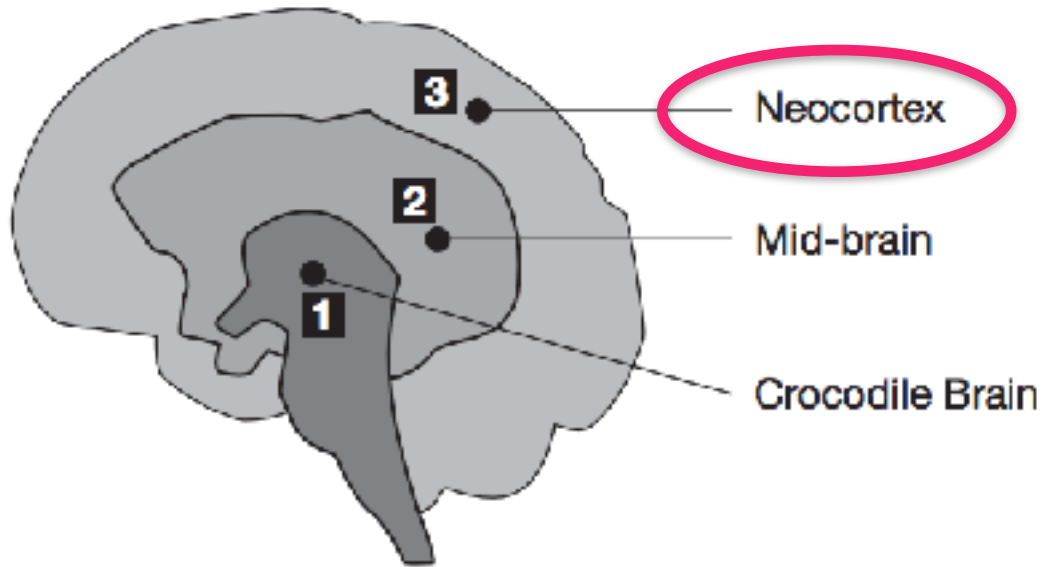


## A very short lesson in evolution.



**Interprets meaning,  
social situations**

## A very short lesson in evolution.

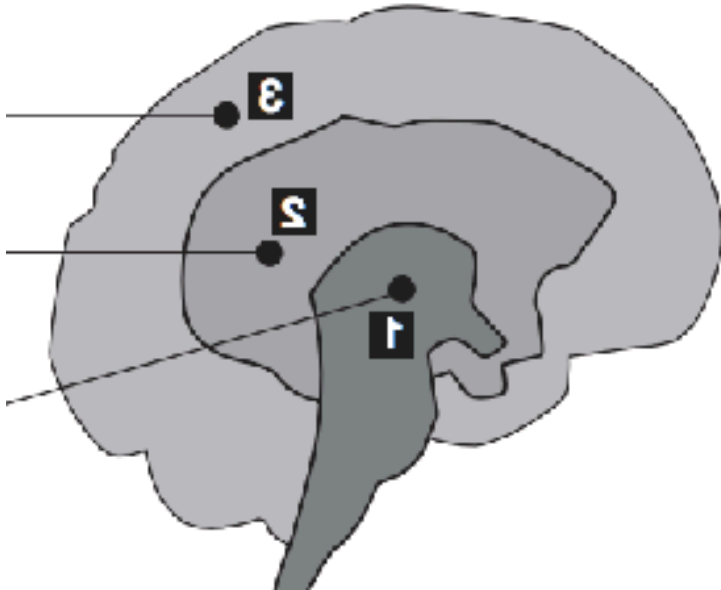


**Problem solving,  
reason**

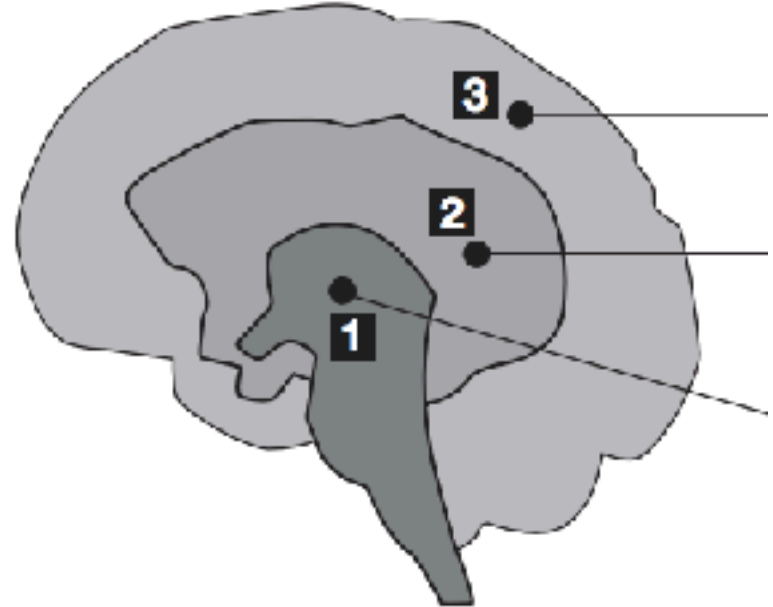


## A very short lesson in evolution.

Hey what's up?

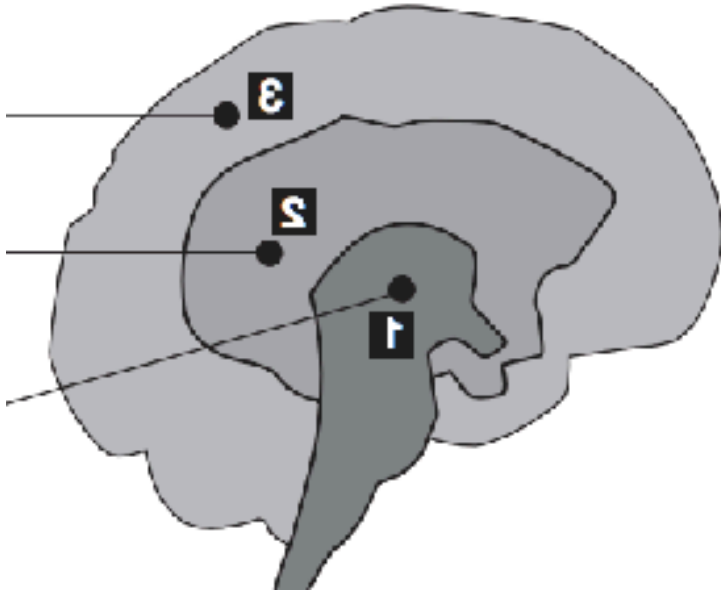


Not much.  
You?

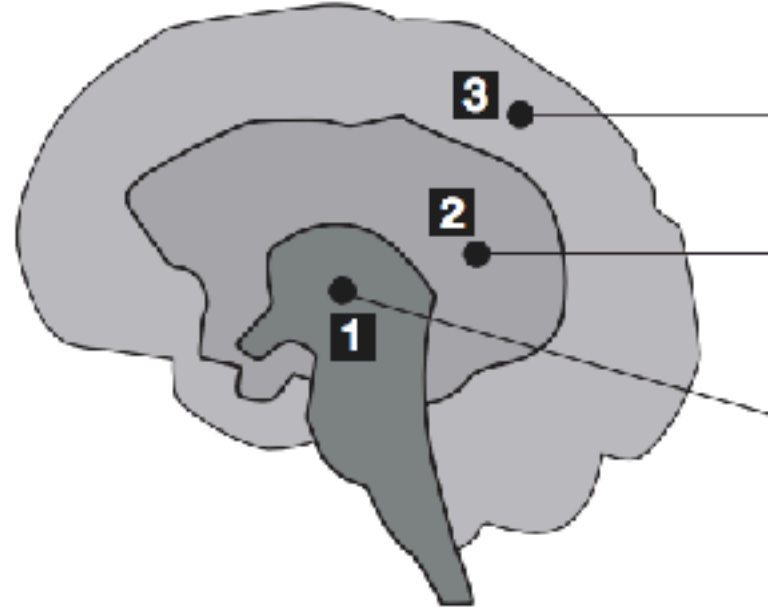


## A very short lesson in evolution.

I have an  
amazing idea.

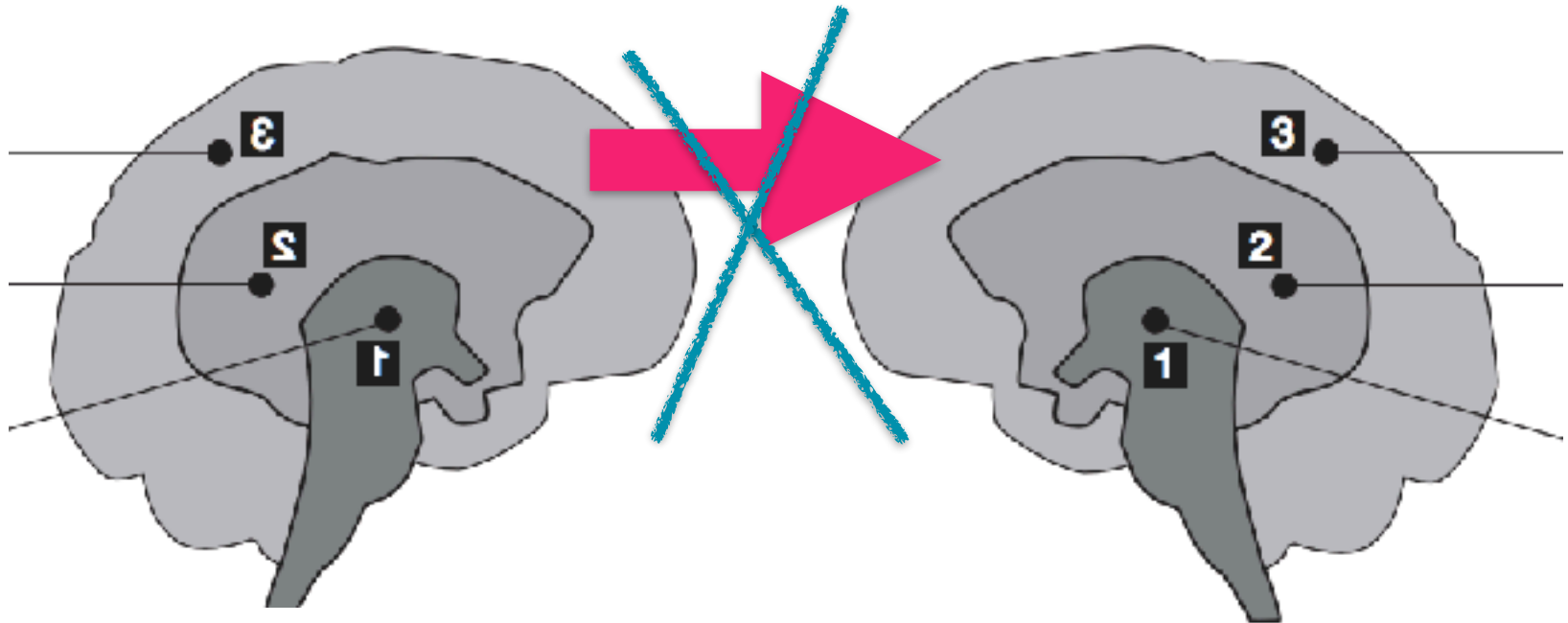


Stop talking.



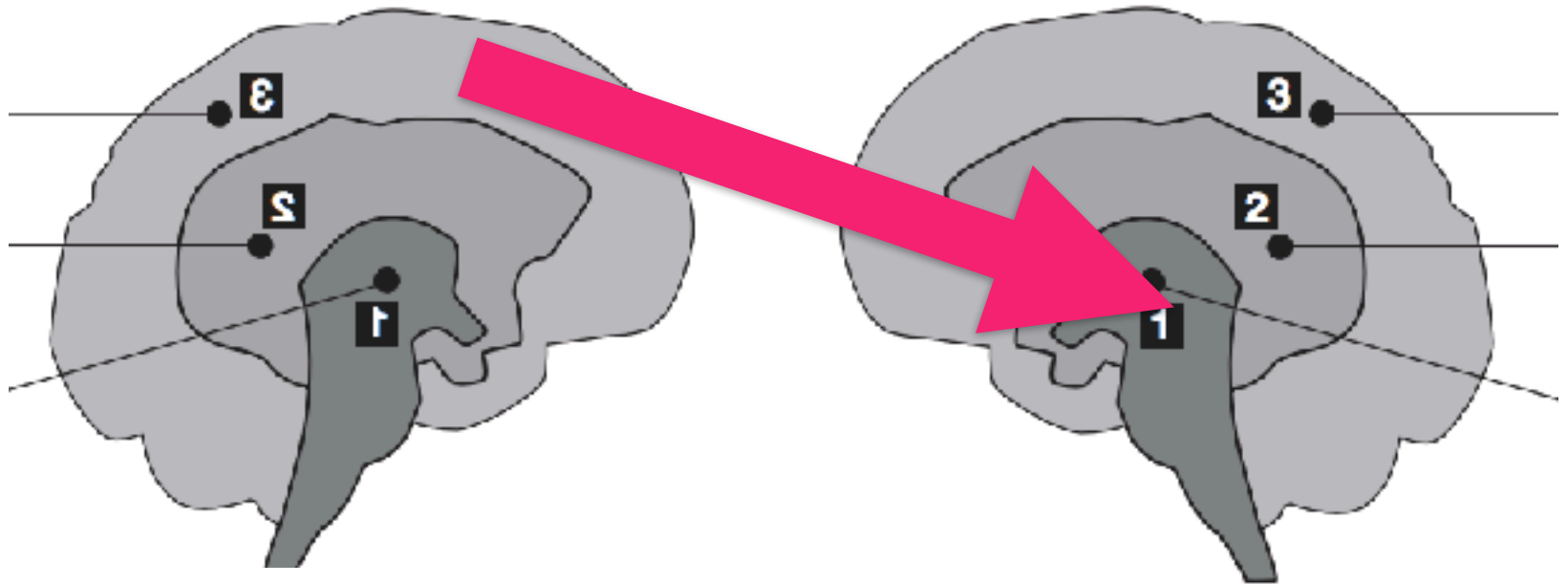
## A very short lesson in evolution.

You don't pitch a smart idea from your neocortex to theirs.

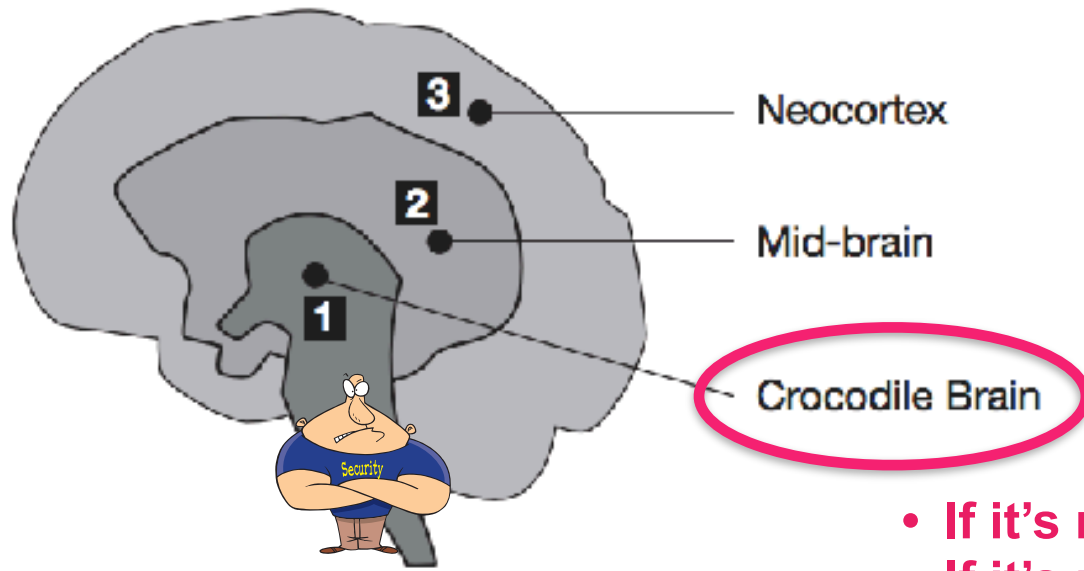


## **A very short lesson in evolution.**

**You have to go around back, like everyone else.**







- If it's not dangerous, *ignore it.*
- If it's not new/exciting, *ignore it.*
- If it's new, *summarize it.*

**\*\*Do not send anything up for solving unless the situation is extraordinary.\*\***

**Our brains are wired to  
weed most things out.**

The croc brain wants...



Simple.

Clear.

Nonthreatening.

PLUS: intriguing/novel.



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**Make your case.**

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—

**Let's talk about the  
do's and don'ts of  
public speaking.**

**AVOID**

**Too much throat clearing.**

**INSTEAD**

**Start strong.**



**AVOID**

**Tics that signal  
a lack of authority**

**INSTEAD**

**Listen to  
yourself.**

**AVOID**

**The curse of knowledge**

**INSTEAD**

**Consider the  
audience**

# **AVOID**

**Stories that ramble,  
complicate, or require  
previous knowledge**

# **INSTEAD**

**Stick to the point,  
and tell it new,  
every time**



**AVOID**

**Winging it**

**INSTEAD**

**Know what you're  
there to say**



**AVOID**

**Bragging  
(includes humble  
bragging)**

**INSTEAD**

**Show  
vulnerability,  
accessibility**





**AVOID**

**Making lame or  
risky jokes.**

**INSTEAD**

**Get laughs  
through honesty**



# **GETTING LAUGHS**



**Laughs are not  
just for pros.**



# Laughter has a role:

It *connects*.

It *punctuates*.

It *releases* tension.

(Gil Greengross, evolutionary psychologist & humor researcher)



**WHAT GETS LAUGHS...**

Specificity.



**WHAT GETS LAUGHS...**

Specificity.

Truth.



**WHAT GETS LAUGHS...**

Specificity.

Truth.

Self-deprecation



# WHAT GETS LAUGHS...

Specificity.

Truth.

Self-deprecation

Surprise.



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# CONVERT

# THE FANTASY...

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—

**Aaaaand that's not how  
it always works out.**

—

I had a **side hustle**  
for a while.

» SILPADA®  
*find yourself in it.®*









I fell prey to the  
worst myth in  
marketing:

# NOPE!

*If something  
is good enough,  
it will sell itself.*

---

**Then, I met Sally.**



—

Sales wasn't about  
me at all.

It was about **them**.

---

**This changed  
everything.**

—

**Maybe you don't  
see yourself as a  
sales professional.  
(Neither did I.)**







You've won a free  
trip to St. Thomas!

*Top 3 Rookie Recruiters of the Year*



“A sale is made in every exchange of ideas or communication. There are no exceptions.”

Grant Cardone, *Sell or Be Sold*

---

**We're all in sales.**

OLD GOAL:

What you want.

# Your new goal

**What they want.**

OLD GOAL:

Get a yes.



# Your new goal

**Get *engagement***

OLD GOAL:

Sell a single idea

new goal

**Pitch a range of solutions**



Make yourself

**Indispensable**

—

Thank you!

*But wait! There's  
more...*

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Want to come up  
with **better ideas?**

**Ask better questions.**

(I'm totally just going  
to give this to you.)





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**Want to be a better  
presenter?**

# TAPPED to speak **LIVE!**

with Terri Trespicio

April 4 & 5, 2019

*2 days to your TED-worthy talk!*

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