

# HOW TO **SPEAK** SO PEOPLE **LISTEN**

Grab their  
attention and  
get your message  
heard

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## Speaker's Checklist: Closers

I have grouped my examples of closers under the three components of your close, but with some creativity, many can be adapted to other purposes.

### **Pathos**

1. Tell a story.
2. Give a personal anecdote.
3. Quotation.
4. Close a loop – finish a story that you started earlier on and left unfinished. Alternatively, offer the moral of a story you told earlier.
5. Summon up an emotional state in your audience.
6. Describe what it will feel like when the audience has made the change (that you will reiterate in your call to action).
7. Ask a rhetorical question, and answer it with an easy to remember answer.
8. Do or say something unexpected – then explain relevance.

### **Summaries**

9. Make three simple points.
10. List the benefits or valuable applications of what you have said.
11. Counterpoint this: not that.
12. Restate the problem and then your solution.
13. State how your points prove your argument.
14. Make a clear and definitive statement.
15. Link back to your opening.
16. Transform your central idea into a simple slogan.

### **Calls to Action**

17. Conditional close: *"if this; then that"*
18. Give instructions – in steps.
19. Lay down a challenge to your audience.

### **All three in one**

20. The three-part close.

Repeat a word or phrase in three consecutive sentences, for example:

*"It's been a pleasure to speak to you today,  
It's been a pleasure to put forward some exciting ideas for you,  
And I'm certain it will be a pleasure to for us all to see the results next year.  
Thank you!"*