**Subject:**Communication

**Topic:**

Persuading your audience through Communication - Creating Your Product Speech

**Paper details:**

You will persuade your audience (the class) to be interested/motivated to purchase a product based on the following criteria. -real (something we can see and touch) legal - be able to purchase online or in a local store -current retail price- $1 to $500 US -not anything living, like a pet etc. -not a weapon of any kind -not a drug, alcohol etc. -nothing distasteful or potentially offensive to others -no services or gift cards Persuade the audience to support your product.

The first important reason is that thinking about your speech like a product shifts the focus from you to your audience and to the people who will hire you to speak. As experts, it is very easy for us to get wrapped up in what we want to tell the audience. We are so passionate about our area of expertise and we want to share ALL THE THINGS.

That, however,  is not what the audience needs from us. They need us to solve a very particular challenge for them. Sometimes that challenge doesn't directly relate to our speaking topic. Now, hear me out! Let's say you speak on social media and you think that the number one challenge you solve for the audience is finding the best social media platform for them. Because people are up at night worrying about “Do I have to be everywhere? Do I need to be on Facebook? , Do I need to be on Twitter? Do I need to be on Pinterest?”  Right?

The fact is they are not. Your audience is most likely worried about “ How do I get more eyeballs on my business. I'm writing all this blog content and nobody seems to ever see it. I feel like I'm spinning my wheels, and my business and my sales are just in the toilet. How do I become more visible?”  That's the challenge you actually solve for them, and the vehicle you use to do that is through your expertise, through social media. Think about what is the problem  that you need to solve. Because, typically, your specific area of expertise is not what your audience is angsting about most.