



No P.A.I.N. Means no Gain

To be successful in reaching an audience, you must demonstrate what they will take away from your presentation. One of the biggest mistakes speakers make is focusing on what interests them instead of what interests their audience. Are you looking for ways to demonstrate benefits? Remember “No P.A.I.N. means no Gain.” You’ll demonstrate benefits by using the P.A.I.N. formula.

<p>Protect:</p> <ul style="list-style-type: none"> Health Security Interests Reputation Assets 	<p>Increase:</p> <ul style="list-style-type: none"> ROI Bottom Line Market Share Productivity Competitiveness Performance Available Time Opportunities
<p>Advance:</p> <ul style="list-style-type: none"> Career Professional Responsibilities Relationships Knowledge Understanding Comfort Popularity 	<p>Neutralize:</p> <ul style="list-style-type: none"> Criticism Trouble Unnecessary effort Pain Emotional Distress Problems The unexpected Conflict

What other ways can you think of to connect with your audience?