

..... 7 WAYS
TO TRANSFORM
PAUSES INTO
INFLUENCE



Roberto Monaco

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Introduction

“Every second you wait will strengthen the impact of your words. Stand, stare, and command your audience, and they will bend their ears to listen.”

-James Humes, author and speechwriter for 5 American Presidents

You are reading this book because you want to discover how to use silent pauses - effectively. Conscious, well-planned pauses make your one-on-one conversations, sales presentations, video presentations, webinars and public speaking engagements even more impactful and influential. Pausing is extremely important for any type of communication, and in this book you will discover the importance of pauses; the use of pauses to emphasize points and convey emotion, techniques for pausing while speaking, learning when to pause and for how long, transitioning pauses, and how to pause for maximum audience engagement.

My vast experience in the areas of peak performance, leadership, the psychology of achievement, presentation skills and sales comes from years of consulting and advising Fortune 500 companies, executives, managers, and sales professionals. With my business partner, Jeff Paro, InfluenceOlogy was founded in 2008 with the mission to teach people how to make a positive impact in their business and personal lives by becoming MASTERS OF INFLUENCE. We believe that the tools we provide allow our clients to take control of their destiny. Why? Because influence is power. By influencing others and challenging yourself to the mindset shifts we offer through our teachings, you will find that your destiny is determined solely by YOU.

What we have found after reviewing more than 11,000 hours of video footage from our client's presentations is that everybody knows how to pause, but very few professionals know how to use it to their advantage. I've curated the seven best ways to transform pause into influence in the chapters ahead. Use these methods to command your audience – and watch them bend their ears to listen.

Chapter 1: The Power of P.A.U.S.E.

Regardless of whether you're a beginning presenter or a professional doing video presentations, webinars, teleconference calls, or traditional public speaking, you need to use pauses to make your message more persuasive. Every communicator can improve their message by incorporating pauses consciously. In theory, it's simple. You simply don't say anything for a moment, and in these pauses, you generate more impact and influence. We've all done it in everyday speech, but perhaps not consciously. I have created an acronym to remind you of the benefits of using pauses.

P.A.U.S.E.:

P - Power. As a presenter, as an influencer, you want power. Why? Because the audience, by attending, watching, or listening, is already giving you the power to lead. Pauses, when used effectively, generate more power for you while you're in a leadership role.

A - Attention. With well-timed pauses, the audience will pay attention. You'll have them on the edge of their seat as they anxiously await your next move.

U - Understanding. Sometimes we have the tendency to speak too fast. We'll say something important, but the audience won't have enough time to process the information. Pauses allow time for your audience to understand your content, so it can really sink in.

S - Slowing down. A presentation needs to have varying delivery speeds, like a roller coaster. By changing the pace of your delivery, you keep your audience captivated and interested. Pauses allow you to transition from speed to speed, especially between transitions and points.

E - Emphasis. Sometimes you want to give emphasis to a story, question,

quote, or “power line,” a line or phrase that you want the audience to remember. A pause will give emphasis to that specific part of your talk.

Chapter 2: The Opening Pause

Every communicator, speaker, influencer, and presenter can benefit from incorporating pauses consciously. Let's say someone introduces me, "Hey, a big hand for Roberto Monaco everybody!" I come out quickly and say, "Hey, good morning everybody. How are you guys doing?" I don't give any space between the introduction and my presentation, and I start speaking right away. Is there a more effective way to begin a presentation?

Yes. Next time you present, instead of starting your presentation like the example above, incorporate a pause right from the beginning to set the tone. This artful pause will allow you to control and take ownership of the presentation. The audience has given you the space to lead. They want movement from point A to point B. That's why they're there. They want you lead.

So, how can a pause be used right after you are introduced? Let's use the above example again, but this time, using an effective and powerful pause. "Let's give a big hand for Roberto Monaco, everybody!" I walk onstage, pause, and smile. Without speaking, I connect to the audience, acknowledge their presence, and appreciate their praise. I look at the audience and think, *I love you. I love you. I love you.* I believe love is the strongest emotion we have, so I tap into it and use that emotion to fuel the rest of my presentation. I wait a few seconds, then I begin.

Have you been to the movie theaters recently? Once you're inside and seated next to your loved one, drinking soda and eating popcorn, you chat and watch movie trailers. Then, suddenly, the lights dim and you have the moment before the moment. You know the one, right? There's complete silence in the

movie theater while the audience anxiously waits for the movie to begin. Creating that moment is exactly what I'm talking about. That's the moment before the moment. That's the moment when everyone is quiet and giving their attention to you. That three, four, five seconds of silence when you pause controls your audience through anticipation. You're in charge. You're going to help. You're going to lead from point A, where they are, to point B, where they want to be.

Remember: the audience has given you their time, which is the most important resource they have. They want your leadership in return. So, before you begin your talk, pause. Connect with your eyes, smile, count a few seconds, and use this pause to communicate your confidence, and leadership. Then, seal your audience's attention further by opening your presentation with something powerful.

Always pause before your opening. It's the moment before the moment. Enjoy it.

Chapter 3: Using Pause to Magnify Emotions

Recently, a client of mine recorded a presentation and sent me the YouTube video. As I was taking notes on what was great and what could be better, I noticed that he was asking a string of powerful questions in a row. Bam, bam, bam, bam. In between his questions, he didn't pause. He didn't give his audience enough time to feel the question or their answer. Since he wasn't pausing, he wasn't creating the emotional state his audience needed to be moved to action. If you're not creating an emotional state of pain, pleasure, hope, urgency, or desire, your audience will not act. They must have an emotional connection to your material.

How do you do that? How do you impact someone else's emotions so powerfully, let alone a room or stadium full of people? Let's use an exercise to illustrate this lesson. Think about a goal, desire, or outcome that you really want to make happen, but haven't yet. What is a specific reason why you haven't accomplished it? How long have you been telling yourself this reason? Is the reason new, or have you been telling it to yourself for your entire life? Has this specific reason impacted you financially, emotionally, or in your day-to-day life? How has it impacted your relationships? How do you feel as you answer these questions and realize how much you've never had, lost, or suffered? When you talk to people do you find that, at some level, you communicate through your limiting reason? What if you don't change that reason and overcome that excuse, and you take it with you for the next two, three, four, five years into the future? Imagine how your life will be like, look like, and feel like five years into the future when you look back on this moment and know you could've done something, but didn't. How will you feel?

Are you thinking, "Roberto, I don't like the look of that future." Good. I don't like it either. So, shake it up. Shake it up. If I were to ask the above questions aloud I would pause after each one. Why? Because the pause will magnify the emotion that that question creates. These are powerful questions with life-changing answers, but only when given the time to answer them. You can also use this strategy to create positive emotional states as well.

Can you think of someone you absolutely love? Who loves you the most? What are you grateful for? Can you remember an amazing memory? Something fun? Of course you can. How do you feel if you are allowed time in between each question to actually answer the questions? If asked aloud, these questions, with pauses in between, give you time to think about the answer and experience the emotions again.

Imagine the power that you, as an influencer, can gain simply by using pauses to magnify your audience's emotions. By asking the right questions and allowing the time for your audience to answer them, you will create an emotional impact that leads to action.

Chapter 4: Pauses with Power Lines

Pauses are extremely effective before and after power lines. What are power lines? Power lines are lines that change minds and change lives. They emotionally impact and influence. Power lines are the lines that your audience remembers, writes down or shares with others.

Most presenters deliver a presentation and never offer a power line. In my talks, I always have three or four power lines. When I'm done, people say, "Roberto, I love when you said..." and they'll tell me my power line, word-for-word. I've actually seen my power lines quoted on Facebook and Twitter, which is very cool because I planned the impact of those lines. You should plan lines like that as well. Your audience cannot remember everything, but you can create a power line, a phrase, that will stick in their minds and become deeply rooted as an internal call to action.

When I presented for a group of doctors, one of the challenges they expressed was with closing. They presented well, but couldn't enroll people into their mission. Thus, they weren't helping people. "So, come to my clinic," simply wasn't enough to actually get people through the door. To try and help these doctors, I illustrated a story about a doctor that was spending all his time and energy in the development of a presentation. He would go all-in; he drove two hours to do a workshop and, at the end, no one was moved. My audience related to the story and I paused so they could internalize the connection. Then I said, "Your message starts when your presentation ends."

The crowd absorbed this line. Then I explained. "Your message of wellness starts, literally, when people sign up for care; when your presentation ends. See, your message starts when your presentation ends." They understood.

They understood that the presentation is not the ultimate solution, the point B. Yes, they can share their message of wellness, but nothing will actually happen until the presentation ends and the audience does something about it. My power line, delivered with emotion and between two pauses, allowed my audience to take home the most important message of my presentation: that their message, their influence, and their transformative work starts when their presentation ends. As long as they and their audience understand this, they'll be moved to action to see the benefits of that message.

During an inspirational talk, I went into a seven-minute story about my biggest failure ever. I saw people laughing and shaking their heads. When I finished my story, I paused, let the giggles subside, and said, "If you don't own your results, your results will own you."

There was silence. I could tell that some people felt the power of that line as they replayed it in their mind. Perhaps some people related to it right then, but we've all been there. You try something 10 times, 15 times, 20 times and you keep failing. Eventually you internalize the failure and allow yourself to be owned by your very own failure. In life, either the result owns us or we own the result. We can own the result and prohibit it from defining us, rather than allowing a result or failure to own and define us. After the presentation, people were on Twitter and Facebook with memes saying, "If you don't own your results, your results will own you -Roberto Monaco." The power line, and its pauses worked!

You can do the same thing. Remember: Your audience will remember what you want them to remember. Pause, deliver your line and pause again to maximize your emotional impact.

Chapter 5: Transitional Pauses

Often times I am an audience member before or after my own presentation. I take notes and learn. Sometimes I get lost and don't know where we are in the presentation. A presenter will speak, speak, speak, and eventually, as I'm taking notes, I lose our place in the presentation.

Now, why does that happen? They have all this great information, but they dump it at the audience and overwhelm them. One way to avoid this is by not trying to cover everything you know, but another way, which we will discuss now, is to pause in between your points. At Influenceology, we like to call it "chunks," like "persuasive chunks one, two and three."

Let's say you do a presentation about animals, and you talk about dogs, cats, and birds. Perhaps point one will be about dogs. You'll talk about dogs and when you're done talking, you'll pause for three to five seconds, maybe take a walk around the room, then transition into point two, cats. Then you'll tell stories about cats, knowledge about cats, surveys, statistics, and personal experiences with your kitty. Maybe you'll ask questions like, "How many people like cats?" Once you're done, you'll pause again, walk the room, and transition with something like, "Now let's talk about birds." By using transitional pauses, you'll signal to the audience that you've changed points.

Obviously, that was a very simple example. But whether it's about business or birds, your audience can get lost if you don't indicate where one point starts and another ends. And most people, when they're lost, won't tell you. You may think you're doing a great job, but your audience is struggling to keep up and stay focused. And if they're lost, are you going to have a hard time moving them to action? Yes. So remember, in your next presentation, use transitional pauses in between your points.

Chapter 6: Slide Pauses

Presenting with slides, whether with PowerPoint or Keynote, can be tricky. Most presenters think that these tools make their presentation more effective, which is often not the case.

The biggest reason why slides make for ineffective presentations is because many presenters turn to read the slides. This is bad on so many levels. One, the audience gets bored. Two, by the time the presenter is done reading the slide, the audience has already finished reading it. They can read faster than the presenter can talk. Three, an unconscious message is sent to the audience saying, "You can't read, so let me do it for you." And fourth, the presenter's attention is turned towards the slides rather than the audience.

This isn't professional, nor is it persuasive. Not good.

Before I teach you how to use pauses to solve the above problems, there are a few things you can do. This isn't a chapter on how to improve your PowerPoint, so I will be brief.

First, let's say I'm doing a presentation and I read my slide: "It was a beautiful day in Hawaii and I was riding a horse on a gorgeous beach with white sand on private property. The water was so clear." Boring, right? Instead of telling the audience, I can show a picture. So the first quick tip is to transform text into pictures. When you finish your data, ask yourself how you can transform every single word into pictures.

Second, reduce your wording. Instead of a slide stating, "You are going to learn how to speak with unstoppable confidence in front of an audience," you can condense that to, "Unstoppable Confidence," and say the rest. Avoid wordy slides that tempt you, and your audience, to read instead of engage.

Third, if you have a technical presentation, another strategy is to give your audience a handout instead of making the wordy or intricate slides a part of your presentation. Don't try to cover too many details in one slide.

Once you have implemented these three quick strategies, your slides should be brief, simple, and contain minimal text. Let's say you have a slide with a quote, a slide with some questions, and a slide with a graph.

"If you can't explain it to a six-year-old, you don't understand it yourself. Albert Einstein." Don't read the quote. Your audience will get bored – fast. The audience is conditioned to automatically read it themselves. Instead, pause and allow them to read it themselves. Then comment on it. "I want to show you one of my favorite quotes here from Albert Einstein." Pause. "Isn't that powerful? I completely agree that if I cannot explain my idea to a child, then I'm not doing a good job and should probably reassess it myself. What are you doing to make your message as understandable and persuasive as possible? What are you doing to simplify your message?" See? I am not reading what the audience has already read. I am giving the audience time to read it themselves, then I am adding to the slide's content.

Let's say I'm presenting the slide with questions and I say, "According to the management guru, Peter Drucker, there's five critical questions that we have to ask ourselves: Number one, what is our mission? Number two, who is our customer? Number three, what does a customer value? Number four, what are our results? Number five, what is our plan?"

Now, as I read these questions, you think, "Dude, you're reading, Roberto. I'm reading, too, and trying to process the information." That's a good way for me to bore or overwhelm you. No bueno. So how would I do it? Let's say I show

these questions on a slide and use slide pauses to make the questions stick.

"Guys, there are five really important questions that every single business owner they have to ask themselves, according to management guru, Peter Drucker." Pause. "Number one: What is our mission?" Pause. "Who are you doing this for? What are you going after?" Pause. Next slide. "Number two, who's your ideal client? Who is your customer?" Pause. "Who's the person that you're serving?" Pause. Next slide. "Number three, the person who's writing the check every month for us, what do they value most?" Pause. "What's important to them?" Pause. "What does a customer value?" Pause. Next slide. "Number four, what results do we have so far?" Pause. "What proof can you provide your clients? What's the proof that you can do the job?" Pause. Next slide. "Number five, the last question, what's your plan?" Pause. See? By using pauses I give the audience a little space before I actually ask the question. Also, by placing each question on its own slide, I know that the audience is staying on track and using the pause for the intended question. Sometimes I read the question, but I can paraphrase and add to it, too. It's more impactful and influential because the audience has some time to think about their personal answer. By mastering slide pauses, I increase my presentation flexibility. This means that I increase the number of ways that I can present and display my information.

Let's say I show you a slide with a graph and I immediately explain, "This is a graph about crowd psychology. What this slide is telling us is that the larger the crowd, the less intelligent they are, and the more emotional they are." As I explain the slide, you're trying to visualize and process its information at the same time. Difficult, right?

Now, if I were to make my presentation more influential by using pauses, I could say, "Guys, I want to share with you a cool concept about crowd psychology. Check it out." Pause. "As you can see, the larger the audience, usually, the less intellect they have, and the more emotionally engaged about the subject they become." I add to the slide's information and pause for four or five seconds to give the audience some time to process the information. This is the best way to present technical information. The audience gathers your slide's information themselves while still being guided by you, the speaker.

Chapter 7: Pauses for Thought

What if you lose your train of thought during a presentation? I hope that never happens to you, but if you do a lot of public speaking, most likely it will. I've done over 4,000 presentations, and I can recall a time it happened to me. I was in Sacramento working for Tony Robbins, and I had two presentations back to back. The first presentation was supposed to end at 10 am, and the second was to start thirty minutes later, at 10:30 am. I had a half hour to get to the next venue which was only 10 minutes away.

My first presentation was delayed so I ran from one presentation to the next, sweaty, stressed, and thirsty. On my way, I called the event host to notify them of my delay and I arrived a couple of minutes late. The company introduced me to the stage, everyone clapped, I walked up and...nothing. *Someone unplug me from the wall! Turn on! Say something!* I couldn't say anything. My mind was blank. I don't know how long I stood like that, but it felt like hours. I was embarrassed.

Make sure you never freeze up like I did by using these three quick tips to bail you out when you lose your train of thought:

- 1.) Always have a bottle or glass of water with you on stage. If you lose your train of thought and are lost, just say something like, "Excuse me. I need to get some water." Pause and take a sip of water. By doing this, you create the space to regain your thought process so you can powerfully go back into the presentation. Simple yet very effective.
- 2.) Always have a hard copy of your outline. When you lose your train of thought you can say something like, "You know what? This point is important. I want to make sure you get this information. I want to make sure

I get this right." And then you pause, look through your notes, and say, "Here's the point."

- 3.) Do a quick exercise to buy yourself some time and regain your thoughts. Say something like, "You know what? What is the most important idea or strategy you have learned so far? Do me a favor. Write it down on a piece of paper, and write how you're going to use in your business. Once you are done, share with a partner." Pick a question or exercise that pertains to what you have presented thus far, and use that time to compose your thoughts, drink some water, and prepare for the rest of your talk.

Chapter 8: Pauses to Address Disruptions

Everyone knows of the people who chit-chat in the back of the room, distract the rest of the audience, and disrupt the presentation and speaker. If you are the presenter, you know that they are stealing valuable attention from you and your message.

There are various ways to address disruptions within the audience, with and without the use of pauses. In this chapter, you will learn how to use pause to professionally, elegantly, and quickly regain your full audience's attention.

Let's quickly address the common ways many presenters ineffectively address distractions:

- 1.) When they notice people talking, they try to speak louder and faster. The whispers in the audience continue and often get louder as the presenter gets louder. The rest of the audience is left in the middle, battling to focus on the presentation.
- 2.) The presenter says something like, "Excuse me, do you have something to share with the group?" The chit-chatters quiet down, but the presenter may seem rough and intimidating after having called out the disruptive audience members. Other audience members may feel intimidated to share or speak, and rapport may be damaged with the chatters and witnesses.
- 3.) The presenter stops and stares at the culprits. The audience then turns to look too, or they stare, wide-eyed, at the presenter to see what they'll do next. This embarrasses the chatters to silence but could break rapport with the audience in the process.

So, what is the best way to handle interruptions while using pauses? Try this technique to immediately stop disruptions in an effective and polite manner:

- 1.) Stop in the middle of a word to create a pattern interrupt as soon as you notice people chatting. For example, if I was about to say, “This is an amazing strategy,” I would say, “This is an amazing stra...” The self-interruption is awkward yet effective in jolting the chatters to attention. Without explicitly saying anything, you will have communicated that you feel disrespectfully interrupted.
- 2.) Pause...and hold it. Don't say (or finish) a word until the audience has recognized the interruption and stopped it.
- 3.) Break eye contact. Don't look at the audience, but make the point that you are waiting patiently by looking down at the floor, at your notes, at the ceiling, but not at anyone. This is a more respectful way to communicate that you've recognized an interruption and will wait patiently for it to cease until you continue.
- 4.) When you continue speaking, consider walking around the room to keep your audience engaged and accountable.

By recognizing and leveraging the power of P.A.U.S.E. and using pauses to magnifying your audience's emotions, accentuate power lines, transition in between points, and quickly regain your train of thought or your audience's attention, your presentations will intrigue and captivate your audience. With artful pauses, your audience will be drawn to your every word and remember the content that counts.

Additional Resources

Seminars:

<http://www.influencingfromthefront.com>

<http://publicspeakingforchiros.com>

Products:

www.influenceacademy.com/

Social Media:

www.facebook.com/influenceology

www.youtube.com/influenceology

