

Differentiating with Depth

A session for those who
believe in substance!

by Ian Percy

Have you noticed...

- Many conferences going without a speaker, we're not worth the money –
- Using internal speaker, e.g., a total amateur beat us out
- Spending money of leather duffle bag, you're replaced by a conference gift with a logo on it
- Hosted bar, they'd rather spend money on getting a buzz and that will get peed away in an hour.
- We humor ourselves by saying it's a reflection of tough economic times – I want to suggest it's a matter of ROI! They aren't getting good return!!!!

What do I mean by speaking with ‘depth’?

You are speaking with substance or depth when you have expanded the listener’s world-life view in a dimension they would not likely have gone by themselves.

Depth is like revealing something they would not have seen without you.

**“Write books because it really helps
your credibility as a speaker.”**

Almost everyone

“I only write in order not to be silent.”

Augustine

**Want to move our audience’s reaction
from ...**

**“Wake me when its over” to
“Wow I’ve never thought of it that
way before!”**

**We want to avoid “room
temperature” content!**

How to recognize substance when you hear it!

- 1. Tends to “appear” out of silence rather than be deduced out of dialogue.**
- 2. Resonates to the “truth frequency” deep within us.**
- 3. Usually creates a silent “awe-like” reaction rather than counter-argument.**
- 4. Gives a feeling of instant relief.**
- 5. Creates a sense of excitement.**
- 6. Calls for unity, drawing people together.**

Tool Number One ...*Dissection*

Tool Number Two ...*Critical Inquiry*

Tool Number Three ...*Etymological Explorations*

Tool Number Four ...*Free Form like discovering truths accidentally.*

Tool Number Five ...*Root Canal*

Tool Number Six...*Making Connections*

Tool Number Seven ...*Forced Fit*

Tool Number Eight...*Cold Turkey*

Tool Number Nine...*Truth Statements*

Etymology websites:

<http://libraryspot.com/dictionaries/etymologydictionaries.htm>

<http://www.westegg.com/etymology/>

Three final suggestions for substance...

Speak of your own journey

Minimize the superficial

Speak out of your deepest self

“There is some subtle light in the eye of the inspired one...which tells you that you are in the presence of one who has bridged the gap which separates the mundane world from the world of spirit.”

Walter Russell



Wishing you endless and deep inspiration!

Thank you!

Ian Percy

