

Zonya

PRESENTS:

How to Make Nutrition Exciting and Fun: Be a Better Speaker, Teacher & Motivator!

- Getting their attention in thirty seconds or less
- Openings to avoid
- The recipe for an effective presentation
- How to use personal stories
- Audience interaction and participation ideas
- Recommended resources
- What should you charge for a presentation?
- More Recommended Resources



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GETTING THEIR ATTENTION IN THIRTY SECONDS OR LESS ...

Open-Ended Questions and Rhetorical Questions

People will pay more attention to things they think of rather than what you put forth. Questions which require a response act as a form of audience participation. Rhetorical questions get people to think about the answer in their own minds. You focus their attention without engaging in the give-and-take of a true question and answer session.

Startling Statement or Statistic

Complete brevity with a degree of shock. Be careful not to use too many at once, since people only remember one or two at a time.

Joke

Many people feel they have to start with a joke, perhaps because they have hear so many other speakers do so. The best time to use a joke is when it fits in with your topic just beautifully, is entirely appropriate, and you can tell it well.

A Personal Experience / Story

Starting with a relevant story about you establishes empathy and rapport. It also confirms your qualifications to address the topic.

Story

A short story that is relevant can be told in an opening.

Quotation

The hard-earned wisdom of renowned sources tends to be succinct, witty, and memorable. Also, a quotation can focus the attention of your audience much faster than traditional exposition.

Comparison

A vivid comparison can capture the audience's attention quickly and provide the overview of what you are presenting.

Reference to an Occasion or Event

Reference holidays that have an impact on people's food choices. Christmas, Halloween, etc., make for good opportunities to enlist humor or establish common ground.

Visual Aid

Cartoons can be both humorous and powerful ... OR hold up confusing labels and exclaim, "How's a person to decide?"

Audience Compliment

Include a sincere comment on some positive quality of the people before you. You want them to like you ... show you already like them.

OPENINGS TO AVOID ...

- **Don't use the opening to restate the title of the speech or to reiterate information, or ramble.** You need every moment to create interest and suspense.
- **Don't open your presentation with an apology.** You may think it makes you sound friendly, but apologies set up your audience to listen for your weaknesses.
- **Don't explain your presence.** Don't offer explanations about why you think the chairman asked you to address the group. Remember that you are there for a good reason --- you know it, and the audience knows it.
- **Don't say how difficult it was to choose the subject.** As far as the audience is concerned, your topic should be so vital, that you never doubted its importance. Communicate that vital nature.

Source: "Power Speak" by Dorothy Leeds

SPEAKER'S CODE OF ETHICS

When learning from other speakers / teachers,
NEVER steal their ideas! Study their style and
allow their ideas to springboard your own.

REMEMBER ... THE RECIPE FOR AN EFFECTIVE PRESENTATION IS ...

<p>1/3 Information</p> <ul style="list-style-type: none"> • Always include lots of “meat and potatoes”, just be sure the meat’s not liver and the potatoes aren’t cold ... and you’re not cramming it down their throats! • People can only remember so much. What are your 3 main points? Use the other 2/3 mediums to really paint a memorable picture so that they are more apt to act on what you say. 	<p>Your Ideas:</p>
<p>1/3 Entertainment</p> <p><u>Why Use Humor?</u></p> <ol style="list-style-type: none"> 1. Gets their _____ 2. Relieves _____ 3. Maintains _____ 4. Improves _____ <p><u>How to Use Humor?</u></p> <ol style="list-style-type: none"> 1. Cartoons on handouts / overheads 2. Poking fun at yourself (not others) as opportunities arise 3. Humorous stories 4. Tasteful and appropriate jokes 	
<p>1/3 Motivation</p> <ol style="list-style-type: none"> 1. Present thought-provoking statistics that make them think about nutrition differently (see resource list). 2. Find out what really motivates them. Are they motivated by saving money? Blood pressure, cholesterol, weight, arthritis? A loved one has ... <ul style="list-style-type: none"> • Teenagers: Want to be quick and high stamina for sports? Want to have a clear complexion? • Younger kids: 100% motivated by FUN 	

HOW TO USE PERSONAL STORIES TO “DRIVE YOUR POINTS HOME”

<p>FINDING YOUR STORIES (funny and/or emotion-provoking)</p> <p>1. Think back to when:</p> <ol style="list-style-type: none"> a. You struggled with your own weight, or eating disorder b. You were a kid – things you learned about nutrition <hr/> <hr/> <hr/>	<p>Your Ideas:</p>
<p>2. Be aware, everyday of humorous happenings (or emotion-provoking):</p> <ul style="list-style-type: none"> • At the grocery store • At the dinner table (if you have kids, you should be accruing at least one good story a day!) • While counseling a client • While teaching a class • While working 	
<p>3. Jot down your stories on index cards and file them under appropriate headings.</p>	
<p>GROOMING YOUR STORIES</p> <p>4. Casually tell the stories while with friends. See how they go over. Improve and embellish. Remember the pacing you use helps magnify certain points and draw out the humor.</p>	
<p>APPLYING YOUR STORIES</p> <p>5. When preparing a presentation, look through your file for just the right stories to accompany your points. Attach them to the points they illustrate. Pace them throughout your presentation.</p>	

AUDIENCE INTERACTION / PARTICIPATION IDEAS

1. Ask questions: “How many of you _____?”

Reply with, “...about ½ of you” OR “most of you” OR “not very many of you” ... so it seems purposeful.

2. Say it with me: “The whiter the bread, the quicker you’re dead”
“Eat it today, wear it tomorrow”

3. Turn to the person next to you ...

Ask them, “What is your exercise routine?”

Ask them, _____?

Ask them, _____?

Ask them, _____?

4. Place an unusual vegetable in the middle of each table (of 4 or so) and ask them as a team to come up with as many preparation ideas as they can.

5. Have “give-aways”

- Throw raisins into the crowd.
- Have a grab bag of goodies to reward people who’ve shared.
- Place a sticker on handouts or under chairs.
- Ask: “Anyone who exercised at least 1 time this week, stand up”
“Who exercised 2 times? 3 times? 4 times?”
“Who included a session of resistant exercises?”
(GIVE PRIZES TO THOSE STILL STANDING)

BONUS MARKETING TIP: Start collecting addresses for your mailing list.

RECOMMENDED RESOURCES ...

Attention-getting facts and examples ...

- Center for Science in the Public Interest (CSPI) Nutrition Action Health Letter (\$24/yr). 1875 Conn. Ave., N.W., Ste 300, Washington, DC 20009.
www.cspinet.org
- Physicians Committee for Responsible Medicine, “Good Medicine” newsletter. (\$20/yr). (202) 686-2210.
- Environmental Nutrition \$30/yr. (800) 829-5384
- Tufts University Diet & Nutrition Letter \$20/yr. (800) 274-7581.
- “Choices for a Healthy Heart” by Joe Piscatella, as well as his other books.
- “The New Fit or Fat” by Covert Bailey
- “Outsmarting the Female Fat Cell” by Debra Waterhouse, MPH, RD
- “Thin for Life” by Anne Fletcher, MS, RD

Speaking Skills ...

- “PowerSpeak” by Dorothy Leeds
- “The Quick and Easy Way to Effective Speaking” by Dale Carnegie, as well as his other books.
- I highly recommend:
 - Attending a Dale Carnegie course
 - Joining Toastmasters

How to Pursue a Career in Speaking ...

- “Speak and Grow Rich” by Dottie Walters
- The website for the National Speakers Association (www.nsaspeaker.org)
- Attending your state chapter meetings of National Speakers Association

Antioxidant Supplementation ...

- “The Vitamin Strategy” by Dr. Art Ulene
- “The Essential Guide to Vitamins and Minerals” by Elizabeth Somer, MS, RD

SUMMARY POINTS ...

1. NEVER be boring!
2. ALWAYS have fun!
3. Invest in yourself. YOU are your most valuable asset!
4. Practice what you preach – be a role model

“Who you are speaks so loudly, I cannot hear what you say.”

—Ralph Waldo Emerson

AMAZING FOOD RESOURCES

In addition to the plethora of fresh and frozen fruits and vegetables that my family consumes each week, these are two of my most favorite food companies. Their commitment to quality is unsurpassed. My family consumes each of their foods DAILY, and I suggest you do too!

	<p>EdenFoods, Inc.</p> <p>Makers of EdenSoy® and EdenBlend®, the best organic soymilk, organic pasta, organic canned beans (no salt added and also a fabulous line of low sodium seasoned beans); they also produce canned, no salt added, organic black soybeans. These taste very much like black beans, but since they are a soybean, provide all the benefits of soy. Since my family eats beans four times a week, it's convenient for us to order beans by the case.</p> <p>You won't believe the quality and taste of Eden's organic canned tomatoes and spaghetti sauces. Combined with their organic, whole grain pastas, (the kamut-a superiorly nutritious high protein grain- is my favorite), you have yourself the best food possible for your family! If you have people in your family who think they don't like whole grain pasta, "cause it tastes funny", then be sure to try Eden's 60% whole grain, 40% sifted flour pastas, which they will for sure love.</p> <p>Availability: A partial line of their foods is available at all grocery stores. Their full product line is available at natural food stores or by contacting them at www.edenfoods.com, or calling 800-248-0320.</p>
	<p>Natural Ovens Bakery, Inc.</p> <p>Bakers of the most delicious, nutritious breads, bagels, muffins and cookies found anywhere. Why eat bread and bagels that are mostly starchy filler to our diet, lending only a few vitamins and minerals and little fiber?? Natural Ovens bread offers so much fiber (5 grams per slice or per bagel!). It's rich in the beneficial Omega 3's (most have added ground flax seed, a newfound "super food"), and enrichment of often-marginal nutrients like chromium and folacin.</p> <p>Availability: While first only available in Wisconsin, they are growing fast. If they're not at your store, order online and have it delivered. A freezer is all you need (as their products contain no preservatives). Contact them at www.naturalovens.com or call 800-558-3535.</p>