

Handout for  
***The Learnertainment® System:  
Eight Action Steps for Effective Presentations***

Tele-seminar interview with Lenn Millbower, the Learnertainment® Trainer

Hosted by John E. Murray III, Director, Story Institute

<http://www.Learnertainer.com>

To join the tele-seminar, call:  
**1-712-432-0075, Access Code 523691 #**

Please print these pages and use them for your notes. It will make it easier for you to follow along during the tele-seminar conversation.

**Principle One – *Emotion Creates Memory***

Point One – Emotional experiences are \_\_\_\_\_.

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Point Two – Our brain wants \_\_\_\_\_.

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**ACTION STEP ONE – *EVOKE*** \_\_\_\_\_.

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## Principle Two – *Perspectives Deepen Meaning*

Point One – Deliver logical and \_\_\_\_\_ content.

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Point Two – Honor learner \_\_\_\_\_.

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ACTION STEP TWO – *LAYER* \_\_\_\_\_.

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## Principle Three – *The Environment Talks*

Point One – Remove detracting \_\_\_\_\_.

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Point Two – Use every teachable \_\_\_\_\_.

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ACTION STEP THREE – \_\_\_\_\_ *THE SURROUNDINGS*.

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## Principle Four – *Visuals Aid Retention*

Point One – Talk in \_\_\_\_\_.

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Point Two – Use \_\_\_\_\_ effectively.

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ACTION STEP FOUR – *PRESENT WITH* \_\_\_\_\_.

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## Principle Five – *Suggestions Guide Outcomes*

Point One – Build learner \_\_\_\_\_.

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Point Two – Suggest the \_\_\_\_\_ you want.

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ACTION STEP FIVE – *MAKE IT* \_\_\_\_\_.

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Principle Six – *Sound Trumps Sight*

Point One – Use \_\_\_\_\_ cues.

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Point Two – Manipulate \_\_\_\_\_.

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ACTION STEP – *MIX IN* \_\_\_\_\_.

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Principle Seven – *Laughter Produces Positivity*

Point One – Laughter relieves \_\_\_\_\_.

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Point Two – Laughter requires \_\_\_\_\_.

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ACTION STEP – *HARNESS* \_\_\_\_\_.

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## Principle Eight – *Professionalism Produces Results*

Point One – Know the \_\_\_\_\_.

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Point Two – Find your \_\_\_\_\_.

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ACTION STEP – *PERFECT THE* \_\_\_\_\_.

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*“The truth isn't the truth until people believe you,  
and they can't believe you if they don't know what you are saying,  
and they can't know what you're saying if they don't listen to you,  
and they won't listen to you if you're not interesting,  
and you won't be interesting unless you say things  
imaginatively, originally, freshly.”*

Bill Bernbach, Doyle Dane Bernbach Advertising

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