

CHRIS HANLON · CAPTIVATION ARCHITECTURE™

The Audience Captivation Checklist

Before your next talk, pitch, or presentation — five minutes to find out whether you're about to captivate the room, or just inform it.

THERE ARE THREE KINDS OF TALK

Educational. You teach. They learn. The loop closes.

Sales. You persuade. They decide. The loop closes.

Captivation. You open a door — and they come to you.

Most experts default to the educational talk. It's the wrong one for winning attention, trust, and opportunity. This checklist shows you the difference — and where your talk is leaking it.

THE CHECKLIST



Tick honestly. Every miss is a door left shut.

1 · CLARITY

Do you know exactly what you're really doing up there?

- [ ] I can say the ONE thing I want remembered in a single sentence.
- [ ] I know the single action or shift I want from the audience afterwards.
- [ ] I've cut everything that proves how much I know but doesn't serve that one message.

2 · THE DOOR

Are you opening one — or closing a loop?

- [ ] My talk leaves the audience wanting more of ME, not just informed and finished.
- [ ] There's a clear reason for someone to come and find me afterwards.
- [ ] I'm not trying to teach everything — I'm making them care about one thing.

3 · STRUCTURE

Is there a journey — or just a list of points?

- [ ] I open with a promise or a hook, not a throat-clear or my CV.
- [ ] There's an emotional arc, not only an informational one.
- [ ] I use a story, and it earns its place — it makes one point land harder.

4 · FLOW & PRESENCE

Can you deliver it like you own it?

- [ ] I know the talk well enough to be present, not reciting lines.
- [ ] It's built from things I already know deeply, so I won't go blank.
- [ ] My delivery serves the message — it isn't performance for its own sake.

WHAT YOUR TICKS MEAN



Count them up.

10–12 — **You're captivating.**

You're already thinking like someone who opens doors. The work now is sharpening — and making it repeatable every single time.

6–9 — **You're informing.**

There's real substance here, but it's closing loops when it should be opening doors. A few deliberate changes would transform the response you get.

0–5 — **You're leaving the room cold.**

Not for lack of expertise — the message just isn't built to land. This is the most common place experts start, and the most rewarding to fix.

WHEREVER YOU LANDED

The checklist shows you the gap. Closing it — turning a talk that informs into one that captivates — is exactly what I teach, and it's a skill you keep for every talk, pitch and conversation after. **The free training inside the community walks you through the first steps.**