

# The 10 Secrets to Becoming a Super Virtual- Persuader

With Mike Lipkin



**Super Virtual-Persuader:** Someone that motivates others online to take action because they believe it will help them get what they want.

Covid is “virtualizing” every aspect of our lives – especially the way we communicate. No matter what comes next, screen-to-screen contact will be the dominant form of interaction. More than any other factor, success will come from mastering the art of online presentation and persuasion.

Staring into a webcam can be disorienting. Talking to a group of thumbnail images can be awkward. Lack of real time response can be alienating. Calibrating your personal style for maximum impact is daunting. It’s easy to be intimidated by all the variables influencing your virtual performance. However, once you understand the secrets to virtual persuasion, you can begin to master it. You can grow your charisma and presence. You can make the webcam your ally.

As a motivator and presentation coach that works with thousands of people around the world, Mike Lipkin has pivoted to the new realities. Over the past year, he has immersed himself in the theory and practice of Super Virtual-Persuasion. The result is his newest program - *The 10 Secrets To Becoming a Super Virtual-Persuader*. Specifically, Mike coaches you on how to:

1. Pre-inspire Yourself
2. Light Yourself Up
3. Headline Your Message
4. Build a Clear Narrative
5. Dramatize Your Data
6. Animate Your Style
7. Listen Like You Mean It.
8. Recover Remarkably
9. Follow up
10. Practice Becoming Proficient (Not Perfect)

Mike customizes every program to the specific realities facing clients. He engages in a detailed briefing session and adapts his material accordingly. Call Mike on 416 917 6007 or email him at [mike.lipkin@environics.ca](mailto:mike.lipkin@environics.ca) to explore the possibilities.



Mike Lipkin

The president of Environics/Lipkin, a global research and motivation company based in Toronto. He is also an international strategic coach, facilitator and catalyst for high performance. Mike combines his learning from talking to a million people in sixty five countries with the insights from the Environics Social Values research to help his clients create breakthroughs. He founded Environics/Lipkin in 2001. He has written seven bestselling books on personal leadership and effectiveness. In line with his philosophy that life is theatre with consequences, Mike entertains his audience while he inspires them.