

The Speakers Toolkit

A resource guide for getting famous through speaking



David Staughton

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work/life effectiveness

THE SPEAKERS TOOLKIT

**A RESOURCE GUIDE
FOR GETTING FAMOUS
THROUGH SPEAKING**

By

D A V I D S T A U G H T O N

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INTRODUCTION

The Pathway to Effective Speaker Performance

The *Speaker Toolkit* is a compilation of informative tips transform a public speaker. No matter if you are new to the public speaking industry, or a seasoned veteran, this eBook is for you. The areas of developing your speaking skills and speaking presentation techniques in your career as a public speaker are surrounded by sheer desire within your heart share what you know, learned, and believe in with others.

Effective Speaking is Sharing your Knowledge

The full circle of life, in general, also relates to the full circle of your career in public speaking. After you break into the industry of public speaking, and you have begun marketing yourself, it is wise to remember this circle. What you receive from your mentors, is what you in turn give to those who attend your speaking events, and eventually to those who you will mentor. There is no end to the circle.

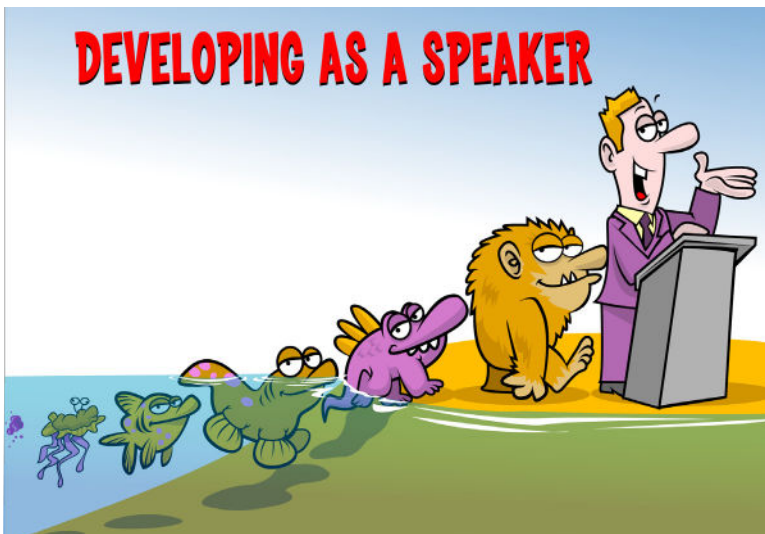
In your quest to grow as a public speaker, you may sometimes need to take risks. Continue to build and develop each speaking event as if it was your first. Plan, prepare, and deliver. Deliver

what your audience is looking for and needs. There is always a need and a benefit for you to deliver. It is up to you to find out what that need is and fill it with your energy and promising outlook.


We'll take a deep look into all the aspects of a career in speaking. As you read along in this eBook, remember there are no limits to what you can imagine. There are no limits to what you can turn into your reality. There are no limits to what you can share with others, and the difference you can make in their lives. Let's get started ...

1

Developing Yourself as a Speaker



Some people are naturally born speakers, who may have the gift of speaking in front of others and engaging their audience on the topic. They can persuade and move an audience effortlessly. Others may need to work at developing strategies to move




audiences, the courage to speak in front of others, and the means of keeping their audience from disengaging from the presentation. No matter where you are at in your skill level for speaking in public settings, there is always room for excelling and improving.

DEVELOPING AN ACTION PLAN

Before beginning on your path to evolving yourself as a speaker, it is essential to develop an action plan for yourself. This action plan is similar to a personal business plan, where you will identify your mission, vision, values, and goals. Once these areas are clearly defined and written down for easy reference in the future, it can then be tailored for each speaking event by changing some of the goals to match the topic that you will be speaking on.

This action plan can be taken to another step as you develop your public speaking career as a personal business. At this level your action plan may then need to include policies or guidelines manuals. This will be essential as your speaking engagements grow and you bring in others to help you. There must be set parameters for your purpose and direction when preparing for any speaking event.

Your action plan is something that will build upon itself as your speaking career evolves. It should be flexible enough to include promotional materials and reference products, which are tailored to your speaking profile – what you have to offer and what benefits you can bring to others. This promotional kit




may portray your personal style (personal identity), and related marketing materials to the specific speaking event. Eventually, you may even need to hire a managing promoter to assist with executing your action plan.

No matter how your action plan evolves, remember, control your ego. Don't be demanding, and always remember you are there to bring benefit to others – to help others be better at what they do or want to do. To bring more credibility to yourself as your experience grows, you may also want to consider adding the NSAA accreditation to your action plan. This is key in living your dream as being recognized as a professional in your field.

PREPARING YOURSELF THROUGH PERSONAL DEVELOPMENT

Now that you have your action plan developed, focus can turn to you as an individual with a purpose to bring benefit to others through public speaking. If you have any fears, now is the time to use it to your advantage. Fear can be used in two ways – one way is to bring you down and make you second guess your true abilities, and the other way is to push you out of your comfort zone. In developing yourself as a speaker, you want to use fear in the second way. Get out of your comfort zone and show the world what you have to share.

Tap into what you have to offer, and why you want to do this. Focus your attention on this goal, which should be included in your action plan and be disciplined in following your plan. Place




your attention upon tapping into what you have to offer others (your audience), why this is special to you, and why you want to do this.

Part of maintaining a positive focus on your personal development towards becoming a successful speaker also includes staying healthy. Through making wise choices about what you consume can provide you with the proper energy levels to make it through any speaking event. Adding routine exercise to your healthy eating lifestyle can also keep you fully energized and increase your focus on the goals of your action plan, and bring you the self-confidence you need in becoming a highly effective speaker.

A lot of the time, stress can unfortunately enter your life and slowly begin to destroy your desire to develop yourself as an exceptional and ever-improving public speaker. Learning to handle stress is easier said than done, because you will only know how it truly feels when you are going through the experience. This is where exercise, eating healthy, and having the attitude of “taking things as it comes” can assist you in regulating and reducing the negative outcomes of stress. Maintaining a healthy lifestyle is a main component in being an energetic and engaging speaker.

Another area that is often neglected in personal development as a speaker is the importance of sleep. Some feel that functioning on less than eight hours of sleep a night in order to work on an upcoming event is something that comes with the territory. Well, without adequate sleep, there is no way that your mind and body




can fully function at its optimum. Sleep is essential for our bodies to rebuild, rest, and prepare itself for the next day. Lack of sleep is very dangerous, and it can catch up to you in the long run – don't let it.

Personally growing in your development and preparation as a speaker also includes fine tuning of your speaking etiquette. A mentor can offer you courses and assistance through practice sessions to develop your speaking presentation in relation to your own personality. At each opportunity, applying and practicing what you learn is what will move you in your personal development.

In combining all these areas on the path of personal development, have confidence and feel at peace with yourself and the benefit that you are providing to so many different people. It takes time to develop confidence, but becomes easier as you take steps to develop yourself as a speaker by always being prepared for every speaking opportunity. By practicing some of the personal development items discussed, an increase in your self-confidence will arise naturally with a very positive attitude.

CREATING AN ENTICING TOPIC FOR YOUR SPEECH

When you have been chosen to speak on a particular topic, whether it is for informational purposes or teaching purposes, ensure you have a clear understating of the topic before anything else. Set clear objectives and outcomes by researching your topic




completely and building the related points surrounding the topic, including all related pros and/or cons.

A great example of developing your speech topic is by thinking of it as if you were building a house. Before a house can be built, a frame must be constructed. The same goes for building an engaging speech. A strong outline must be developed, followed by the content to support your topic – the fine details.

Within these fine details, maintain focus upon the relevant topic. Losing focus and going off on different tangents has a greater risk of causing confusion among your audience. Your audience's attention can then be lost. What you want your audience to obtain at the end of the speech is a clear understanding of what you were discussing. The audience should be able to answer the question of what the presentation was about, what they learned, and what are they taking away with them.

After your frame has been created for your speech, you may consider using interesting stories that relate to your topic. This creates a realistic connection for your audience, which also helps to further explain your topic with relevance. The content of your speech must have value. The audience does not just want to sit and listen. They want to be engaged and walk away with a benefit. Try adding resources, such as pictures, cartoons, and even jokes that hold on to the relevance to the speech, but add value to keep the audience interested.




When developing your topic outline and content, do your research. Research should not only be concentrated on your topic content, but upon your audience. Get to know your audience, first and foremost. Know their level of expertise through profiling your audience from their pre-registration information. When you know your audience, you are better able to tailor your speech to that particular audience and meet their needs.

The final part of developing your speech is to write it out – not necessarily word for word, but in a detailed outline to ensure that you keep on track. The only means of accomplishing this is by practicing, practicing, and practicing. You want to practice until you are comfortable with your speech and topic. Practice out loud and time it so your presentation does not run over or under your allotted time for your speech. Your audience will respect you for this.

DRESSING TO IMPRESS

Your overall appearance does matter when you are presenting any type of speech. When you are giving a speech and claiming to be an expert in a specific area, you need to exemplify that expertise. One way to do so is by the way you are groomed – your hair style, haircut, hair color, make up, and hygiene. You should be well-groomed with a neat and conservative look. Remember, the goal is to get your audience to see you as a professional and expert.



When dressing, the colors that you wear should stand out professionally, and not look too dreary or too bright that it becomes a distraction to the audience. Your overall wardrobe should look sharp and well put together. Business suits are very commonly associated with professional dress; however, in some circumstances, depending upon your audience, you may need to tone down the professional dress to a more casual professional style.

For example, if you are a woman speaking to an audience full of construction workers, showing up in a pink suit may not gain the respect you are looking for. Whether we like it or not, we are judged immediately by our appearance. If our appearance is distracting, there is no way to gain the respect, trust, and focus of the audience in advance. So know your audience, and dress to impress.


2

Speech Preparation

There are many tools that can be used to increase the quality of your speech and its benefit to an audience. Developing your topic and content is one piece of your speech presentation. The next step is to determine what is needed to bring the speech to life; something that will make a lasting impression on your audience so they will each walk away with a benefit.

SETTING THE LOGISTICS

The best means of preparing for your presentation is to have a checklist of all the essential items that will logistically make an event successful. A well-managed checklist will ensure that all preparations for the event are completed, deterring any last-minute problems. Although there is always the chance of some mishap even with the best planning, being well-prepared means you are more flexible in the presence of these unexpected events.




Finding a conference room large enough to comfortably sit all your event attendees is important. This can be determined once your event registration has been closed. The event location should have the right amount of chairs and tables so that you have a clear view of your audience, and your audience has a clear view of you.

The event location should fit the attendees comfortably, with enough space in-between the sitting areas so people are not cramped. When people are comfortable, they will pay you more attention as a speaker and not be distracted by their discomfort. The room should be well-lit and welcoming to the audience. It shouldn't be too bright or too dark.

If you are using a screen and projector during your presentation, ensure that it is visible to the audience, no matter where they are sitting. The screen should be placed close to you, the speaker. In addition, most times you will want to be on a stage so that you are also visible to your audience. It should be placed close to the audience, but not too high or too large for the audience and room size. The general rule for a stage is that it should be used only if you are speaking to 40 or more people.

When the attendees of your speaking event arrive, special attention should be made to provide them with courteous service. Each attendee should be greeted with a welcoming smile and friendly service, such as the ease of confirming registration, the receiving of the event's materials and promotional items,




and guidance into the center and the available amenities. If you are going to be issuing name tags, which is usually done for smaller events, avoid using large nametags that can be disturbing to others. Keeping the name tags readable at a comfortable distance, puts your attendees more at ease.

Many times, an event center will provide food and beverage services. This is a great plus for any speaking event. Having water, tea, and coffee available increases the comfort of the attendees, especially if the event is starting first thing in the morning. Ensure that the event center's staff keep all these items well-stocked during the entire day.

You may also decide to offer lunch service on-site, as it will give attendees an option for lunch, instead of having to search for a place to eat. When sticking to a set time for your speech presentation, offering on-site lunch services is beneficial to both you and your attendees. Work with the event center's food and beverage services to coordinate having lunch ready at a certain time with multiple lines to ensure the lines move quickly. You want your attendees to have a comfortable lunch and a nice break to relax and network before going in for the remaining part of your presentation.

EQUIPMENT CHOICES

There are many devices available for you to add spark to your speech. Unfortunately, equipment can be temperamental at the most inopportune times. Even with great preparation in checking




the equipment before your presentation, equipment malfunction must be considered. If this happens to you, make sure you always have a backup plan readily available so there is no break in your speech and it can continue to move smoothly.

Some common equipment that you may consider using for your speech includes a sound system, lapel microphone, amplifier, multimedia projector, digital recording device, computer, and a USB connection. When testing your sound system, ensure the acoustics are comfortable by not being too loud or too soft. This should all be checked prior to your attendees arriving, so plan on arriving early to your event location.

By choosing to use a lapel microphone instead of the standard hand-held or podium microphone, it will allow you more freedom to move about the stage or audience. It is less bulky and very easy for you to use. It gives you the freedom to express your personality and energy without your audience feeling like they are being lectured.

Having a digital recording device available is also great for recording your speech. You can use the recording for later transcription into promotion material, or to assist you in improving your speech deliverance techniques. For example, these recordings can easily be converted to a mp3 so you can have it converted to books or eBooks to increase your expertise and place within your niche.

All your speech material, including your speech itself, PowerPoint



presentation, or mini movies can all be saved on a USB. This works wonderfully if you will be using the event center’s equipment, or even bringing your own. Having all your information with you for backup is part of having great organization skills and preparation for a speaking event.

PACKAGING YOUR PRODUCT FOR SALES

If you have products for sale, a speaking event is a great opportunity to further market yourself. You must decide on how you will package the material. For example, you may group your products into specially priced bundles or packages related to certain areas that you discuss in your speech. This will give your attendees more choices that are suited to their needs.

When you are studying your audience as you work on developing your speech, you can also use this information to decide on what promotional items you will bring to the event. By knowing what benefit you want your audience to walk away with, you can anticipate their expectations.

Through the many promotional items you may decide on bringing to the event, identify which item will be your focal point – your central product for promotion. This can be a book, CD, or DVD, which you feel magnifies the focus of your speech. Then you can focus on other promotional items you may have to promote one of your “bonus” package deals. You can even have several different “bonus” packages to give your audience a choice on what package would work best for them individually.

3

Preparing for your Speech

It requires some effort and research when preparing for your speaking event. With the proper preparation, you will feel naturally self-confident in your speech deliverance, as well as your overall presentation. This preparation time that is needed is different for each individual, so go at your own pace and plan according to your upcoming booking event.



THE 6 Ps


There is one acronym you should remember when preparing for your speaking event—the 6 Ps. The 6 Ps stand for, Prior Preparation Prevents a Pretty Poor Performance. Being prepared in all areas of your speech deliverance can only lead to success. Success means that your audience walks away with one or more benefits. Remembering the 6Ps can keep you focused on the deliverance of your speech in the most professional manner possible.

OBTAINING A MENTOR AND PLANNING TEAM

You may consider hiring a mentor to assist you with preparing for your speech presentation, if you feel you need extra assistance or professional advice. It never hurts to get a second opinion from a neutral party. A mentor can also develop you professionally into becoming an exceptional speaker, if that is your goal. In addition, you may also need an effective planning team to organize all areas of the speaking event. This will take that pressure off of you, so you can focus on the event itself – the speaking presentation.

KNOWING YOUR AUDIENCE

In preparing for your presentation, as we discussed previously, knowing your audience and their level of expertise is crucial to creating a speech that will bring benefits to the audience. It is even crucial to know the culture of your audience, especially if you are speaking internationally or in a small town. Of course, you don't need to learn the complete details of the audience's culture, but you should have a general understanding so that you do not disrespect anyone by mistake. This will also assist you in



the material you choose to use in your presentation, as you want to ensure it is culturally acceptable.

WHAT IS THE BENEFIT TO THE AUDIENCE?

Once you have identified your audience, you then want to predict what their needs are. Why are they attending your presentation? What are they hoping to gain from your presentation? How can you add benefit to their lives? What would benefit them? What is their biggest desire and greatest dream? Obtaining an understanding of these possible questions will allow you to create a presentation more specifically designed for your targeted audience.

In identifying what the audience may be seeking from your presentation, you also want to consider what frustrations they may have. Knowing what could be frustrating them in their lives or careers can give you more insight into bringing them solutions and benefits. Be motivational in moving your audience from frustration to realization of a greater benefit and a brighter future.

These are all serious issues, but you also don't want to bore your audience. You want to address their needs, concerns, and frustrations, while at the same time keeping them intrigued. You want to keep them wanting more, not staring at the clock and wondering when this presentation will be over.

KEEPING THE AUDIENCE ALIVE


A useful trick is to create a list of useful one-liners that are funny and will break up the seriousness of the presentation. Remember, it must be relevant to your topic and not take away from your topic's overall meaning and goal. One-liners are a useful technique to make your presentation more enjoyable.

If you opt to use funny stories or situations within your speech, you should also ensure the stories are relevant to the topic being discussed. The length of the stories should be kept at a minimal and not be too long that you lose the attention of the audience. Keep the stories short, focused, and free from excess or useless words.

The funnier you are, in a professional and relevant manner, the more engaging you become. When you can relate real life to what you are speaking about, it allows you to capture the audience. In the future, this could mean more bookings for speaking events, which means a thriving career for you in the future.

SELLING FROM THE STAGE

During your presentation, you may also make reference to your specially priced products that you have on display at the event center. When making reference to these items, it must be of relevance to the topic you are discussing. It's important that it flows well in order for you to effectively sell from the stage. This is a great technique to promote yourself, but it must be done with



tact. This is where preparation in noting when to interject with a selling point can promote your success as a speaker.


BEING NOTHING BUT YOURSELF

When preparing for your speaking event, you also want to truly remember to be yourself. Don't pretend to be someone you are not, because your audience will pick up on that immediately. Use your own words and words that you are comfortable with. Your presentation and word choice should match your style and personality. This portrays honesty to your audience, as well as credibility. When your audience has captured this essence, you have won their attention and respect.

PRACTICE, PRACTICE, PRACTICE

When you are at that place of practicing your speech, you should be able to clearly identify areas of your speech that can be deleted or added. In the event that you run into a situation where there are delays for any reason, or there is extra time at the speaking event, you will be able to smoothly continue in presenting information on your topic. Although you can plan on sticking to an agenda and managing your time wisely, use the agenda only as a guide and be flexible. Being professional means you start the speaking event on time and end on time, but also that you are flexible to any situations that may occur during the event.

In practicing your speech, you also want to note the time it takes you to discuss each segment. By doing this you can create specific times where you allot for breaks in the agenda. Breaks are critical




in keeping your audience focused on you and what you have to say. Proper placement of breaks is used to avoid restlessness and agitation from your audience members. It allows them to get something to drink, go to the restroom, stretch from sitting for a while, and network.

USING POWERPOINT TO ENHANCE YOUR PRESENTATION

You may decide to use PowerPoint presentations to create more visuals for your audience, instead of just listening to you speak. Due to its popularity, PowerPoint presentations can sometimes be over-used. Stick to a simple format and keep slides to a minimum. You don't want the PowerPoint presentation to take over your speech; you always want the focus to be on you as a speaker.

Some key points to remember when doing a PowerPoint presentation are: 1) Do not read slides word for word; 2) Limit text; 3) Include relevant pictures that don't have a high resolution, because it can be slow to load; 4) Use large text that can be read from a distance; 5) Use colored text appropriately; 6) Use graphs and tables to explain data; and 7) Avoid too many sound effects and fancy transitions that are not necessary to getting your meaning across.

All in all, you want to prepare for your presentation that will make you engage your audience and give them something beneficial to walk away with. Balance your main points, facts, and data with stories and funny statements for a nice balance and flow



of material. Don't overwhelm your audience with too much data – offering three or four main points during your presentation is enough.


You want to be interesting, energetic, and dynamic, while offering your audience practical techniques that they can take away with them at the end of your presentation. When you are preparing for your speaking event, practice your speech, have clear guidelines on your opening statements, relevant stories, funny one-liners, main content, promotion of upcoming speaking events, selling from the stage, and a strong closing.

4

Speaking Event



The speaking event day has finally arrived. This is your time to shine by making a difference in some aspect of your audiences' lives, adding to your credibility as a speaker, and promoting yourself and your speaking career. The event day is just as important as




the planning and preparation done prior to the event. Now it's time to put everything you prepared for into action.

YOUR STAGE PRESENCE

First and foremost, you want to arrive at your speaking event early. You want to be there well-ahead of anyone showing up. This will give you time to test out all your equipment, as well as set up the items that you will need during the presentation.

When you begin speaking to your audience, remember to have control over your voice. Do not speak in a monotone voice that can be interpreted as boring and literally put people to sleep. Get excited about your message that you are delivering. Always remain confident and portray that in your speech. Use your voice to capture the dynamics of your speech by refraining from using your arms and hands excessively to express points of your speech. When the audience sees you get excited about certain information, it becomes contagious, and they will get excited as well.

Always have good eye contact with your audience. Don't look down and read your speech, as you should have it mostly memorized by now. Don't look above the heads of your audience, for example, by staring at the back of the room. Look at your audience. Look around at them, engaging them with your tone of voice and excitement on the topic.




If standing on the stage, don't wander or pace all around the stage aimlessly. That can be very annoying to some people and distracting. Standing in one spot, in confidence, and moving only periodically or when deemed appropriate in your speech, is key to keeping your audience engaged. It reflects a positive presence, which in turn builds your audiences' trust in you. Stand in lit areas of the stage, and not disappear into dark areas or areas that may make you "hidden" to the audience.

If using a PowerPoint presentation to exemplify your speech and target key points, remember to always face your audience. Do not face the PowerPoint slides and read what is on the screen. Your audience is well aware of reading. It should be used just as a visual tool to put emphasis on the topic you are discussing. Stand to the side of the screen projector as you continue your speech without walking in front of it.

Lastly, when trying to involve the audience in your speech, do not pick out certain people from the audience. You don't know who is shy or who may feel embarrassment or humiliation if made to stand out from all the other attendees. Always refer to your audience in general, and not by name. You may consider having them do individual group tasks in relation to your topic area, but don't single one person out of the crowd.

POWERFULLY OPENING YOUR SPEECH

When you were practicing your speech, your opening section should have been immediately grabbing to your audience. This




is where you want to quickly sell yourself. The opening should be no more than five to 10 minutes long and directly capture the interest of your audience. A strong introduction sets the tone for the rest of your speech.

Within your opening section, it has been studied that the first two minutes you spend on stage is the most crucial part of your speech. Your opening, or your headline as it is often referred, is what will be remembered. It is what will make your audience want more, or tune you out for the rest of the presentation. In other words, the audience must be captured immediately.

At this time, you also want to make the audience feel comfortable with you as the speaker. Explain your style to the audience, such as an accent you may have, so that it is anticipated by the audience, and not become a distraction. If it's your first time speaking – tell them. If you want audience interaction – tell them. If you are a fast talker – tell them. By being honest, your audience will have more respect for you as a speaker and trust in what you have to share with them.

The next few minutes is used to give a quick overview of what will be covered and what the day will look like. This is an important part of your opening section, as it gives the audience an agenda for the day and some expectations. When the audience knows what will be occurring throughout the day, they will feel more comfortable and have a clear understanding of the outcomes for the speech presentation.




During your opening section, another few minutes should be spent on identifying your credibility. Give the audience proof that what you're talking about truly works. Inform the audience that a benefit will be received from your speech, which is also included in the related products that you may be selling; however, before going into the sale of your items, ask your audience for permission to present an opportunity to them of something that can benefit them.

Your credibility can also be identified by awards you have received, testimonials from past participants, articles you have written, and anything else that illustrates your past results to powerfully gain trust of your audience. This is where you give your audience evidence of why you are an expert in what you are speaking to them about during your presentation.

Share with your audience that you want them to know what you know. Use enrolling questions to get immediate engagement from your audience. The questions will depend on your audience. For example, if you are talking to small business owners, you could say something like, "who here would like to increase their sales by a show of hands?" This engages the audience, gets them involved, and gives them an outcome to look forward to. They now are ready to hear you speak.

THE HEART OF YOUR SPEECH

There is much to be covered in the main content of your speech. Never open with apologies or niceties. People are here, because




they want to come away with something that will make them better in their lives and careers. Just get straight to the point on the purpose of your speech. You want to inspire action and keep the content interesting.

Before you begin getting into the heart of your speech, you can use this section to further establish your credibility in more detail, as the introduction was meant to be brief. This is where you give your audience reasons why they should listen to you. You want to make yourself memorable to your audience. You want to show them what they are lacking or needing, and what they can get from you – the benefit. You want to show them where they are now and where they can be at the end of the presentation.

Let your audience know that the focus is on the industry or professional development in general and not on you personally. Give your audience the history and current status of the industry or professional development tactics that you are speaking about. Clearly move from one topic to the next, building upon what was discussed previously, so there is a nice flow of information. Avoid jumping from topic to topic and back to a topic you already discussed. This can just be confusing and annoying to your audience, not to mention it can make you appear to be unorganized.

Ensure that you have evidence to support your topics of discussion. You want clear topics with clear evidence. It needs to have substance, not merely a generalized statement. This is where




you can build a case to support your points with personal stories, examples, analogies, demonstrations, pictures, testimonials, and historical data. Anything that can add impact to what you are speaking about to prove your main points.

If you have a certain point to make in your speech that you specifically want remembered by your audience, it is okay to repeat the content in different ways to make it memorable. This is a way to ensure that your audience remembers the key points to bring them benefit. At this point of repetition, you can also add a statement, such as, “I just gave you the core of my business – for free!” This not only exemplifies the point you are trying to get across, but increases your credibility and trustworthiness to your audience.

Sometimes, less is more. This is where your preparation before your speech event is important. As discussed earlier, you don’t want to go overboard with lots of factual data that can just become a lot of talk with no substance. The audience wants clear ideas and techniques to use for the intended benefit – nothing more and nothing less. The simpler, the better.

You should have a smooth delivery method of your information that will teach your audience something of value. The information should be delivered in a continual pattern of appropriate words with no long pauses or periods of silence. This is where practicing of your speech delivery is important. Moving from topic to topic smoothly, without any long pauses, shows the audience that




you are confident in the delivery of your information, and you are a reliable source. Inspire trust and responsiveness from your audience through smooth transitions and relevance.

To further increase the trust that the audience is beginning to develop towards you and their responsiveness towards you, you need to create an environment where they begin to respond to you. You may notice simple gestures, for example, small nods of the head that can mean agreement and/or understanding of what you are saying. Use these signals for your own benefit that you are reaching your audience. If you notice faces that look puzzled, try explaining your information being delivered in another manner.

In your word usage to your audience, you want to ensure that you keep a hold on your audience in a positive manner by not speaking in an authoritative voice. For example, you may choose to avoid the overuse of the phrases, “you must”, “you should”, or “you need to”. This could be interpreted in a speech as bullying or directing forcefully, instead of recommending. Remember, we want to establish trust and respect.

In addition, ensure that you are politically correct in your word choice at all times. You want to be aware of, and avoid any type of sexist or racist statements. By not choosing your words wisely, you could end up losing your audiences’ respect, as well as your credibility. Evading the misuse of your words can save the reputation of your speaking career.




The use of guest speakers is also a great way to entice your audience and add to the overall credibility of the presentation. Keep guest speakers on time and focused, and not let them dominate the event. They are there to add value to your speech event, not to take away from the focus and purpose of the event.

During certain parts of your speech, you can throw in some promotional freebies from your business to the audience. This sets a comfortable pace of breaks during the deliverance of your speech, and further engages your audience in becoming actively involved in the content. This little technique can add a new awakening to your audience and increase their attention span.

Your presentation becomes successful, not only through the deliverance of the benefit, but also by making an emotional connection to your audience. Don't take this overboard. There is a fine line in emotional connectedness. You don't want to reveal personal aspects of your life. You do want to reveal your passion in your area of expertise, and how you are over-joyed to share and teach this information to your audience. Leave your audience wanting more, not less of you.

Creating this connection to your audience through engaging them, allowing them time to ask you questions, and having them participate in worthwhile activities in small groups, all come together in making you a credible speaker. When you are confident in the material you are presenting, and the materials



that you may have offered to your audience, you have connected professionally to them.

Connect your speech content with the high value of information your audience is seeking. Make the audience feel that if this much is being shared with them, imagine how much is shared with the promotional materials being sold. Inspire your audience with a bright vision of the future, and how your products can create this ideal vision a reality. Identify the “pain” of your audience, and then demonstrate how your product can relieve that pain through the journey of pain to freedom.

The goal of your speech is to show your audience that you are not speaker-centered, but you are audience-centered. You want to show them that what you have to offer is important to them, not to you. This is why, throughout your speech, it is critical to always keep the end result in mind – the benefit.

Always smile and remain professionally positive and energetic. Never turn to the negative. Don’t put down or complain about the organizer of the event, the place of the event, or other speakers – don’t criticize at all. If anyone of your attendees become negative and critical, keep them in check. Do not let them overtake the event. Negativity can spread like a rapid disease, and this is not the goal of your speaking event.

ENERGETIC CLOSING OF YOUR SPEECH

The closing of your speech needs to be just as powerful as your opening. You want to keep the energy of your speech strong all the way until its closing. Keep speaking with the same confidence and certainty that you held throughout your speech.

This is the section where you review the topics you discussed, as well as the key points, and how your products can increase this benefit that you have offered. Review the available products, why it was created, who it was created for, the benefit it will bring, and further testimonials. This should be delivered with the same positive emotion that you held throughout the speaking presentation.


Give your audience a good reason to buy now or sign up for the next speech presentation. For example, you can say “I only have room for 15 more participants at our next seminar, so sign up quickly”, or “we only have a few more kits left”. Make a guarantee on what you have to offer, and take away any risk factors by your positive, energetic, and trustworthy tone of voice.

Invite your audience to take immediate action with their lives. You will want to do this throughout your speech, but it becomes very important at your closing. When you do this, you establish a connection with your audience. The more confidence they have in you, the more confidence they will have in purchasing your products.

5

Marketing yourself as a Speaker





In order for you to receive and deliver more speaking events, you will need to market yourself. Remember, even when you are speaking, you are marketing yourself. So this means you have to be at your best - always.


PORTRAYING PROFESSIONALISM

When you decide to market yourself, you have made the decision that being a speaker is your profession, and is not just a hobby. You will need to portray yourself in this professional manner at all times. Always have a positive and outgoing attitude, which will radiate in the way you carry yourself.

When speaking at an event, remember that you are always marketing yourself, and how you present yourself will determine if you will receive future speaking opportunities. During the speaking events, it's okay to network with your audience, but under no circumstances should you drink alcohol. Even if the event is more than a day, do not engage in "after hours" drinking with attendees. You want your attendees to always view you in a professional manner.

MARKETING TEAM AND RESOURCES

You may also consider hiring a marketing team to assist you. Hiring support staff to sell you and setup future speaking events can take that burden off of you so you can focus on what you do best. Virtual assistants can be a valuable asset in helping you market yourself, without the high costs. You can find virtual



assistants online from sources such as www.oDesk.com or www.Elance.com.

Freelance workers can also be found online to assist you with creating your marketing tools. There is a wide-range of resources available to you, all you need is a little time to do your research and setup the tools you need for booking speaking events.

MARKETING TECHNIQUES

A great way to introduce yourself to public speaking is to join groups or forums with other speakers. You can learn a lot from your peers. Purchasing other speaker's kits and reviewing his or her profiles to look for ways to improve your own speaking skills is very resourceful. You can also see if you can be invited as a guest speaker to another speaker's event, to slowly introduce yourself to this market, giving you valuable experience.

Other common marketing techniques can also be used, such as print advertising in local newspapers and magazines for upcoming local events in your area. If you will be speaking in a certain town, you can advertise locally in that town to gain more attendees. Radio advertising is also a useful tool that can reach a multitude of possible attendees in the local area.

Creating your own website is also great for establishing your credibility and professionalism in the market. It becomes a building block for your career as well as your overall marketing plan. You can use your website for your upcoming speaking




events, blogs, products – the list is endless.

Once you have completed several speaking events, and have become known in the field, you can have your marketing team provide effective public relations opportunities for you. This could include developing a follow up system for new and past clients, as well as probably starting a referral program. Discounts could be offered to the person who referred someone else to attend one of your speaking events.

A little bit of imagination and dedication can also be used in building your marketing base, which you or your marketing team can build. Start with written material, such as business material newsletters, eNewsletters, magazines, eMagazines, eBooks, Books, anything that your creativity can reach. The only essential part of marketing through this route is to keep everything timely and current. Don't be afraid to promote others, not only yourself. This establishes your honesty and credibility. Your marketing techniques do not solely have to be all about you.

One very popular marketing technique is called the 10/100/1000 Strategy. The first number, 10, stands for the Top 10. This is the selection of the best customers. These are the people who are nice, easy to recruit, can make a difference, and possibly develop a niche in the industry.

The second number, 100, is your influential 100. These are your potential prospects, referrers, advocates, and connectors.




This could include association CEOs, industry association memberships, industry magazine editors, colleagues, network groups (friends, coworkers, customers, family), and media.

The final number in the strategy is 1000. This number refers to Leverage 1000. This is where you build your network. You can easily accomplish this by collecting names from sign-up sheets at your previous speaking events for email or mailing list contacting, and through conducting Webinars.

All in all, remember, people are essentially buying you and not just the product. They want to hear you speak. They want to hear what you have to offer. They want to know what benefit you can give to them. An easy way to do this is simply by sharing more. If you want more guest speaking spots with other speakers, this means you also giving more work to upcoming speakers. If you want to be promoted by other bureaus, than give more work to other bureaus. Sometimes it as easy as this – give to receive.

HOW TO MARKET YOUR PRODUCTS EFFECTIVELY

Marketing yourself is one part of your marketing and public relations exposure. The next part is the marketing of your products. As an expert in public speaking, creating an image for yourself in a positive manner is of great importance – this is what your products should be based upon.



Create a simple price list with what you have to offer, which anyone can easily find on your website. A pricing sheet can also be used during your future speaking events, in the event that there are products your customers want that you were unable to bring to the speaking event.

Professionally designed handouts can also be created, which you can give out during your guest speaking events or speaking events of your own. These handouts can give a little background on you and what products you have to offer to further benefit your future and current customers. Always make sure the handouts are easy to read and not over-consumed with too much information, which can overwhelm or bore your reader and potential new customers.

It is great to have some type of follow up with your attendees. This may help encourage more buying of your products, especially if past attendees were unable to pick up your products from the speaking event they attended, or bookings of future speaking events. Follow ups can be done through thank you letters, seeing how past attendees are doing after attending your speaking event, and through re-introduction of yourself. A cool website, www.lollypotz.com.au, offers great templates for such items.




6

Obtaining More Clients

There is nothing in this world more powerful than the spoken language. Effective communication is the key all things in life, including your ability to gain more clients and build your career in public speaking. It is the making of clear understanding and minimal misinterpretations. How you communicate, understanding the type of person you are in selling yourself and gaining more clientele, and the ways you choose to grow your business in public speaking is essential to your success.

THE POWER OF COMMUNICATION

When wanting to retrieve the most information from someone, you may consider asking questions that are open-ended. Open-ended questions allow you to gain more information from the person you are communicating with. In essence, the more information that you receive, the more you know about that person. In terms of your speaking career, the more you know



about your potential customers, the better you become at delivering the benefit they are looking for.

Refrain from the easy tendency of “telling” information. There are so many times that it becomes easy to tell information to others to get your information across, but the downside to this are that you end up not truly listening. When you end up not truly listening, you miss out on important information of what others have to share with you and what you can offer them. Attentively listen to the needs and concerns of another.

Another powerful tool in communication is the means to focus – focusing on what is being said and shared with you. Stick to the main point, don’t become easily distracted, and keep in the right mindset. This is where prior preparation for your speaking event becomes important, as it allows you to prepare for delivering your speech with exceptional communication to prevent poor performance.


To take your business to even a higher level, you may also consider affiliate marketing. This process allows you to earn an ongoing passive income by receiving commission for recommendations that you make. This also serves the purpose of building your credibility in the industry of public speaking. Word of mouth and recommendations have the potential of increasing your earning potential. Basically, effective communication is the building blocks of the life we live both personally and professionally.

ORGANIZING YOUR CLIENT BASE

There are two main types of personalities that make up the type of individual you are in marketing your career in public speaking – hunters and farmers. Hunters are those with the comfort and energy to go out on the hunt for new clients and business opportunities. They look for any and all potential possibilities in gaining more business. Hunters never fall short of looking for new venues for growing their business. They are very independent and will follow through on any and all leads they receive to market their business.

The second popular type of personality is the farmer. The farmer makes relationships with current customers. They continue to nurture what they have and work hard at making current customers happy with the service they are receiving, so they will hopefully go out and spread the word to other acquaintances. This may seem more of the passive way of operating, but it has its positive aspect of working the “word of mouth” marketing technique.

No matter whether you are a hunter or farmer, you need to be an expert in your field. When you have developed a level of expertise, you will automatically gain the respect and trust from your current and future customers. Your expertise should be created through focusing on a clearly defined niche in the public speaking industry. You may have up to three defined niches that



you can be associated with being an expert in. Any more than that, and your expertise is spread too thin, which may affect your credibility.


Remember you always want to know your audience and your client base before developing your speaking event and in marketing yourself. Use research and surveys to further know your potential clients. This will give you a clearer picture of what people are looking for, what they need, and what you can do to provide a solution to that need. That's being proactive.

In everything you do to build your client list, by remaining positive, optimistic, and appreciating the work of others who are working with you, you will reach more clients in a welcoming manner. This outlook allows you to always portray happiness, confidence, and energy in promoting what you have to offer through effective public speaking events.

DEVELOPING FUTURE SPEAKING EVENTS

As you develop your career in public speaking events, you may consider expanding your business not only locally, but regionally, interstate, and internationally. Again you want to know your audience and promote to the right groups of people who will be responsive to the benefit that you have to offer.

When your audience is chosen wisely, what naturally increases is your connection to them. This can only make your speaking event more likely to be successful and meaningful. When this



connection has been established, it becomes easier to maintain their attention on you, which in turn becomes easier for you to sell from the stage.

In creating more powerful speaking events, you may also consider getting your audience more involved in your presentation. Develop some quality questions to throw out to your audience. Show that you have respect for their ideas and input, and address their opinions honestly and with supporting information. Remember, your audience just doesn't want to hear a bunch of data, they want to hear relevant stories, testimonials, and real life events that support what you are saying.

Achieving more clients also means that you will have adequate stock of your products at each speaking event. In addition, you want to ensure that you have a complete registration process so you have adequate information on your audience so you can follow up with them in the future.

Remember the positive and important part of your speech – the closing. When you can leave your audience with a feeling of wanting more, this becomes an automatic invitation for them to return to another one of your speaking events. Chances are, if your audience wants more, they will talk to others about you, and also bring you more customers. It's that full circle that we talked about – you give, they receive, they give, you receive.




Taking Communication and Marketing to the Internet

Are you beginning to see how everything builds upon itself? You are always delivering, you are always receiving, and you are always selling. When public speaking is your career, it becomes part of who you are as a person. When you are in the public's eye, you become watched. Use this to your ultimate advantage and take your effective communication and marketing techniques to where you can reach an endless amount of potential clients – the Internet.

DEVELOPING AND LAUNCHING AN ADVANCED WEBSITE

As you build your career in public speaking, there will come a time to go global. This is where creating a professional website with content that is based on search engine optimization (SEO) can




assist you in reaching millions without you physically traveling. You can also invest in Google Ads to bring more potential customers to your website.

Your website should include relevant pictures, especially some from past speaking events, pictures of you with satisfied customers, and you speaking at an event. Of course you should have upcoming speaking engagements with registration information available, as well as the sale of your products. Including current testimonials and references are also great in completing the overall appearance of your website. Your website needs to be attractive. It needs to draw attention and intrigue current and potential customers.

You may even consider adding links on your website to other websites that provide additional resources or promotions related to you as a public speaker. Ensure your website is always kept up-to-date and has a fully-functioning shopping cart with multiple secure payment options. More and more people depend on the Internet to obtain all the information and resources they need, so ensure your website provides this ease of use. After all, you want to keep your current and potential customers happy, not frustrated.

On your website, you may also want to consider having contact information in the event that a business wants to hire you for a speaking event. This contact information should include a phone number and email address, at the very least. If people



are unable to contact you, how can you grow your business? Just as easy as making yourself accessible, always ensure that you are responsive in a timely manner. This shows that you are professional, trustworthy, and dependable.


USING SOCIAL MEDIA STRATEGIES IN MARKETING

The Internet has turned into a means of endless possibilities for you to get known in the public speaking industry. It is a means where companies, both large and small, have to learn what you can offer to its employees and its organization as a whole. This can be equal to intense growth for your career.

Social media networks have gained much popularity over the last couple of years. Such professional social media networks, such as LinkedIn, Plaxo, Facebook, and Twitter have added an extra means of businesses and individuals to network and gain more business opportunities. By networking with others in your industry, more doors can become opened for your career to grow at the highest levels. There are even opportunities to advertise and create pages on these sites to further advertise yourself and share what benefits you have to offer.

Online Publishing

The Internet is also a great way to publish information about yourself with no additional costs to you. Creating current blogs about yourself, completed speaking events, or upcoming speaking events can be added to your website or to websites that you write for. When you add short blogs on other websites



within your industry, this is free advertisement for what you have to offer.

Part of online publishing also includes voice recordings that you can also include a transcription for, for publication on your website or sponsored websites, or just as is to add some flare to marketing yourself. Video recordings are also popular now, and can also be included on your website or that of other sponsored websites in your industry. You may also consider linking your video to YouTube by using a free website, www.keepvivid.com, to convert your recording to an mp4 format. Another popular video recording website is www.bioview.com.au.


8

Marketing Products

In addition to some of the marketing techniques that we have discussed, there are two main venues for marketing products – upselling and cross selling. Although two different strategies, they each have one thing in common, and that is the ultimate benefit that can be given to the customer; the benefit being the answer to what is needed in the life of your customer. It is also a reminder of who you are as an intriguing and inspiring speaker.

UPSELLING

The first main style of marketing your promotional items is upselling. Upselling is the selling of your products by suggesting additional items to purchase with each sale. You may have other promotional items, which you are not giving away, that can benefit your attendees. What you want to establish first, is the benefit that the customer will receive from purchasing that one product, but how purchasing an additional promotional item



can exemplify the entire process of reaching and achieving the desired benefit. This will thus help get recognition of your name out there in the world.


CROSS SELLING

Cross selling simply includes having your customer consider another item or alternative to what they have already purchased. For example, if a customer is looking at just purchasing a book, you can sell them on an alternative product that will bring more benefit to them. The key is that you have to focus on what they need, or what they are looking for to improve their lives, and what you have to offer to fulfill that need. What is the benefit that you have to offer? This is where your products have to be meticulously designed by professionals.

OTHER MARKETING PROMOTIONAL VENUES

In addition to upselling and cross selling, you can also create CDs and DVDs for those who actually prefer to listen to or watch your past speaking events. If you can have your current day's event ready on CD for distribution at the end of the seminar that would be exceptional! Of course, you need to hire the best in technology people to ensure this is ready and waiting for attendees in minimal time after the event. Such a great way to increase your promotions!

Having your marketing team create flyers, business cards, posters, pens, pencils, and notepads with your name and/or company name on it is a fabulous way for your speaking event



attendees to remember how great you were and look you up for more speaking events to attend. These promotional items are easy to distribute, and can be done upon arrival to the speaking event at the registration table, during breaks in the speaking event, as prizes during the speaking event when working in group assignments, or for sale around your products. No matter what way you choose to distribute these items, remember they are promotional, so they are free advertising for you.

In preparation for creating and distributing your promotional items, your marketing team can develop your own logo and identifying brand specifically for your speaking events, and even your website. This will distinguish you from others in the industry, and give your audience something to remember you by long after your speaking event is over.




9

Networking

No matter how you look at your career in public speaking, networking is a top player in introducing yourself to the industry. It can create promotional opportunities for you as a speaker and build your business to levels that you could only dream of. There are many networking opportunities available to you, it is only a matter of picking the networking route that fits your personality and will exemplify what you have to offer in the industry.

ALLIANCES WITH OTHER PROFESSIONALS

Get yourself out there in the industry, even starting locally, and begin establishing alliances with other professionals in your community. These alliances don't necessarily have to be with those within the same industry as you, because different professionals can still open up opportunities for you to grow your business.



For example, you may meet a professional who has difficulty cultivating effective communication in their work place. If this is your niche, this could be a great opportunity for you to be invited to this business for a one-day seminar on increasing communication skills in the workplace. The opportunities are all around you, you just need to be open-minded and energetic in your networking.

ATTEND A VARIETY OF EVENTS

You never know who you may meet when attending events locally, regionally, or internationally. Whether the events are professional business events, more casual localized events, or non-profit events, the opportunity to network is there and thriving. Collect business cards from as much people as you can, who may turn out to be your prospective customers in the future.

JOIN GROUPS WITH COMMON INTERESTS

By joining groups with common interests that are related to your specific niche in public speaking, you have the opportunity to network with others who may need your services. When you are in a comfort zone such as this, it is easier for you to start talking and marketing yourself as a solution to some of the needs that may appear from members in a particular group. It is very important, also, that the group's interests match your interests. This makes for more of a common ground for you to work your networking.

JOIN NATIONAL GROUPS

You may also decide to join national groups who may meet in different areas of the nation, thus increasing your networking capabilities. National groups tend to have events at different locations throughout the year, which can create more opportunities for you to network with those who share the same industry or interest as you. Attending these group events is a networking dream. Remember, to keep your energy high and your personality thriving to attract people towards you. Once people are attracted to you, it becomes easier to network and eventually market yourself.

As you continue to network, begin establishing an electronic database with all your prospective customers. In the future, when you are working on marketing yourself, you will have a clear listing of contacts to begin emailing or direct postal mailing of your upcoming speaking event. This database also makes it easy for you to keep in contact with those who could end up playing an important role in your future career.

Through all your networking possibilities, remember one thing – never lose sight of who you are. Develop your own identity to use when you are networking. Use something that is original to you, that describes yourself, and that is completely natural to you. In this industry, you are selling yourself, so it always should come naturally. People will be able to spot someone not honest in who they are from a distance. Your goal here is to build your business, identify who you are, and work with that.

10


Traveling Tips

There are many components that make up the preparation of the speaking event itself, but there are also other areas that need attention. Whether doing a speaking event locally in your area or traveling interstate or internationally, traveling logistics make up an important role in ensuring the success of your speaking event.

TRAVEL ARRANGEMENTS

Travel arrangements should be completed as soon as your speaking event has been booked. This will ensure that you are able to arrive on time for your event with the least amount of stress, as well as secure cheap flights. The timing of your arrival to the speaking event location should be planned to allow you enough time to get settled in the new place, review your speaking material, and set up all items you will need for a complete event.

By arriving early to the event, you avoid the rushing around




that can happen and even arriving tired to the event. You want to ensure you have arrived early enough so you will be fully energetic and ready for your speaking event. This will exemplify that you are a professional and take this speaking event seriously. Giving yourself time to adjust to the new environment or time zone is best to ensure you have adequate rest.

You also want to leave time for networking after the event. You don't want your departure scheduled immediately after the event, as this will take away from time that maybe the attendees at the speaking event want to spend with you. They may have questions or just want to get to know you better and what recommendations you may have on products, or even when your next speaking event will be.

AIR TRAVEL

As much as possible, pack your own nutritious and healthy meals or snacks, or may be even eat a healthy meal before your scheduled flight. Sometimes airline food is loaded with fat, salt, and preservatives that may make you feel sluggish and on the worse side, upset your stomach. This is not what you need prior to an important speaking event.

Always be on time for your flight. Follow the suggested times of arrival at the airport before your scheduled flight that is set by the airlines. This will give you enough time to check-in, and check-in any luggage that you may have. If you are traveling with an airline



that gives good awards, they will offer separate lounges where if you arrive early enough at the airport, you can take advantage of. You can relax, drink some coffee, and be well-prepared for your travels.

A great means of relaxing and passing the time of travel is by the use of entertainment equipment, such as an iPad or iPhone for movies and music. You may also bring along your laptop to work on some items to assist you in preparing for your speaking event. When traveling by air, you can always use the extra time for fine-tuning your presentation.

GROUND TRANSPORTATION

Having your ground transportation pre-arranged ahead of time will also make an easy traveling experience for you. Whether you choose a taxi, airport shuttle service, hotel shuttle service, or rental car to get to and from your event, these options should be planned ahead of time. This means less stress in getting to and from your event.

If you choose to use a rental car, ensure that you plan your route to your hotel, which would be beneficial if it is the same location as your speaking event. Whether you use a GPS, regular map, or iPhone mapping application, ensure all these items are well-prepared in advance to avoid the frustration and waste of time of trying to obtain directions upon your arrival.

ACCOMODATIONS


There are a variety of websites that can assist you in finding reasonable and comfortable room accommodations. Although, for your ultimate convenience, you may want to choose the hotel for your sleeping accommodations, which will also be sponsoring your speaking presentation. This will mean less additional traveling time, time to look for parking, and the possibility of traffic if you are not familiar with the location.

Book the cheapest hotel room, after all, you won't be spending that much time in your room to worry about what type of view you have. When you are checking in, don't be shy about asking for an upgrade option. Many hotels, when they are not completely booked, will offer room upgrades to their customers at no additional charge to you.

You can make up for the money that you spent on the hotel, by choosing to eat out when at all possible. Even though eating at the hotel may be convenient, it is not always cost effective. Keep your room charges down, by knowing what coffee shops and eating places are nearby the hotel that may be less costly.

GENERAL ADVICES

When traveling away from home for a speaking event, there are some general advices from others with experience in traveling that can make your experience a pleasurable one. For example, you want to ensure you have a carryon bag with all your



necessities, just in case your luggage is misplaced. There is always that possibility, so you need to be prepared.

Pack a toiletries bag with all your necessities, makeup, razors, toothbrush, medications, multivitamins, traveling sewing kit, and any other items that you definitely need to ready yourself in the morning. Also include an extra set of clothes, shoes, and a light jacket.

In addition, you want to ensure that you hand carry your briefcase with all your material that you will need for your presentation. As being a speaker is your career, you can't afford to lose any part of your speaking material. A nice organizing tool can be found at www.Tripit.com. This is a free website that helps you prepare your entire travel itinerary.



11

Self-Improvement

Even after you continue to work hard at establishing yourself as a professional public speaker and have many bookings and an increase in the sales of your products, your focus should still be on your customers. Give others that special benefit that they are looking for by remembering there is always room for self-improvement.

TRAINING COURSES

Be open to attending training courses for improvement in the deliverance of your speeches, your body language, and your word usage. Even though you may be in a high, there are always areas that you can improve upon. When you consistently seek ways to gain more knowledge and techniques in improving your speaking style, you can easily continue to become better and better at what you do best.



INDUSTRY SUBSCRIPTIONS

Subscribe to newsletters from others in the speaking industry, and even from others that share in the same niche as you. You can gain valuable knowledge from others and tailor it to fit your personality and style. Learning from others is one of the best means of improving your skills. This is not about copying the style of someone else, but it's about taking small hints and ideas and making them your own. Originality is what sets you apart from everyone else – don't lose this.

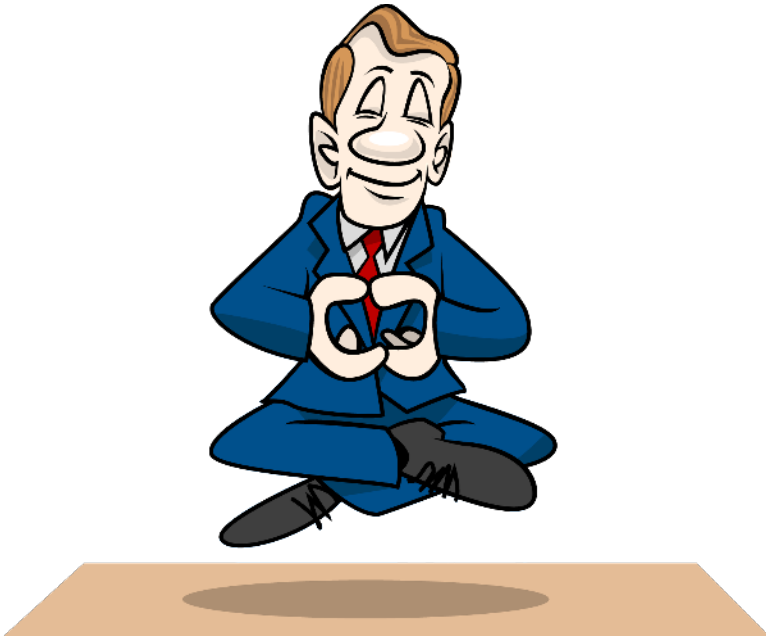
WORKSHOPS AND SEMINARS

Attend other presenter's workshops and seminars, and even consider buying their books, videos, or CDs. This can be inspiring for you as a professional public speaker, as well as provide you with resources that you can also share with your audience. Remember, if you do use other's material, always give them the appropriate recognition.

12

Mantras

Practicing daily mantras is a perfect means to keeping your energy and positive nature in line with your career – your life dream. It is a means to truly believe in what you have to offer, which will in turn be more convincing to your audience. Taking care of yourself first, through the use of positive mantras, in addition to other things we covered, is the last sealing point of that special oneness you have to your career. Here are a few sample mantras that you can practice. Feel free to use and create ones that work for you in driving you to always delivering an elaborate and effective presentation.



- *“I am consistently good, not inconsistently great.”*
- *“What you focus on becomes your reality.”*
- *“Where the attention goes the money flows.”*
- *“Bad speakers focus on content. Poor speakers focus on themselves. I focus on moving my audience.”*
- *“I am a topic expert.”*

When you believe in yourself, and in what you speak about, it will show to your audience. If public speaking is your gift, and something that has been drawing to you, pull your confidence and strength together and build your career. Maybe what you have to offer may seem small to you, but it may make the world of difference to someone else. Changing lives, one speech at a time, may be all it takes to make a difference in this world.

ABOUT THE AUTHOR



DAVID is the Off-Peak Sales Magician, conjuring up sales records even in the worst of times, while others are really struggling.



Wouldn't you like to know...

- How you can sell more without ever reducing your prices?
- How you can dramatically increase your sales in quiet times?
- How you can sell the products your customers seem to be overlooking?

David is your man.

Most coaches can tell you how to sell more when times are good. David shows you how to grow great profits even in the most turbulent of times.

Growing up in modest circumstances, David worked in his family's hardware store from the age of six. Money was always tight and his family struggled. Tired of hardship, David resolved to become a millionaire by the age of 30 and give his family a better life.

It didn't go exactly as planned. Although David worked hard seven days a week, he found himself with no customers and on the brink of bankruptcy. But something happened...

Within no time David raised himself and his business from the ashes. From narrowly escaping bankruptcy, David went on to create an award-winning business empire in Victoria with several hundred employees and a multi-million dollar turnover. How did he do it?

The good news is that David can teach you his magic.

Everyone can sell popular products during the best times of the year. Selling ice cream in summer is not what David is all about.

David uses his unique, no-nonsense strategies to help you sell during quiet times – without discounting a single penny.

Armed with hard-earned experience from the trenches of entrepreneurship, David will demonstrate how you too can make sales when no one else is selling, no matter the time of the year, month or week.

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sales all year round

PPS

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Dealer Development Solutions
delivering sales results

MMS

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rapid profit growth

LFL

Lessons for Leaders
being a better boss

RRR

Rapid Rep Results
mindset for success

SSS 😊

Serve, Sell & Satisfy
first class frontline

OTHER BOOKS BY THE AUTHOR

