



### Three Tips for Promoting Your Business Through Public Speaking

Public speaking is a fun, free, and easy way to promote your business that's not limited to giving speeches. Learn how to make the most of your public speaking opportunities.

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### Public Speaking – My Favorite Ah-Ha Moment

If you do training or speaking for a living, you know the reward of when a participant “gets it.” Learn about this author’s favorite ah-ha moments and how you can use them.

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### Presentation Skills – The Worst Audience

The world is a stage, and you are an audience member and/or performer more often than you think. Look for other examples of presentations around you. What can you learn from them?

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### The Importance of Public Speaking

The skills of public speaking can yield a number of benefits for you. It can open up a whole new world of opportunities for you. In this article you will get an insight on the importance of public speaking.

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***“Speech is power: speech is to persuade, to convert, to compel.”***

- Ralph Waldo Emerson

## Three Tips for Promoting Your Business Through Public Speaking



If you're a savvy marketer, you've got all kinds of clever ways to get the word out about your business. You might have a blog or a customer newsletter, take out paid ads in newspapers and magazines, or submit press releases when you have news. You might donate products or services to charity, use free directories, have a page on MySpace, or offer free consultations.

There are myriad free and low-cost ways to promote your business. Have you considered public speaking? Public speaking includes not just giving speeches, but also attending mixers, networking events, and referrals groups.

Public speaking is a free and easy way to promote your business. Here are some ways to make it work for you.

### Pointer 1: Make friends and build relationships through networking

Attending networking events can be nerve-racking, especially when you don't know a single person in the room. You see people standing around in groups and you wonder, "How am I ever going to break in?"

Networking is about making connections and building relationships, not about throwing your business card at anyone who will take it. How you present yourself at these events (and any time you talk about your business) is how people will remember you and your business. Make an effort to get to know people and find out how you can be a resource to them in ways that might or might not include your business.

When you enter the room, **look for the host**. She can point out people for you to meet or introduce you to someone you don't know. This is the host's job, so take advantage of it.

A good way to be indispensable at a networking event is to **act like you are the host**. When you see someone standing alone or looking uncomfortable, take the opportunity to introduce yourself and strike up a conversation. Put others' comfort before your own and you will be making friends in no time. Show confidence on the outside, even if you don't feel it inside. Put out your hand and introduce yourself to people. It gets easier the more you do it, and others will appreciate that you took the initiative!

**Keep moving.** If you talk to only one person all evening, you're not meeting anyone else! To exit a conversation, say that you're going to get another drink, or find the restroom, or that you see someone you need to talk to. Or just say "Excuse me," and walk away. It's not always comfortable finding a way to leave a conversation, but it's not at all rude.

## Three Tips for Promoting Your Business Through Public Speaking (continued)

After the event, **stay in touch with the people you've met.** Send an e-mail or make a call to say you enjoyed meeting them. When you come across information you think they'd be interested in, send it along. Cultivate those relationships; you never know how or when they might bear fruit.

### Pointer 2: Offer your services as a speaker

Companies all over your town are looking for speakers. Some companies offer brown bag lunch educational sessions, some need to train specific departments on your subject matter, and some are having retreats or all-staff meetings where seminar speakers are needed. How can you tap into this abundance of speaking opportunities?

Contact businesses, nonprofits, and associations in your community by e-mail, or call to get information about their needs. Provide them with professional marketing materials if they ask; at minimum, have a website they can refer to for more information. Tell them about your expertise and most significantly, how you can help them. Talk benefits, not features: what will be the benefits to their company of having you as a speaker?

Once you have secured the speaking engagement, do your research. Ask the organizer for information about your audience. What do they already know about your topic? Are they beginners or advanced? How will your presentation help them in their jobs? How many people will be there? Collect questions in advance from the group so you can be prepared to address those needs.

When you practice your presentation, you will most likely finish faster than when you speak to the group; make sure to take this into account and build in a time cushion. Audiences love being let out early, but hate being let out late!

Your presentation need cover no more than three main points. It's okay not to share every single thing you know about your topic. After all, you'd like to leave the audience wanting more—more information about how you can help them!

Be approachable and friendly; greet people before your talk and stick around afterward to chat.

Most importantly—give them relevant, practical information that they can use right away. No one likes to give up an hour of work time for a speaker who tells them nothing new and nothing they can use.

### Pointer 3: Promote your business by not promoting it


There's a trick to promoting your business by public speaking, and it has a lot to do with not talking about your business.

When you're at a networking event, show more interest in others than in yourself. Your goal is to build relationships, which doesn't happen if you talk incessantly about yourself. And it will never happen if, while talking to one person, you spend your time looking around for someone better.

What can you offer others that's not about you but is truly about helping them succeed? How can you be listening for what they need instead of waiting to talk about yourself?

It's especially important to limit your promotion when giving a presentation. If you sound like your talk is one long commercial, you will not be asked back, and you will not gain new clients. Say what you do and the name of your company. It's even okay to throw in some examples that involve clients, but be very careful not to cross the line into advertising.

Be a resource to people. Teach them something new. Leave them wanting more. And make sure to bring your marketing materials and business cards, so they can find you later.

Use public speaking like any other marketing tool—it's fun, easy, and free, and the connections you'll make are priceless. 

By Lisa Braithwaite

## Presentation Skills – The Worst Audience

Have you ever been on an airplane seated in the window seat and have to get up to use the bathroom? You know what's coming, you have to crawl over the people seated alongside you and you can just tell they aren't too happy about it. (Particularly if they just dozed off.)

It can be a tense situation. So what can you do? How can you relieve the tension? By changing the perspective of the people you need to disturb.

This always seems to happen to me. So my solution? I lean over and say kindly, "Excuse me, I need to get out." And before my neighbor can even react I follow it with, "Trust me, it's better this way." (hee hee)

The Worst Audience ... ever!

I always find it fascinating to study any presentation as if it were a formal speech. You can learn a lot from this practice. Most of the elements are the same, and oftentimes I discover things I can use, or things I need to remember to avoid. When observing with a student-like mind, it's always interesting what you'll learn.

For example, have you ever really observed a flight attendant giving safety instructions?

You think you have tough audience, how about that gig?

Can you tell if a flight attendant is new?

When I flew recently to Singapore to give a talk and to work on creating this program, I discovered that on international flights the instructions are a little more detailed. They include a demonstration on how to use the life jacket.

When our flight attendant, Cindy, began it was obvious that most people were not even paying attention. In fact some were even sleeping. I'd had a jolt of café mocha and was feeling a little hyper, so I decided to have a little fun.

I was seated in 19F and proceeded to put an over zealous grin on my face. And I kept pointing to my smile with my




two index fingers. I held that until she noticed. What do you think happened?

Instantly she came to life. She couldn't help but smile. Wow! What a difference! The rest of her presentation was much more exciting.

What happened? I made her "present." She came into the moment, and the presentation became much more real.

Afterwards when I asked her how she felt she said that she has given it so many times that she was just on "automatic pilot" (no pun intended). She was not even thinking, just going through the motions. This is the life or death stuff of any presentation.

Although this may seem like an extreme example, it is reality. We've all given presentations in this manner in some degree. We all have moments in our presentations when we tell a story, rather than "live" the story. Don't fool yourself. If you drift off even for a moment the audience knows it. This is especially important if part of your goal is to make them laugh. That is why the preparation for being "in the moment" prior to going onstage is critical.

The world is a stage, and you are an audience member and/or performer more often than you think. Look for other examples of presentations around you. What can you learn from them? 

Out of 25,000 contestants from 14 countries, Darren LaCroix was crowned the World Champion of Public Speaking. Not bad for a guy who dreamed of being a comedian but wasn't funny and had severe stage fright. He now teaches others how he went from CHUMP TO CHAMP. Darren is the co-creator of the Humor Boot Camp. He is a professional speaker, presentation coach and also the author of "Laugh and Get Rich". To learn more visit [http://www.humor411.com/starter\\_pack.html](http://www.humor411.com/starter_pack.html)

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## Public Speaking – My Favorite Ah-Ha Moment

If you do training or speaking for a living, you know the reward of when a participant “gets it.” When the subject is presentation skills, the “ah-ha” moment is wonderful. It’s a different moment, a different “gotcha,” for different speakers. But it’s so validating to the trainer: the switch flips, the participant sees the light, and their presentation style is transformed. Here are my favorite ah-ha moments:

**“I can do it without PowerPoint.”** I’ve seen this one a lot, where a speaker realizes that the PowerPoint is serving no purpose. He knows his subject and discovers that he can communicate it clearly and compellingly without relying on a single visual. In fact, he’s better—more dynamic, more conversational, more understandable—than when he was being so tied to the visual.

**“The black slide—what a concept!”** It’s amazing how few people know about this great tool. But a black slide simply makes the screen go dark. The result is that there’s no visual up and the audience can now focus on the speaker—which is where a speaker wants the focus! So maybe a speaker needs some slides, ones that are purposeful and help the audience. But in between those strategic slides, there’s no need for a visual to be up. That’s when you insert a black slide. You can create your own black slide in the PowerPoint program, and there’s also the option of hitting the “B” key on your keyboard. Either way, there’s now nothing on the screen and the speaker becomes the focal point.

**“Energy, energy, energy.”** It’s sometimes hard to persuade speakers that they’ve got to get outside their comfort zone and push their energy level, especially those who are more naturally reserved and low-key. But videotaping usually does the trick. When a speaker sees him or herself as others see them, it can be transformational. What may feel comfortable and energized to the speaker doesn’t always look that way to the audience. Pushing the energy level—with some vocal variety, physical movement, and purposeful gestures—results in a far more engaging and compelling presenter.


**“The outline is awesome.”** This is one of those least expected “ah-hahs.” After all, the outline form is not a very sexy topic. Can you imagine hordes of people lining up to hear about “How to Outline Your Presentation?” Yet it’s one of the most common benefits stated by participants in my training: Learning how to identify and organize their main points and then how to sandwich them between an intriguing opening and a powerful close. Using this tool reaps many benefits: It makes a presentation easier to prepare; it makes it easier for the presenter to stay on track and not get lost, and it makes it

easier for the audience to follow along. Once speakers understand its power, they love it!

**“Pause consistently.”** Handling the pressure of a tough Q&A is a challenge for many speakers. When they learn about this simple strategy—pause before you answer every question—it gives them renewed confidence. The beauty of this strategy is that it allows the speaker to think before answering. But as long you’re consistent, you’ve then bought yourself some time for the really tough questions that might naturally cause you to pause, so you look poised.

**“Why, What, How, and Why Not.”** Being persuasive is a tough challenge for many speakers. But discovering this simple formula for organizing your main points is eye-opening. Learning to answer these four questions gives the speaker their flow, the logic, and the rationale behind their persuasive objective. Why is there a need for a change? What is the solution you’re proposing? How will your proposal solve the problem? And why would they not want to be persuaded (overcome any objections)?

**“Wow, humanizing the talk makes all the difference.”** Most presenters are so focused on the information—getting the facts right, showing the slides, doing a brain dump—they neglect a very important part: making the information real and meaningful and contextual by “humanizing” it. This means anything from giving an example, telling a story, or making an analogy. It could be showing a chart or graph, it could be using a prop, or doing a demonstration. This is what makes content interesting and memorable.

**“A great hook is everything!”** Most people have never given this idea any thought at all. The vast majority of speakers start by introducing themselves, maybe saying what they’re going to talk about, and then launching into their presentation. Learning the magic of a great hook has done wonders for speakers. A hook can be a story, a quote, a visual, a prop, an anecdote, a question. It has great advantages: It makes the audience sit up and take notice. It intrigues them and makes them want to listen. It’s a great device for moving into the talk in a way that’s interesting and logical. And, very importantly, it gets the speaker out of the gate. Those first few moments are the most nerve-wracking—having a purposeful opening that sets the stage and engages the audience’s interest is a powerful way to thwart that anxiety and find your stride quicker. 

Barbara Busey has had her own training business since 1990 and developed her own proprietary presentation skills program, The Compelling Speaker. She now offers the Compelling Speaker Certification, a turnkey system—complete with training content & technique, business strategies, and marketing guidelines—that positions communicators to make a living training other business professionals to become more compelling speakers. Go to <http://www.compellingpeakercertification.com> to learn more about this unique business opportunity and sign up for the special report, “Do You Have What it Takes to Run Your Own Training Business?”

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## The Importance of Public Speaking



Public speaking is presenting your thoughts and feelings in a meaningful way. Often the wrong perception that only people involved in sales, marketing, or mass media need to learn public speaking is seen. However, the truth is that individuals from all walks of life have to speak in public at one time or the other. A kid reciting a poem in school or citizens expressing their opinions on any national issues or the president of a company addressing the staff are all different forms of public speaking.

### Importance of Public Speaking

Public speaking is important for various reasons. Here, we have discussed on how learning public speaking techniques will help you in various facets of your life.

### Improves Communication Skills

Public speaking is interrelated with communication skills and can be described as a form of communication. Public speaking does not always mean that you have to give a speech to a large audience. When you go for an

interview, and speak to a group of interviewers or when you are giving a class presentation; all these are also a form of public speaking. In such situations, if you have the ability to communicate properly, it can help you shape up your future.

### Helps to Overcome Fear

Surveys have revealed that most people are afraid of public speaking more than their fear of death. You can reduce your anxiety to a large extent, if you gather a thorough knowledge of the subject matter on which you are going to speak. As a result, when you face the audience you just have to share with them whatever you have learned. The more you practice public speaking, you will realize your anxieties and fears associated with it going down quite remarkably. Therefore, practice in front of a group of friends who can help you identify your weak areas and help you work upon them.

### Helps in Personality Development

When you successfully deliver a good speech, the kind of personal satisfaction you experience is unparalleled. It gives you a sense of self-worthiness. A positive response from the audience can help you feel more confident. Thus, it can bring about a lot of improvement in your overall personality.

### Improves Relationships

Once you develop good public speaking skills, a marked improvement can be seen in your interpersonal skills, which in turn, will help you maintain a healthy relationship with your friends and members of your family. Even in your professional life, an effective interaction with your boss, clients, or subordinates will help you enhance the possibility of your advancement in your chosen profession.

Therefore, at any point of time in your life, if you get an opportunity to learn public speaking skills, grab it without giving it any second thought. Once you learn them, make sure you use public speaking skills as often as possible, as you can sharpen the skills further by means of more practice. The most distinguishing feature of public speaking is to deliver it with full confidence, credibility, and conviction. However, when public speaking is not done properly, there is a possibility of miscommunication that can lead to a lot of misconceptions. 