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# Speak Your Way to More Business: 5 Step Strategy to Use Public Speaking to GROW Your Business – Part One

By Gail Brown

(<https://engagingspeakers.com/author/gailbrown/>) |

January 18, 2019

Public speaking is a phenomenal way to augment an existing product/ service offering, build marketplace credibility, and give back to your community and the world. These are five strategies that help business owners, entrepreneurs, and professionals build a speaking business that can support and undergird their core business.

Let's do some foundational work first:

\* Make a decision to BE a speaker (mindset):

Our brains are incredibly complex. We can sift



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through billions of bits of data at any given time. And somehow, so we don't short circuit, we have to organize that information. The Reticular Activating System helps with that.

The Reticular Activating System (RAS) is a bundle of nerves at the base of our brainstem that filters out unnecessary information so the important stuff gets through. Your RAS takes what you focus on and creates a filter for it. It then sifts through the data and presents only the things that are important to you. All of this happens without you noticing, of course. The RAS programs itself to work in your favor without you actively doing anything. Pretty amazing, right?

Have you ever noticed when you buy a new car and drive it off the lot, suddenly you notice every car on the road that is the same make and model as your new car? You never noticed them before, because it was never important to you until then.

In the same way, the RAS looks for information that validates your beliefs and filters the world through the parameters you give it, and your beliefs shape those parameters. If you think you are bad at giving speeches, you probably will be. If you believe you work efficiently, you most likely do. The RAS helps you see what you want to see and in doing so, influences your actions.

Some people suggest that you can train your RAS by taking your subconscious thoughts and marrying them to your conscious thoughts. They call it "setting your intent." This means that if you focus hard on your goals, your RAS will reveal the people, information and opportunities that help you achieve them.

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I am always amazed when I see a new Engaging Speakers Member join our community, and suddenly, they see themselves as a "Speaker". They see speaking opportunities all around them and begin to build relationships with other speakers to collaborate and create events that they never dreamed possible before. So get your RAS in gear and be a Speaker!

\* Blend speaking into your overall Brand Strategy.

It is critical that when you decide to add public speaking to your offering that you blend it into your overall Brand Strategy. Is it consistent with your brand message? Do your topic titles and content coincide with your brand? Will people recognize that this is you and your company? If you do something totally different (different branding colors, logo, content voice...), it will be confusing to your clients. You need to promote a consistent image in the marketplace.

If you are creating a completely new and different brand, then you need to separate it completely with a different website, branding, etc.

\*Be Willing to Do the Work

There is a learning curve to putting together a speaking business...new and different skills that may not be in your toolbox now. Believe me, it will all be worth the work when you establish yourself as the authority in your field and gain new confidence in all areas of your life.

In my next blog, we will explore the first 3 Steps to Your Strategy to Grow Your Business Using Public Speaking.

If you'd love to have a community of business owners, entrepreneurs and professionals who are all on the



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# 5 Step Strategy to GROW Your Business through Public Speaking – Part 2

By Gail Brown

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January 19, 2019

In my last blog, we looked at the prerequisites to starting a speaking business: A Speaker Mindset, Blending Your Speaking into Your Overall Brand Strategy and Being Willing to Do The Work. Now let's explore the first two steps in your strategy to GROW your business through Public Speaking

## 1) Pinpoint Your Passion

What makes you light up? What makes you feel fully you? That's your passion!

In her book, "Unwrapping Your Passion; Creating the Life You Truly Want", my friend, Karen Putz shares this poem:

PASSION

It begins with a tiny spark, a soft nudge, or a gentle



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awakening.

It becomes a racing heart, a burning desire, and fuel for life.

Passion is your joy.

It is the essence of who you are –

And within the many layers of your soul

Lies the gift of passion.

Unwrap yours.

When you speak, your audience needs to feel your passion. When you craft your speeches, choose your titles, and gather your stories, you need to pour your passion into every word.

“LOVE” don’t “LIKE” your topics & content.

- \* Choose topics you can be as passionate about delivering the 100th time as you were the very first time.

- \* Choose content that fits your “personality and style”. Your passion shines when you are being authentically YOU.

- \* When you are speaking from your passion, you will connect with your audience in a way that bonds you emotionally and makes them want to hear more.

## 2) Prepare, Practice & Perform

- \* Prepare – Begin with the audience in mind when preparing your presentation – What will they gain? How can you help? Give them content they can put into practice immediately.

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\* Practice, Practice & Practice Some More – When it flows smoothly from your mouth, your mind and your heart, you are ready. If our dogs could talk, they would probably be able to present for me, considering how many times they have heard my presentations. Actually, the best way to practice is to get a presentation buddy (preferable someone who can talk) to give you constructive feedback to improve your presentation and vice versa.

\* Perform – Find Opportunities to Present to Improve Your Performance Skills – Many civic organizations, networking organizations and community groups are always willing to have people with a passionate message share it with their membership. Seek those opportunities to improve your skills.

Finding fellow speakers willing to be your sounding board and capable of giving you sound feedback may be difficult. Engaging Speakers is a safe, supportive community filled with fellow speakers on the same journey. Join us and let's learn and grow together.

Gail Brown, Founder of Engaging Speakers,  
[gail@engagingspeakers.com](mailto:gail@engagingspeakers.com)

## #1 BE PREPARED AND BE PACKAGED.

Have a title that people are excited about. The title is one of the most important things. Event planners, media planners and committee members meet in a big conference room and they all talk about you but you are not in the room. So if you don't have a title that grabs decision makers, then you're not going to be the one that's chosen. They're going to knock you out right away and they aren't even going to look at your video, which is something else you need to have is a great video.

Having a book can be really helpful. Having a video decision makers could watch that really shows you off well and that's been edited to show your your best stuff is part of being packaged. Also having a website with at least a speaker tab if not an entire speaker website.

Being prepared and packaged in those things can make it a lot easier for people to book you, particularly for pay.

## #2 FREE TO FEE TECHNIQUE

Free to Fee Technique works like this....You start out speaking for free because it's a way that you can get business on the back end and as you gain a reputation for your expertise from your speaking you eventually are paid a fee to speak.

You speak so much for free locally that at some point people will start to come up to you and say, "Hey, I have a company. I would love to have you speak. What would you charge me?" You start with being free or pro bono and you work your way up to people wanting to hire you. Meanwhile you're getting great experience and becoming a very polished speaker. In some people's cases it may be that you're free speaking is leading to so much business growth that you really don't care if you're ever paid to speak.

If you are wondering how to book free speaking opportunities, go to five or six local events where you would love to be invited to speak. Don't go to any event that doesn't have a speaker because that wouldn't make any sense. You only go to places where they have speakers. Go where you would like to be their speaker in the coming months. When you show up at the event and you find somebody in a position of power. Look for last year's president, this year's president, next year's president, or the person who says I'm on every committee. You find this persona and you say to them, "This was a wonderful event. I really enjoyed it. The speaker was great, the food was lovely. The people are wonderful." Say something nice. And then you say, "I can't believe I've never spoken here before." And, they will say, "Oh, you're a speaker?" And you say, "Yes!" And then they'll say, "What do you speak about?" And you'd better have a great title that you know that market is really interested in hearing. Then you share the title of your talk. They will usually say, "That topic sounds great. We'd love to have you here. Let me bring you over to Mary the meeting planner." The person you are talking to then takes you over to Mary and she says to Mary, "Oh Mary, we've got this great speaker. We should really have her speak!" About 80 percent of the time they will say, "Oh, we'd love to have you. What are you doing in three or four or five months?" They usually smart enough to book their speakers a few months ahead. About 20 percent of the time they'll say, well, we only take speakers who are members and you say, well, I'm shopping around for places to to join and this might be one I joined. I'll consider it and you walk away. But 80 percent of the time they just say will invite you to speak. If you just send out a bunch of emails, or call, they're not usually as interested in you as they are if they've seen you in person. If they see you in person, they see that you are an interesting person and they've heard your pitch. There's something about having actually met you that makes them feel more comfortable about bringing you in as the speaker. Once you've got five or six or seven of those that you've done and when you do a good job, then the word

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spreads pretty fast about who you are and what you can do. And the next thing you know, you are in 20 or 30 different places locally and that's enough for you to really get your feet under you. If you're a new speaker, it gives you a chance to show off what you can do. If you're a more established speaker it gives more opportunities for people to start coming up to you and asking what would it take to get you as a speaker, or to hire you as a coach or therapist or a chiropractor or whatever it is that you do for your core business.

## #3 SMALL POND TECHNIQUE

It is a lot easier to get booked as a speaker in a small pond than in a giant ocean. If I take a stone and drop it into a small pond or even in a bathtub, something small, it's going to make a big splash. If you drop it into Lake Michigan, not so much of a splash. So what you do is you find a small section of the population where you can go and speak. For example, let's say your background is in manufacturing. Find three or four conferences that specialize in the kind of manufacturing that you have a background in and go there to intentionally network for speaking opportunities. You are more likely to get a speaking gigs if you have a background that matches up with what they do.

That small pond starts to get bigger and bigger and bigger as you speak at those five or six conferences. Somebody in the audience says, "Oh, you know, my wife would be interested in having you speak at ABC corporation, or my husband would be interested in having you speak at our insurance association. But if you specialize in one smaller pond, you're more likely to get business than if you're just willing to speak to anybody who has a pulse or that can fog a mirror.

The next way to grow a speaking business in a small pond is to go to associations. Just one association with a very large number of businesses in it could give you an endless supply of work for the next five years because of the number of people in that association that could hire you. You want to get the opportunity to speak in front of that kind of association. The challenge is that so does everybody else. The trick is to go to that association, intentionally network and say, "I can't believe I've never spoken here before" to somebody in a position of power. Then say, "Would you introduce me to Mary Jones, the meeting planner or would you put in a good word for me with Mary Jones, the meeting planner?"

Associations can make your career. Especially if it's an association where you and your business have some connection to that industry. Meeting planners for associations are more likely to pick a speaker that has a background that connects to what they do. Be strategic.

## #4 FIVE BOOK TECHNIQUE

Take five copies of your book if you have one, and if you don't probably want to write one and go to an association. Find five people in a position of power and say to them, "I hear Mary Jones is your meeting planner." And they say, "Oh yes, she is." And you say, "Well, I would love it if you would give a copy of my book to Mary because I would like to be the speaker for you guys next year." Meanwhile you're networking around and telling everybody how interested you are in the association and maybe joining the association. You repeat giving your book out five times to people who know Mary Jones. And all of a sudden Mary Jones gets five copies of your book with five people saying, we really think that Phil should be our speaker next year. And all of a sudden Mary Jones thinks you are a celebrity and all these people know you.

When you call her or she may even call you, and you are invited to at least speak in a breakout session, if not on the main stage the following year. Once you do a great job on the breakout session, you can be invited to speak on the main stage the following year. If you're speaking in front of thousands of people, all of whom can hire you, that can get you enough business for years.

## #5 USE HOTELS AND CONFERENCE CENTERS

GO to the Internet and search a list of all the conferences that are going to be coming to town. If you find out that the international widget makers association is going to be coming to town and you have that widget background or you can connect in some way to that conference and your title would speak to audience, you can call them up and you can say, "I hear you're coming to Chicago, for example, and I live in Chicago. I have no idea if you need what I do or if you've hired all of your speakers yet, but I would love to ask you two or three questions and find out if you have a need for what I do and if not, I would love to connect you to whatever you need, I know a lot of speakers." The person will usually engage with you. You can ask them, "Are you excited about the conference? What's the goal of the conference? Are all your speakers already booked? Are you looking for any particular topics? I have a topic. Do you think that might be of interest to you?" And then you go from, from there. They are often happy to have speakers that are local to the conference because it can save them a lot of money to not have to pay for hotel, flights, and meal reimbursement if you are a good fit for them to hire as a speaker.

If you are speaking in a particular hotel, walk around the conference center and walk around to all the other little rooms at the conference center or all the other little rooms in the hotel and look to see who's got a meeting going on there. Walk up and say, "I was speaking next door to the international widget conference. What event do you have going on here?" As the conversation develops share what you speak on and the title of your talk. You may even give them a copy of your speaker one sheet or a copy of your book. They will often say, "Oh wow, you just spoke for that conference next door? Would you be interested in speaking for us?". You immediately have credibility because you just spoke for somebody else in the conference. I had one of my clients that did this on a regular basis and got 75 percent of his business just by walking around to the other places in the hotel and the conference centers picking up business.

If you're planning on having your own seminar, you can show up at the hotel or conference center and say, "I was just looking around at rooms to see if there was one that would be right size for our meeting that I am planning. I am a speaker." Then share what your event is about and what you speak on.

Give them a copy of your book. If you're in a hotel or conference center, think of it as a fertile ground for you to be able to find places to speak.

## #6 START AT THE TOP

Start at the top. Make sure you are getting a hold of the CEO rather than going through Human Resources or going in through the meeting planner because if the CEO turns to the meeting planner and says, "I've got this book by Julie Smith. She is great speaker. I want Julie to be our speaker. Then the meeting planner says, "Oh, okay, yes I will reach out to her and invite her to speak. If you could find a way to get to the top, it makes a big difference. There's a book written by one of my clients, called Visionary Selling with a bunch of different techniques on how you can get to the person at the top.

## #7 USE MEDIA AND SOCIAL MEDIA

Podcasts, radio, and appearing on TV can get you a lot of speaking engagements. When you appear on media, you can link your media speaking on to your website. This can make a really big difference, especially with big podcasts where they have thousands of listeners. Research which podcasts are most linked to your industry and try to get onto that podcasts. And sometimes the smaller podcasts that is only for the specific community can be even more powerful if you're going after particular pond rather than going after one that is more scattered.

Radio and television are looking for somebody every single week to fill spots on their radio stations and television stations. They exactly what to send them in order to be considered to be able to be on their radio show or on their television show. I have one client in Arizona and she lives relatively close to a TV station. And when she first got started doing television, she said to them, I have a suit in the back of my car. I am never be more than 15 or 20 minutes away. If you have somebody who does not show up (which happens more often than you would think) I will be there in 20 minutes and I can fill that segment for you. She has built a successful career out of being available to do all of the segments where someone did not show up and she's now become a regular on that TV station. It all came from the fact that she said that she would be available and she made sure she was constantly in touch with them.

Social media is a powerful opportunity to speak and you can become a social media star. I have clients that have their own podcasts that have done very well for themselves. Finding a way to be a social media star and being very visible in a niche, in that pond, in that industry, that you are going after it, it's even more powerful because of the fact that everywhere they look in that pond, by Golly, there you are. And that makes a big difference.

## #8 DIRECT CALLS & EMAILS

Make direct calls, send direct emails and use LinkedIn. The way that you make direct calls to people is you get a list of people who are meeting planners. You can buy lists online of meeting planners. It's not very expensive. You just go to list companies and they will sell you a list. Don't start with the A's because everybody starts with A's and they get tired and they quit on C's. Start with the Z's and work your way back around if the list is alphabetical.

Making direct calls is a two step process. Step one: Either you or an assistant calls up and tries to get through the gatekeeper. The gatekeeper's job is to do one of two things, either keep you out or give you information, so you contact Jane and you try to ask for information first before you try to get through and you say to Jane, "Is this still Mary Jone's email? Is this still your address? Is she still the meeting planner? Okay, great. That's good to know. Either my boss really needs to make sure our files are correct or I need to really make sure that our files are correct on this." And Jane says, "Yes, you've got that all right." And you say, "Thank you so much. Gosh, you've been so friendly and I really, really appreciate it."

And Jane says "You are welcome." Orville Ray Wilson of guerrilla selling, who's one of my clients taught me a technique where he will call back to Jane after he sends Jane a small gift, a little box of candy or just something nice and wrapped up in a little box.

After Jane will have received this gift, Orville calls up and says, "Hi Jane, how are you? I don't know if you remember me?" She will say, "Of course, I remember you. You sent me a gift. Why did you do that?" Orville says "You were so helpful and I really appreciated that information." And Jane will say, "Well, anytime you didn't have to do this. That was

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so sweet." Then Orville will say, "Well I do need a small favor. I'm sending a box with all my books on it and a disc with my speech on it and it's coming in a box that is covered in camouflage because we do guerrilla selling. Get it?" Jane will say, "Oh sure." And he will say, "It's going to be arriving tomorrow. Would you mind making sure that it gets onto Mary Jone's desk?" Of course Jane now is usually warmed up to Orville Ray and says, "I would be happy to do that." And so then Orville Ray calls the next day and says, "Did the package arrive, was it in good shape? Did it get onto her desk?" And Jane says, "Yes it did." At Orville says, "Is she available to maybe have a 5 or 10 minute phone call in the mornings or in the afternoon? How busy is she? I know she's super busy. Would there be a time where I could maybe try to call in. If she's ends up being too busy, I can always call again." Jane will sometimes say, "You know, I could pencil you in for a 9:00 AM tomorrow morning for 5 or 10 minutes to talk about the box." Orville has now bonded with Jane. Jane is now his ally and 9 times out of 10 he gets right through to Mary Johnson is able to make his pitch.

Emails don't tend to work too well. You have to be incredibly creative, but people have done it. If you're sending out things on a regular basis to meeting planners that are of value to them, then it might get opened once in awhile.

## #9 LINKEDIN

LinkedIn is another strategy that you can use. I have one client who's built his entire business on LinkedIn. Go through your list of your 200, 300, 500 connections. The average person has over 200 connections. You go to all of your connections and you send a message and say, "I'm expanding my business and I need your help. Do you know any places where I might be able to speak? Here's my new topic, here's my new title, here's my new book, if you'd like a copy of my book, let me know." You ask everybody you know, if they know any places that you might be able to speak. People love to help. If your subject line says, "I need your help." They will at least open it and see what you need help with. And you say this to people in person and you do this on LinkedIn.

Another tip when using LinkedIn is to use the search function and enter key words. Let's say your speech is on leadership and you want to connect with CEO's. On LinkedIn, you can search for every CEO who has widget in their profile somewhere. A friend of mine is a chess master and he wrote a book about chess and leadership and using the search function to find people who have chess in their profile, which is pretty clever and he's gotten booked to speak that way. So you use LinkedIn to search and find people who have something in common with you and then at least when you're connecting with them, you have a better chance of it leading to something productive.



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# How to Get the PAID Gig at the Library

By Gail Brown

(<https://engagingspeakers.com/author/gailbrown/>) |

February 27, 2019

In my last blog, we talked about some general rules about speaking at your local library. In this blog, I will share a possible outline for an email and some specific questions you can ask to clarify the librarian's needs. If you know exactly what they need, you are more likely to be able to provide it.

Recently, I received an inquiry from a local library. The librarian inquired if we had speakers who were professional organizers, which was a topic that her patrons were asking for. The following was email I sent her:

Dear \_\_\_\_\_,



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Summer 2019 – June, July, or August, in the evening or on a Saturday or Sunday

2) Were you looking specifically for home organizing or office/ business organizing?

Home organization

3) What is the length of time available to present?

1 hour to 1.5 hours

4) Is there an honorarium available for the presentation/ presentations?

Yes, up to \$250

5) Would the speaker be allowed to share their marketing materials or give an offer to the attendees for a complimentary phone consultation?

Yes, the speaker can bring pamphlets and leave them out, and can hand out their business card. The speaker may not use the presentation to pitch their services, however, or solicit in any other way.

Thank you,

My response:

Hi \_\_\_\_\_,

Thank you so much for getting back to me and answering my questions. Based on your answers, I have a couple of speakers, who are professional organizers in mind. I will reach out to them and see who is available.

Thank you again for looking to Engaging Speakers for your speaker needs. We look forward to serving you and the Lake Forest Library.

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# The Best and Worst Ways to Write a Speaker Bio

By Gail Brown

(<https://engagingspeakers.com/author/gailbrown/>) |  
March 1, 2019

A speaker bio (biography) is a brief summary of your education, work history and experience that is relevant to your speaking topic. The speaker's bio is meant to be a printed document that is meant to be read silently by the meeting professional, who is hiring you, or it is printed in a program or on social media that is meant to impress the reader with the credentials of the speaker and attract them to attend the presentation.

What a bio is not:

- 1) A bio is not a resume. It is meant to draw people to want to hear you.
- 2) A good bio is not a long, boring document.
- 3) It is not a speaker introduction. Do not read the speaker's bio to the audience. We will talk about speaker's introduction in our next blog.



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What a bio is:

- 1) Used as an introductory or promotional material.
- 2) Short. No more than 75 – 100 words.
- 3) An overview of the person, written in a narrative form.
- 4) Is written in the third person.
- 5) Relevant to the speaking topic.
- 6) Summary of education, experience and achievements.

To structure your bio, choose one or two sentences from each of the four categories below.

- 1) Who you are
- 2) What your expertise is (credentials and experience)
- 3) Why the reader should care about your expertise
- 4) How the reader can contact you

Here is Jen Coffel's bio...a great example of a short, concise, and inspiring bio:

"Jen is a successful Entrepreneur, Best Selling Author and International Speaker. She has been featured and recognized on ABC News and the Chicago Tribune for her work in helping others. She has also been quoted in Inc 500. Her innovative and down to earth style sets her audience at ease and empowers them to receive her inspirational and practical messages.

Jen has almost two decades of business experience and a proven track record of 6-figure and 7-figure success in traditional business, direct sales and non-profits. She has helped over a thousand entrepreneurs build their businesses. Many have earned 6-figures as a result of her coaching and some have earned over a million dollars doing what they love!

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“Belief Inspiring Action” is at the foundation of all Jen does.”

Your bio is an important part of your speaker kit that can make an impact before you even step of the stage!

If writing your speaker’s bio sounds overwhelming, please join us at Engaging Speakers, where Members have access to 14 Speaker Mentors, who can help you through the process. Learn more at <https://engagingspeakers.com/> .

Gail Brown, Founder of Engaging Speakers,  
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# How can Your Audience Take You Home with Them?

By Gail Brown

(<https://engagingspeakers.com/author/gailbrown/>) |  
February 23, 2019

If you have done a great job of sharing your message and giving your audience great content that they can apply to their lives immediately, then they will want more of you. Let's explore what you can give or offer them to keep the conversation going.

1) You can put together a special Tip Sheet (example: 9 WAYS TO FIND AND BOOK SPEAKING OPPORTUNITIES on our website). This will help them learn more from you and it will help you continue the conversation by asking for their contact info to build your list. Have them text your # to receive the tip sheet automatically or have a sign-up sheet at your back of room table.



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2) You can write an article that you can share the same way as the Tip Sheet...something that really makes your expertise shine through.

3) You can write a blog and ask them to subscribe to it, so that they hear from you regularly.

4) One of our Member's had a last-minute speaking engagement and needed something to sell at her back of the room table. She put together a small poster with her photo and her signature phrase as well as her contact info and took it to the printer and had 25 copies made. She did her speech and invited her audience back to her table, if they wanted a limited addition poster to remember her message. They flocked to the table to get their poster signed by her and gladly gave \$25 each. She walked away with an extra \$625.00. She said that she wished she had more, when the supply ran out, because she could have easily sold another 25 (that would have been \$1250.00)!

5) Write an e-book. Write a short book that shares your expertise electronically. You can offer it at a reduced price, so you can build your list and stay in touch with them.

6) You can write a physical book. It is easy to self-publish and get Amazon best-seller status, if you know how. You can be sure that you have copies with you each time you speak, so book sales can add to your revenue after a speaking opportunity.

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7) You can offer a taste of your coaching program by offering an introductory coaching session. Use a sign-up sheet at your table with pre-determined list 20 available dates & times that you have available. It's very helpful if you have an assistant man the table to help schedule those dates.

8) If you have a product-based business, you can offer samples of the products and a coupon for a discount on the purchase of the product.

9) You can produce an audio product that they can listen to learn more.

10) You can produce a video product that helps them learn the HOW.

Be creative! Think of something that screams your brand and bring that to life. Don't go to an event to speak empty-handed. They really do want to take you home with them!

Developing multiple streams of speaking income is part of what we help Members do. Check out our website to learn more:

<https://engagingspeakers.com/>

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# Four Speaking Lessons That Changed Warren Buffet's Life

By Gail Brown

(<https://engagingspeakers.com/author/gailbrown/>) |

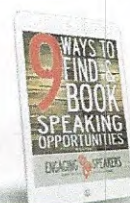
February 24, 2019

Warren Buffet, in an Inc Magazine article, said "The one easy way to become worth 50 percent more than you are now — at least — is to hone your communication skills — both written and verbal." He believes that public speaking is the fundamental skill to succeed in business.

What most people do not know is that Warren Buffet was terrified to speak, so much so, that he would throw up before every speech. He was even too shy to ask the woman of his dreams to marry him. Having an astute business mind, he realized that he needed to learn to get over his fears and learn to confidently speak in public.



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So, at 19 years of age, Warren Buffet signed up for a Dale Carnegie course to learn how to speak. He learned, he graduated, and he asked his dream girl for her hand in marriage! Of all the degrees that Warren Buffet has, the only diploma he displays in his office is the graduation certificate from that public speaking class.

What are those 4 lessons?

1) Learn as much as you can. Warren Buffet is a life-long learner. He believes that the more you learn, that better your life will become. "Talk about something that you know and know that you know," Carnegie wrote. "Don't spend ten minutes or ten hours preparing a talk: Spend ten weeks or ten months. Better still, spend ten years." We have never arrived...it's a life-long journey.

2) Talk about your own experiences. Warren Buffet often uses antidotes from his own career and life to illustrate his talks. "Carry a sheet of paper with you for a few weeks and write down, as you think of them, all the subjects that you are prepared to talk about through experience," Carnegie suggested. Also write down things like your biggest regret, what you did or didn't like in school and lessons you learned so far from your failures and your successes.

3) Jot down notes, don't type out your speech. If you watch Buffett speak, he rarely looks at a piece of paper. One of Carnegie's core principles is that a good speech is never typed up beforehand. Instead, Carnegie recommended referring to brief notes,

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rather than reading your speech.

"When you stand up to talk, you will probably find yourself trying to remember what you wrote," he wrote. "That will keep you from speaking naturally and with sparkle."

4) Be excited about your topic. Smiling, exuding energy and confidence makes a big difference. Buffet became excited about investing, money and building success very early in life. His enthusiasm continues today. As Carnegie put it, "Even people with only mediocre speaking ability may make superb talks if they will speak about something that has deeply stirred them."

If you experience what Warren Buffet did, join the safe, supportive Engaging Speakers community, where you're among friends who will support you every step of the way.

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# 4 Expert Ways to Engage Your Audience

By Gail Brown

(<https://engagingspeakers.com/author/gailbrown/>) |  
February 25, 2019

When I asked our Engaging Speakers Members what topics they would like to learn about, learning how to engage an audience was one of their suggestions. Let's explore some different techniques to do just that.

1) If you have control of the room set-up, you can ask the event planner to set the room up in smaller groups of people. Then you can tell the audience that based on the content that you deliver, that they will be called to discuss it with their small group members and give feedback. That does several things:

A) It insures that they will pay attention to what you are saying.

B) The small group will focus and engage with the content, with each



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other on an emotional level.

C) It gives you powerful audience feedback – data from a random sample.

D) You get to divert the attention from you to others, in order to take a breath or review your notes.

2) Do an audience poll. Ask the audience a question that will elicit an answer from them relating to your content. It should be as inclusive as possible. May start by asking everyone to stand up (good idea after they have been sitting for a while...average attention span is 10 minutes). Then ask your question (i.e. If you have visited a foreign country, please remain standing. Those who have visited 1- 4 foreign countries, please remain standing. Those who have visited 5-9 foreign countries...). This will not only give you data on your audience, but it will get them up and moving and getting the blood flow to their brain, so they can listen and retain your content.

3) Pair them up. Presenters often pair up audience with a partner, so they can practice a technique from the presenter's content to put into practice immediately, so it's easily retained. In sales training presentation, one would be the prospect and the other would be the sales rep and they practice their pitch and then switch roles. This technique is very engaging for the audience. The audience takes over and owns the content and the presenter gets a break.

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4) Make experiences, not speeches. Though people process information in different ways, creating a memorable experience will allow most audience members to participate and engage in it. Show first, tell later. Seeing you do what you are calling others to take action on, will go much further than just telling them. Give them little prizes and recognition if they are able to share one of the points in your presentation. Stay upbeat and energetic. Make it fun and make it memorable.

If you have suggestions or examples of other ways to engage an audience that have been successful for you, please share them with us. "A rising tide lifts all boats"

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# Seriously?! You can Get Paid to Speak There?

By Gail Brown

(<https://engagingspeakers.com/author/gailbrown/>) |

February 26, 2019

Speaking at your local library can be a great place to start getting paid as a speaker. Libraries are funded by their cities through property taxes and have a budget for paying speakers to present at their events. It brings patrons into their libraries and helps the community learn something new from an expert like you. Let's explore what you should do to become a part of the library speaker circuit.

1) Do your homework – Start by doing some research. Call your local library and ask who hires the speakers for their events. Usually it is the Adult Services Librarian, but sometimes the person has a different title. Ask who that person is and how you can contact them by email and by phone. Be sure to get the correct spelling of their first and last name and what



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their title is. Ask if that person hires speakers for that branch of the library or all branches. Most towns have multiple locations of their library system.

2) Ask questions – Reach out to that person (or persons) with an introductory email. Make it about what you can do to help the librarian serve the patrons of the community, not about you. It should be an exploratory email that offers solutions that can make a difference for the patrons, not a pitch for how amazing you are (although you certainly are amazing!). Come from a place of service. Use statements like “I have found that the message I share has made a powerful impact on those I’ve had the privilege of presenting it to. Perhaps, your patrons would enjoy learning more about it”. When you get a positive response, ask questions to bring clarity to what the librarian is looking to provide. During your email exchange, ask questions about the library’s expectations, when they are looking to schedule the event, the time allotted for speaking, any necessary equipment needed, and if you can sell your books (if you are an author, you have a better chance of getting booked, because they can feature you as an author in residence and feature your book on display at the library. However, if you are not yet an author that doesn’t exclude you from presenting at a library). I will share a list of questions in the next blog that will help you drill down to their needs, so you are able to provide exactly what they need.

3) Be authentic & passionate – When you deliver what you were asked to deliver with authenticity and passion, you make the librarian the hero and you

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serve your community. When you draw a crowd and make an impact, the librarian loves you and shares you and your brilliance with the very close-knit community of librarians that he or she keeps in touch with. This could lead to future bookings at other libraries and possibly a gig at the American Library Association's Annual Conference in Washington DC on June 20-25, 2019 (or in Chicago on June 25-30, 2020, or in Chicago on June 24-29, 2020...).

4) Be generous – Bring a raffle gift or two (gift basket including your book or a book that speaks to your topic, a mug, some tea or specialty coffee) for a drawing of all the attendees. Ask the attendees to complete a short evaluation card with their contact info on it and use those to pick the winner. It serves two purposes: it allows you to use the cards (which are all the same size to make it a fair drawing) to do the drawing and it allows you to collect the attendees contact info to keep in touch with them and to keep serving them. You also might consider donating a few copies of your book to the library or you can make a donation to the Friends of the Library fund to purchase more books. These contributions are low cost and are a business tax deduction.

5) Be grateful – Be sure to thank the librarian who invited you at the event and thank the audience members for their attendance. Within 24-48 hours after the event, send a sincere hand-written note to the librarian to express your appreciation for allowing you to present to their library patrons. Send an email to all those who attended who shared their contact info with you and attach a special tip sheet that

reminds them of your presentation, if you get the okay from the librarian. DO NOT SELL THEM ANYTHING. That is a sure way to get blocked from any further library gigs. Remember, library professionals are a close-knit community. Bad news travels even faster than good news.

How would you like to be a part of a speaker community that shares speaking opportunities with fellow members? Engaging Speakers is a collaborative, non-competitive environment, where you can support and be supported on this journey to building a successful speaking business. Learn more at <https://engagingspeakers.com/>.

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# How to Magnetically Attract the EXACT People You Want to Work With

By Gail Brown

(<https://engagingspeakers.com/author/gailbrown/>) |

February 21, 2019

The fastest way to build credibility with your target audience is by teaching them something valuable. And the best way to grab your audience's attention and communicate your credibility is by speaking in person at an event.

As adult learners, we automatically assign expert status to speakers, so the sooner you develop a signature style, tone and speech, the sooner you'll be able to establish yourself as a valuable contributor to forums, workshops and even keynote addresses. This will be vital to building a loyal and committed tribe of followers, buyers and clients that can help spread your message and grow your business.

What Exactly Is a Signature Speech?



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A signature speech is both an educational and persuasive presentation about the three to seven most important concepts that you want your ideal client to know.

A well-designed signature speech offers the audience knowledge about subject matter related to your products and services that will help them improve their personal and/or professional lives while simultaneously creating interest for your business' offerings.

Signature speeches are rooted in the education-based selling method, but they seek to inform more than sell. However, if your speech is engineered correctly, members of the audience will naturally be drawn to you and the products and services you offer.

For example, if you have a video company, you could speak about the "5 Tips to Reaching Your Ideal Client in Your Next Video." If you are a fitness coach, your speech might be "The 7 Most Powerful Exercises for Lasting Weight Loss." Regardless of what you sell, there is a signature speech waiting to be born!

Why Is a Signature Speech Important?

When you stand in front of an audience, you are automatically seen as a credible person or expert, which positions you as an authority and instills trust in potential customers, hopefully convincing them to purchase your offerings in the process.

When you have a signature speech, you have a system that helps you describe what you do and what you believe in, so whether you're in a networking situation or writing email copy, you will always use some of the same informative and persuasive words

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to share what you do and why you do it.

The process of creating a signature speech forces you to decide what you are most passionate about and what the message you're sharing with the world should be. It brings clarity to what you do, and clarity leads to action, so when you put the two of them together, you now have a formula for success!

In my next blog, we will discover the elements of how to craft a signature speech that is sure to establish you as an influencer and expert in your field.

Would you like to enjoy the safety and support of a community of speakers all willing and able to travel this journey with you to speaker stardom? Then learn more about Engaging Speakers at <https://engagingspeakers.com/>.

Gail Brown, Founder of Engaging Speakers,  
[gail@engagingspeakers.com](mailto:gail@engagingspeakers.com)

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← Here's a list of everything you need in your speaker media kit to get booked more

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How to Create the Perfect Signature Speech →

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# How One Sheet of Paper Could Catapult Your Speaking Career to the Next Level

By Gail Brown

(<https://engagingspeakers.com/author/gailbrown/>) |

February 19, 2019

You are excited about getting out there and sharing your message to make an impact on the world. One of the first steps to marketing yourself to a waiting world is your Speaker One-Sheet. Let's begin by answering some questions:

## 1) What is a Speaker One-Sheet?

A Speaker One Sheet is a critical marketing tool that tells people: what you can speak on and what type of speeches you can give, how you can help them and



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- their audience, as well as how and why your message and your services are valuable.

## 2) Why do I need a Speaker One-Sheet?

a) It makes you appear professional. You wouldn't go to a job interview without a resume. Well, your Speaker One-Sheet is your calling card to event promoters, who can hire you for a speaking opportunity. It's also great to have to send to a podcaster or tv/radio personality, who is looking for guests for their show.

b) It shows your character and your style. One-sheets are a creative endeavor that should include elements that represent who you are. One-sheets are versatile since you can distribute it online or offline. You can make a page on your website or you can make it a pdf that you can distribute or can be linked to social media, your blog or your website.

c) A one-sheet gives you're the opportunity to customize it to a specific market, niche or client's need. Like a resume, a speaker one-sheet can (and should) be tailored based on the opportunity you're pursuing. The more you can tweak it to satisfy the ideals of the opportunity, the higher your chances of success.

## 3) What should be included in my Speaker One-Sheet?

Professional headshots

Professional action shots

List with descriptions of speaking topics



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- Short bio
- Testimonials/references
- Social media contact info
- Talking points (for interviewers)
- Books authored or published
- Scope of Services (seminars, webinars, workshops, coaching, training)
- Contact information

#### 4) How long should a one-sheet be?

It should be one sheet, double-sided...hence the name one-sheet. Always remember that the people who can hire you are busy people. Give them an exciting glimpse into who you are and how you can make an impact on their audience.

If putting together a Speaker One-Sheet seems like a huge undertaking, join Engaging Speakers to get one-on-one mentoring from our Engaging Speakers Mentoring Team, who donate a complimentary hour of coaching to each of our Members in their area of expertise.

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← 5 Ways to Market Your Speaking Business – Part 2  
(<https://engagingspeakers.com/5-ways-to-market->

# 5 Ways to Market Your Speaking Business – Part 1

By Gail Brown

(<https://engagingspeakers.com/author/gailbrown/>) |

January 22, 2019

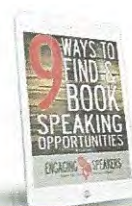
Once you have put together your speaking business, you need to get out there and market yourself to your ideal audiences. Let's start with...

**1) Get Social – Waiting for someone to knock on your door and ask you to speak, will insure that your message will not reach your desired audience. So, it's time to get social!**

- Social Networking – Seek out networking



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organizations with the express intent to build relationships and help others. In my friend, Bob Burg's book, "The Go-Giver", he tells a fictional story that revolves around the story of a young professional (Joe) who is striving for success. Joe is ambitious, however lately it seems like his hard work and efforts are not paying off in terms of results. Following a disappointing quarter—in terms of sales results—he inadvertently seeks the mentorship of The Chairman.[3]

- Joe then embarks on a learning journey by meeting Go-Givers—friends of The Chairman. Through these interactions, he learns of the "Five Laws of Stratospheric Success":

- Value: Your true worth is determined by how much more you give in value than you take in payment.
- Compensation: Your income is determined by how many people you serve and how well you serve them.
- Influence: Your influence is determined by how abundantly you place other people's interests first.
- Authenticity: The most valuable gift you have to offer is yourself.
- Receptivity: The key to effective giving is to stay open to receiving. You will have to read the rest of the story to see how Joe fared, but the point is to give first, not expecting anything in return and you will be blessed. "Give, and it will be given to you. A good measure, pressed down, shaken together

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and running over, will be poured into your lap. For with the measure you use, it will be measured to you." – Luke 6:38

- Social Media – The world at your fingertips – handy & very powerful branding tool. My friend, Tom Gosche, Business Strategist says, "Brand yourself before someone else brands you." It's so important to establish your brand and your authority online, so eventually people will be seeking you out. Complete your profiles on every platform that attracts your ideal audience and actively engage on each. Start a conversation and build relationships that same way you do in person.
- Your Current Client List – Your Raving Fans would love to know that you are available to speak to their colleagues, their friends and their families. They already know how amazing you are and how happy they are with your products and services. So be sure to let them know in your email signature line "Schedule Me to Speak at Your Next Event" and launch your speaking business, just like you would a new product or service with great fanfare!
- Let your own Colleagues, Family and Friends know what you are doing and what audiences you are looking for.

## **2) Put Your Passion into Print – Write something life-changing.**

- Join an online forum, a group or start a discussion.

- Start a blog or an e-newsletter.
- Write articles for publications that demonstrate your expertise
- Turn your talk into an e-book.

Sound overwhelming? Not with the right network! Enlist the expertise of your friends at Engaging Speakers and learn how you, too, can speak your way to more business.

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# 5 Step Strategy to GROW Your Business through Public Speaking – Part 4

By Gail Brown

(<https://engagingspeakers.com/author/gailbrown/>) |  
January 21, 2019

It's time to bring this topic to a close. Here's the 5th and last step you need to GROW Your Business through Public Speaking. And just because I feel generous today, I'm going to through you a bonus step to really set you on the right course.

5. Attention to Details – In order to become a meeting planner favorite speaker, be prepared well in advance to make them look like the hero of their event.

\* Logistics – Be sure that you schedule a time to go through the Client Questionnaire for Presentations to be sure that you understand your audience, how much time you have to speak, contact



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information of  
the meeting planner and the venue phone number,  
and what your  
client would like your talk to accomplish.

\* Room Setup – How will the room be set up?

Classroom style, theater

seating, round tables? Is there a stage? Access to the  
stage? Middle

aisle to join the audience?

\* Set up and test Audio-Visual equipment before the  
guests arrive – Get

to the venue early, so you can get the lay of the land  
and so you can

test your equipment or the equipment provided by  
the client. Bring all

the cords to your laptop, to be sure that it's  
compatible with their

projector. That way you have plenty of time to greet  
and get to know

the guests as they arrive. This is your opportunity to  
find out what they

would like to learn or gain from your presentation. It's  
a wonderful why

to start building a bond with the attendees, so they  
love you even

before you go on stage.

\* Start & end on time – Actually, if you are given 30  
minutes to speak,

speak for 25. Also, I recommend that you develop a 1  
hour

presentation, a 30-minute presentation and 15-  
minute presentation.

Events run late and if you are the last speaker, you

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may find that your 30-minute has become a 15-minute presentation. If you have prepared in advance, then you can easily and professionally switch gears and make your meeting planner the hero. Never ever go long or you are guaranteed to never be invited back.

\* Give your audience a Call to Action – After you have given them great content and amazing stories, ask them to take action and apply what they've learned to their business or their life. The call to action should bring them to the goal your client wanted to accomplish. Zig Ziglar always said, "You will get all you want in life if you help enough other people get what they want".

Now here's your Bonus Tip –

#### 6) Network for Speaking Opportunities

\* Let people know that you are adding speaking to your offerings. Add Speaker to your signature line, to your website, to all of your social media profiles, to your elevator speeches, and to all of your communications. You tell clients when you add a new product, so let them know that you are available to speak to groups of people just like them.

- \* Contact organizations that you are a member of and offer your services as a speaker for one of their events.
- \* Network with other speakers to collaborate and to refer speaking opportunities.

Don't want to go it alone! Since 2003, Engaging Speakers has been helping business owners, entrepreneurs, professionals, speakers and authors define their message, refine it and find the audience best served by their message. Engaging Speakers can help YOU. Join us at the next Engaging Speakers event!

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5 Ways to Market Your Speaking Business – Part 1 →  
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# What Not to Wear on Stage

By Gail Brown

(<https://engagingspeakers.com/author/gailbrown/>) |  
October 16, 2018

The first impression you make when you step onto the stage is an important one. It is to your advantage to know what you should wear when you are on stage as well as what you should avoid wearing, in order to make sure your first impression a great one. Let's begin with what not to wear...

1) Do not wear clothes that are too tight. Being uncomfortable is not the way to boost your confidence. It distracts you and your audience.

2) Don't wear anything revealing. Not too low, not too short. You may think that I am directing this comment exclusively to women, but I have sat in audiences where the male speaker had a few too many buttons open on his shirt and to this day, I am hard pressed to remember what his message was.



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3) Don't wear a lot of jewelry. As a lover of beautiful jewelry, I enjoy seeing an elegant piece of jewelry that enhances an outfit. However, when it takes your eye away from the speaker's face or their message, then it defeats its purpose.

4) An addendum to #3: Don't wear noisy jewelry. One speaker I saw had so many bangle bracelets on that it sounded like musical accompaniment.

5) Don't wear uncomfortable, ratty, outdated shoes on stage. I have a speaker friend who is most comfortable in 4-inch heels. I, on the other hand, am more confident in a lower, more stable heel. I have seen raggedy shoes worn by speakers on stage that are obviously the most comfortable pair they owned, but not appropriate to wear on stage. The thing you must remember is that on a stage, you are elevated from the audience. Depending on the height of the stage, your audience might in eye level to your shoes.

As unfair as it is, people judge you based on what they see first and then on what you say and do. Follow these tips and you will avoid needless judgements and feel more calm, cool and collected for your next speaking gig.

Interested in learning how to avoid the pitfalls and shorten your journey to a successful speaking career? Then join Engaging Speakers to learn how you can "Speak Your Way to More Business".

*Author: Gail Brown, Founder of Engaging Speakers*

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# 7 Tips on What Colors to Wear When Speaking

By Gail Brown

(<https://engagingspeakers.com/author/gailbrown/>) |  
January 5, 2019

Your message, your content and your voice are all more important than your appearance when speaking. But nothing can undermine you faster than what you wear, including the colors, and poor choices can thwart your best efforts. It may sound silly to consider color when planning what you'll wear when speaking, but it can really be an important issue on stage, in photos and in videos.

1) Start with your hair and skin color – If your hair and skin are pale (that means bald, white, gray, blonde and sometimes lighter red hair), then I suggest you consider a darker jacket to help bring your face into focus. Also, don't wear pale shirts, suits or scarves. Still not sure, try a French blue or a teal shirt, scarf, tie or jacket, because these two colors compliment any



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-skin color or hair color, and they will draw attention to your face. You may notice that you will frequently see blue as the backdrop color at news conferences and events.

2) Think about color values and brightness – Pure white will draw the eye – or the camera. That is awesome if you want them to be focused on your white shirt or jacket and not on you. Think mid-tones.

3) Colors on television or videos – It is interesting to see how colors react when being filmed. A red jacket, which can be a symbol of power, courage and vibrancy, can bleed at the edges. And patterns like stripes, plaids and houndstooth checks can appear to move, which can be a real audience distraction.

4) What looks good on you in person and close up may not look as great 30 rows away. A great exercise is to ask a friend and get a video or photos in a setting similar to the one you'll be speaking at. That will help you decide.

5) It might be a good idea to put on your Client Questionnaire to ask what color the stage background will be. If the background is blue and you have a dress or suit that is the same color, you will disappear. It's good to choose a contrasting color, so you stand out in front of the background.

6) Look at the color wheel – Artists contrast colors and you can do the same to choose your clothing to stand out from the background. Opposites on the

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color wheel make the other color stand out energetically (as red/green or blue/orange). It's a bold choice, but it will certainly highlight you.

7) Makeup – Wear your makeup a bit more vibrant than you do in your daily life. The lights can wash you out. But be careful when using darker shades of lipstick. One speaker wore a dark red and, in the video, it made her lips look black.

Colors can play an important role in making you stand out on stage. Join us at Engaging Speakers and learn from some amazing speakers who are ready, willing and able to guide you to speaking success.

Gail Brown, Founder of Engaging Speakers,  
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What to Wear on Stage →

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## What to Wear on Stage

By Gail Brown

(<https://engagingspeakers.com/author/gailbrown/>) |  
January 6, 2019

In my last blog, we talked about "What Not to Wear on Stage". Now, let's talk about some tips that will help you to look and feel confident on stage.

- 1) Select two outfits that you feel amazing in. Have them tailored to fit you comfortably (even if you are wearing jeans). When you look good, you feel good.
- 2) Be sure your two outfits are solid colors, not wild prints. My friend, Photographer & Videographer, Jared Silver, that patterns in clothing tend to make videos a look like it's moving (like an optical illusion). Sticking with solid colors will alleviate this distracting phenomenon.
- 3) Make sure that your outfits are clean and pressed and ready at a moment's notice, so you are always prepared to take a last-minute speaking opportunity.



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4) Invest in a pair (or two) of a good, comfortable shoes. Wear them around the house, so you can break them in before your speaking gig. There are few things more distracting than being in pain, when you are on stage delivering your message. Once you have broken the shoes in, then have them polished and you are ready to go.

5) This tip is about how you should wear your hair. Be sure that you have a haircut that is easily managed and doesn't fall in your face and require you to keep arranging it on stage. We have all seen "The Hair Flipper". Very distracting.

The strategy behind having two stage outfits is to be sure that you always have a backup on hand, in your car, just in case, you drip your Latte on the outfit you are wearing.

Want to look your best and confidently communicate your message? The join us at Engaging Speakers and learn in a safe supportive community of speakers, who are willing to share what they have learned to shorten your journey.

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## The Well-Traveled Speaker

By Gail Brown

(<https://engagingspeakers.com/author/gailbrown/>) |

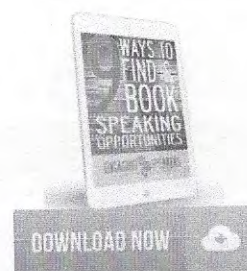
January 7, 2019

You may be thinking this blog will share how to become a speaker that travels the world. While we will broach that subject in the future, today we will discuss how to travel well as a speaker.

1) Always have the contact information of the meeting planner who is your liaison for the speaking gig. That means cell, home, work and venue phone numbers, emails as well as a back-up person to reach if you can't reach the primary contact. Have this in your phone and on paper as a back-up and carry it on your person. I am speaking from person experience. I had a speaking opportunity where I met with the Program Director of the event to go over the details at her home. On my way to event, I was in a car accident and was delayed. The phone number I had was her home phone and she and the entire audience were at the venue waiting for me. When I



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arrived an hour late and explained the situation, thankfully they were kind & understanding, but It took awhile to warm up the audience. Here's the funny part. The topic I was delivering that day was "Stress...How Do You Spell Relief?" Needless to say, I could speak from the heart on that subject on that day!

2) Invest in a durable, easily identifiable, carry-on luggage to travel with. Some luggage has built-in charging station for your phone and laptop. This suitcase should be able to stand out from the hundreds of suitcases on the luggage carousel, so you can grab it and be on your way to the venue without delay. I recommend that you travel light with carry-on, if possible, to avoid the extra time at luggage carousel and the possibility of lost luggage.

3) Try to schedule your travel the day before the event. That way you can get to your hotel and relax before you speak. It also affords you to visit the venue the day before to check out the room layout and get your bearings. This will also protect you from any travel delays, which might make you scramble to get to the venue.

4) Carry your presentation with you in as many different formats as possible...on paper, on a zip drive, in a PowerPoint on your laptop. Many times, due to equipment malfunctions, you have to be flexible and ready for anything that comes your way. At our last Engaging Speakers Boot Camp, one of our scheduled speakers had to be taken to the hospital that day. One of our Engaging Speakers Members,

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Tajuana Ross, the LinkedIn Professor, had all of her presentations on a zip drive in her laptop bag, so she was able to jump in and fill in that gap in the speaker roster that day. Also, carry any possible applicable cord with you, so you can adapt to any projector.

5) Have your two speaking outfits packed in plastic dry cleaning bags on hangers in your luggage. The plastic bags help the clothes from wrinkling and are ready to wear when you are ready to get dressed. I suggest that you wrap your shoes separately in soft cloth bags to avoid scuffing as your suitcase is being jettisoned from the plane by the baggage handlers.

I am sure that you have experienced travel horror stories or have heard for stories from others. Please share them with me and they may become the topic of a future blog.

If traveling as a Speaker is your dream, then join us at Engaging Speakers where you can learn from National and International Speakers who are willing to mentor you to speaking success.

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## 4 Types of Speaking

By Gail Brown

(<https://engagingspeakers.com/author/gailbrown/>) |  
January 8, 2019

There are many ways to speak. Today we will explore for different ways. It is important to understand that each way is different and none are better than another. You may choose to focus on one way or you may decide to learn the skills to do more than one.

1) Free Speaking – This is the way that many speakers begin with. However, don't count it out as a way to continually bring clients into your business. My business partner, Jen Coffel, who is a 6-figure business coach, has earned over \$105,000.00 in business at her last 5 speaking opportunities! Speaking for free can earn you many things as well as clients. It can build your authority. It can frame you as the expert in front of an audience of your ideal clients. It can open the door to bigger and better speaking opportunities. One of our Members, spoke for free at a smaller local event and was immediately



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booked for their upcoming conference with 100's of attendees and she shared the stage with other top-notch speakers, which upped her game and her status in the minds of those speakers. It is also a wonderful way to give back to your community or to a cause that you are passionate about.

2) Speak to Sell – Some conferences have the platform of asking their speakers to speak for free, but they are allowed to sell their product, services or programs from stage. The idea is to give great applicable content to position yourself as the expert and then offer your services to help the audience members to engage you further. If it is done elegantly, then the audience will be receptive to the offer. However, I have also seen other situations where the audience gets pitched out. If you choose to go this route, be sure that you get good instruction around building and delivering an elegant, valuable offer that is very beneficial to the audience. Also, be sure to do your homework and find out the reputation and style of the other speakers that will share the stage with you before you consent to participate.

3) Pay to Speak – There are some events structured around the opportunity to speak on a stage with powerful, well-known, influential speakers or a large audience of your ideal clients. This is where the organizers will collect a fee from you to participate in the event. It is a smaller investment upfront to have access to this audience that could net many hundreds of thousands of dollars in business. Be sure that you develop a comprehensive strategy about how you will

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capture the audiences' contact info, how you will engage them at your back of the room table, what form you need to have with all of the information you need to follow-up as well as a strategy to service these clients, once you've brought them on board. I remember a story about the owner of one of Oprah's Favorite Things episode. They were asked to be featured on the show and the response was so overwhelming that the company folded, because they weren't ready for the huge demand that the show brought their way! Be ready first.

4) Paid Keynote Speaker – This is where you deliver a 45 – 90 minute keynote presentation and you get a monetary fee for sharing your knowledge and expertise. You are trading your time and your wisdom for money. It's important to deliver amazing content that the audience can readily and immediately to their lives. By this point, you have developed your unique message and have wonderful stories that evoke an emotional response and bring your audience closer to you. You have also learned how to deliver your presentation with confidence and grace. You are ready to change people's lives and to make the person or company that hired you a hero.

Many of our Engaging Speakers have learned how to do one or more of these types of speaking. Join us and learn how you can develop multiple streams of speaking revenue.

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# Body Language for Speakers

By Gail Brown

(<https://engagingspeakers.com/author/gailbrown/>) |

January 9, 2019

Your body language can repel or attract your audiences. So, let's look at body language that can draw your audience in.

1) Be open. As my friend, Mark Papadas says, "Keep your body open to the audience". Mark has shared stages with Tony Robbins, Zig Ziglar and Brian Tracy and he has learned that there is a method to opening yourself up to an audience. Opening yourself up is a form of vulnerability. When we, as human beings, are nervous or threatened or frightened, our instinctive response is to cover our vital organs by crossing our arms in front of our body. When we are calm and confident, we are more likely to open ourselves up.



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Mark suggests walking on to the stage with the foot furthest from the audience, so that it gives the illusion of being open to the audience.

2) Open your palms to the audience. It has a welcoming affect almost like you are going in for a hug. It's a reassuring gesture, almost like the magician who says, "See there is nothing up my sleeve". Having your hands in your pockets or plastered to your sides or crossed in front of you does the opposite and closes you off from your audience.

3) Master your power pose. When you enter the stage with an open walk and come to the center of the stage, do your power pose. Stand with your feet shoulder length apart, shoulders back, head squared and straight ahead and wait quietly until all eyes are on you and then begin. It's really hard to remain silent and takes some practice, but it's amazing how effective it is. It even gets the people texting away to stop and look in your direction.

4) Get comfortable with the stage. It's important to move about the stage in a way that keeps you open to the audience, but that allows you to cover the stage. One of our Engaging Speakers Members had a great storytelling technique that was very effective. She was relating a story about a client who had a particular problem. She began telling us about the client and their difficulty at stage left, facing the audience. Then she related that the person engaged her as her coach and the speaker moved to center stage to continued to talk about how she helped the client. Finally she moved to stage right to finish the

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story and tell us how much better the client's life is now after having worked with her. It showed a flow and made a great use of the stage in visually taking us on the journey with her.

5) Stay away from the podium. Podiums are a barrier between you and the audience and they can become a crutch or a security blanket. When we first started Engaging Speakers, I was asked to do a speech. Being the introvert that I am, I was terrified, but determined to get through it. It was very interesting, because when I read my evaluations, almost every one of them said that I had been holding onto the side of the podium the entire time. I didn't even realize it...the podium became my security blanket!

Body language is a powerful way to keep your audience engaged and responsive. If it all seems a bit overwhelming, then join Engaging Speakers and see how you can improve your presentations with positive body language.

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# The Authentic Speaker

By Gail Brown

(<https://engagingspeakers.com/author/gailbrown/>) |

January 10, 2019

"Be yourself; everyone is already taken." – Gilbert  
Perreira

Our tendency when we are developing our speaking style is to imitate other speakers that we admire. However, we each were fearfully and wonderfully made to be exactly who we are. We were gifted accordingly. To try to be anything other than who you were created to be, would be like trying to rearrange your genetic code. Instead let's explore how to be uniquely you when you speak.

1) Your Qualities – Make a list of your strengths. Are you kind, thoughtful, energetic, funny, knowledgeable? Bring those qualities into your presentation. Resist the urge to imitate other speakers.



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2) Be unique – We all have unique behaviors and quirks. Allow your quirky-ness to be a part of your speaking style.

3) Introvert or Extrovert – We each have natural rhythms in the way we operate. I am an introvert, so my rhythm is to be deep and inwardly focused. I speak more slowly and thoughtfully. Introverts shouldn't try to manufacture enthusiasm, but they can work on keeping their energy up. Extroverts are dynamic and outwardly focused. They tend to have large movements and are more dramatic. Extroverts shouldn't try to squash their natural energy or try to be more controlled. As the famous quote by Popeye, The Sailor Man says, "I am what I am, and that's all that I am."

4) Say it like you would say it in real life – Speak to your audience just like you would to your best friend. Don't act...speak. According to Dr. Michelle Mazur, "The main difference between speaking and acting is this; speaking is about your audience and connecting with them, while acting is about entertaining."

5) Be Vulnerable – As scary as it may be, being vulnerable encourages authenticity. When you are vulnerable, you open yourself up to being rejected. However, you also open yourself up to someone relating to you and your story. Only then can you connect with those in the audience that need your message to get through their mess.

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If developing your own unique speaker style sounds overwhelming, join us at Engaging Speakers where seasoned, successful speakers can help you become an authentic speaker that you were meant to be.

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# You Have a Message the World Needs to Hear

By Gail Brown

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January 17, 2019

"The two most important days of your life are the day you were born and the day you find out why." – Mark Twain

I truly believe that God has given each of us a message that is uniquely ours. Our responsibility is to make a positive impact on the world with that message. The world needs hope and inspiration and lives can be changed for the better, if you have the courage to deliver your message.

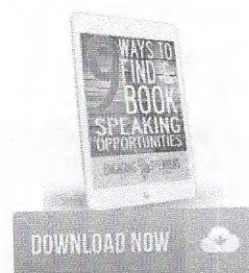
So where do you begin? Let's start by...

Defining your message:

1) A message is communication transmitted via a messenger (That's you!). You will be delivering that message, because of the unique life experiences that have equipped you to do so. Your Message is Your Message. Most times, your message comes as a result



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to difficulties in your life that you have lived through and you have learned something...something that can help someone else live their best life. All of the tears, the anxiety and the heartbreaking things that happen to us can tell a story. And that story can impact and change lives.

2) Get clear on what your singular, overarching message is. Do a brain dump or a mind map to get things on paper (or on a computer screen), so you can visually see what lessons you have learned from the messes in your life and how those lessons can benefit others.

3) One way to structure your key message at the core of your message map is to use an "XYZ" statement. Fill in the blanks: "I do X, for Y, so they can Z."

#### Refining Your Message:

1) Once you have defined your message, it is important to refine it. It's time to drill down to what is unique about your message and specifically how it can help others. List what problems your message can solve for them and how it will improve their lives as a result.

2) Zero in on who you want to serve. Your message may serve many populations, however really refine 2 or 3 groups that you will focus on.

3) Identify several ways that you can serve audiences based on their learning styles or preferences: presentations, retreats, workshops, seminars, articles, blogs, books, webinars, online courses, etc.

#### Find the Audience That is Best Served by Your Message

1) Now that you know who your ideal audience is, it is

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time to find them. Knowing who your audience is will give you clues as to where they are. Study who they are (age, general habits & behaviors, income levels, etc.) and develop your audience avatar.

2) Where do they hang out? Are they millennials who are online a lot? Are they burned out business owners looking for a life-line? Are they frazzled moms who need to know that someone understands? Is it someone who has lost hope and needs a reason to keep going? Find them...someone right now is praying for your message.

3) Put your message where your audience is, whether that's in person or in print or online. Be there for them, just as someone was there for you.

Engaging Speakers has been helping business owners, entrepreneurs, professionals, speakers and authors define the message, refine it and find the audience best served by their message since 2003. Join us at the next Engaging Speakers event!

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Speak Your Way to More Business: 5 Step Strategy to Use Public Speaking to GROW Your Business – Part