



I WILL TEACH YOU  
HOW TO DELIVER A

*Successful*  
PUBLIC SPEECH

KERRY GIRLING

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## **Introduction**

Welcome! My name is Kerry Girling and I'm honored to teach you how to deliver a winning presentation. There are quite a few components to delivering a successful speech but I am pleased to tell you that I have the answers and I'll teach them to you so you can become an excellent presenter. In my early years as a motivational speaker I learned these priceless tips and now I am honored to teach them to you. I will even share with you my master plan to launching your own speaking business.

The first few chapters in this book will teach you the fundamentals; increasing your confidence, eliminating the fear of public speaking, and how to properly develop your passion of public speaking. Later on I will teach you how to properly prepare your masterful speech for any type of audience and how to deliver with poise and confidence. My master guide to launching a successful speaking business comes later which I explain how to overcome rejection and increase bookings. And finally I will teach you how to follow up with your audience so you can spread the word about your message and services so you can make a career out of your passion. Let's get started!

## **The Fear of public speaking**

The fear of public speaking can be quite daunting. It happens to be the most common of fears amongst humanity. It doesn't matter if you're delivering a presentation to a high school audience, conducting a sales pitch to a client, or just introducing yourself in front of a handful of people, delivering any type of speech can be difficult.

Fear is like a reciprocating blade that cuts deep inside our souls. It creates roadblocks between success and happiness in all areas of our lives. It robs us of our confidence and makes us feel weak inside. Some break through their inner limitations and become excellent public speakers; meanwhile, others avoid delivering a public speech at every cost.

My main message within this book explores the reality of fear and how you can overcome it. As you read my stories you'll realize I too had immense fear of delivering a public speech early in life. With these tips that I will soon share with you you'll learn to control your fear so you can spread your message further. Let me share my story with you.

## **My story**

I was in twelfth grade and had absolutely no idea what I wanted to do with my life. I didn't have any passion. In fact, I never even knew what passion was. Public speaking was never something I thought I would ever do with enjoyment. It wasn't on my radar of interests. In fact I hated it.

I developed a fear of public speaking early in life. I couldn't even get up in front of my own class and speak in any grade. I lacked the confidence to even consider delivering a speech even to people I knew. It took me many years to eliminate my fear of public speaking. In fact, for a while I avoided all possibilities of any crowd interaction. The fear of public speaking soon turned into the fear of interacting with anyone in society. Later in life I chose jobs that allowed me to be independent and free from most civilization. One-on-one conversations were filled with anxiety back then.

For a while I barely took any risks because I feared what others felt about me. I lost myself in the process. I desperately wanted to become a more confident person. I wanted to relieve the tension that welled inside me for years. I wanted to feel comfortable delivering a presentation in front of others because I knew I had an important message to deliver.

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It's unfortunate how negative our fears can affect us. Fear rapes us of our esteem. It generates feelings of anxiety, unhappiness and dissatisfaction, and makes us feel unworthy. Fear forces us to live in mediocrity. It takes away the chances of living in happiness and abundance. Fear public speaking no more because the tools and techniques you'll learn in this book will enable you to shed your inner confidence with ease so you can deliver a successful speech. When I faced my fears everything I wanted showed up in my life.

## **ME and my message**

Before you get started I want to share with you a few tidbits about who I am, what my message is all about, and why I wish to share my secrets with you. I believe learning starts with a strong connection with the teacher, that's why I wanted to share you a brief story about who I am so you can connect with my message on a more personal manner.

I started speaking to high school students when I was eighteen just after I graduated from high school. At that time I didn't have a direction in life. Passion was a figment of my imagination. I had recently lost a good high school friend who died in an irresponsible drinking and driving accident on the same night as our graduation party. This experience left me helpless and drove emotions I had never before felt. It made me want to express my anger about the situation but I didn't have an outlet. There are so many words I could use to describe the situation and how I felt with my friend's passing. As I'm reminded there are only two words that reciprocated in my mind; angry and helpless. The tragedy of losing my friend made an impact on me, both positive and negative. I had never gone through such a traumatic experience. Before it happened I never thought about drinking and driving and the aftermath, nor did my friends. We felt invincible back then. After

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the incident happened all I wanted to do was speak my mind and share my message about living responsibly but I had no idea who to talk to, who would listen, or where to start.

That very thought was the very beginning of my trek as a motivational speaker. In fact, the thought of wanting more out of my life, especially in the line of helping others sparked a deep passion inside me. From that moment everything I asked for started falling into place instantly.

Within every negative experience lies some positive. Even though losing my friend was difficult to comprehend, the incident drove my passion to speak my message to over one million students. You could say I took the positive from a negative experience.

I couldn't even get up in front of my grade twelve class and speak. I didn't have the confidence or the wisdom to do it properly. Public speeches always gave me anxiety. In fact, prior to delivering my first public speech I had great difficulty expressing my feelings or emotions even to a single person. The thought of delivering a public address to more than a hundred people, or even a thousand was mind-numbing. Little did I know my career lied in the arms of my biggest fear. It took only one powerful public speech to bring my passion to fruition. It all started with one single experience. Let me share it with you.

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I was standing in front of fourteen hundred students in the largest gymnasium I had ever seen. Thoughts of delivering a public speech to that many people sent chills through my entire body. When I was introduced all I could think of were ways I could get myself out of the situation. I wanted to run as far away as possible. Fast forwarding to the end of my speech, as I stood at the edge of the stage I saw the fantastic sight of fourteen hundred people standing to their feet while clapping in appreciation. It was a standing ovation. I can say it was the most exhilarating experience I have ever experienced. I went from fearing my life to living the most wonderful feelings I could imagine in under an hour. I wanted more. In fact, I became addicted. The experience soon turned into a passion. From that day forward I never turned back.

Up to this date I have spoken in almost six hundred venues across North America. My message is all about living positive lifestyle choices. I speak to students, youth of all ages, parents, adults and anyone who is willing to hire me. I continue to share my message every day through my books, films, articles, podcasts and public speeches. Although it may seem like my speaking career was formed with ease, it definitely came with a lot of adversity and hard work. There were several lessons I learned in the process to

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becoming a professional speaker. I wish to share them with you in hopes that it will inspire you to share your own message publicly.

## **Moving forward in life**

The experience of my first public speech gave my life new meaning. It served me something that soon turned into a passion. Passion is what made me excel. Sometimes it takes a traumatic experience or intense failure for us to see our passions. Mine was served to me through the loss of my friend. Without it my life wouldn't be the same.

When your passion is served to you be sure to take advantage of the opportunity and explore it in every way. Far too many give up on their passions due to obstacles that can easily be overcome. If I had selected my career in high school public speaking wouldn't have been an option. My first public speech wasn't planned nor was I prepared. I was asked to spread my message to high school teenagers before I even knew how to deliver a speech. It happened on a whim and completely out of the blue. Let me tell you the story.

I was eighteen and recently graduated from high school. My friend passed away less than a month prior. I had randomly met an internationally renowned motivational speaker at the gym during a workout. He was a former paramedic who left the industry to spread his message to high school students about being responsible. As we spoke I shared with him my story about

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the loss of my friend. We connected instantly. Our connection felt like something from the twilight zone. He was intrigued and thought I could offer his students some guidance, especially because I was almost the same age as his students. After a few conversations he asked me to join him on tour. Needless to say, I took the opportunity. It was that simple.

I was sitting in the audience as a spectator at one of his drinking and driving presentations in Thunder Bay, Ontario, Canada. He was wrapping up his message about making the right choices. There was a brief silence in his message where the audience was completely still in their seats, dead quiet. A moment later he started introducing me. I wasn't expecting it at all. I sat in my seat in silence, frozen. The same fear that I explained earlier came back to me. I didn't know what to do. Anxiety ran through my veins. He waved me over to the stage trying to entice me to speak. All I could think of was my lifelong fear of public speaking. It ran through my mind over and over. I shook my head at him, gesturing that I was too scared but he persisted. It took every ounce of everything inside of me to get up in front of the audience that day.

I stood on the stage frozen without a spoken word. Fourteen hundred students glared at me from every direction. I continued standing there in complete silence. Anxiety ran through my mind.

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I glanced around the gymnasium desperately searching for any type of compassion. My mentor whispered, "Tell them your story about your friend!" Instantly, my mind snapped into reality and I remembered the story like it happened yesterday. From that moment my words flowed effortlessly. The feeling was like no other. I spoke from my heart about the death of my friend and how it made me feel. As I concluded my presentation that day, every spectator in the venue rose for a standing ovation. It was the most exhilarating experience I had ever witnessed. As I walked off the stage I knew I wanted to pursue public speaking as a profession.

## **How I started my own speaking business**

Luckily I had a mentor teach me a lot of my wisdom about the speaking industry. His guidance came literally the same month my friend died. Without his guidance it would've been quite difficult to launch my own speaking business, but not impossible.

My decision to launch a career in public speaking came when I was ready to make a positive difference in society. It came when I was ready to make a commitment to myself and towards my passion. My speaking career started when I accepted an invitation to travel on tour in Ontario, Canada in 2001. The tour took us through thirty cities and twenty towns. We delivered over eighty presentations that semester. Our intense schedule was filled with two to three presentations per day with an average audience of over a thousand spectators. Our repetitious schedule allowed me to perfect my presentation. Day after day I delivered the same presentation over and over. I practised my speech every morning and twice on weekends. Repetition allowed me to incorporate tone and pace within my words. It taught me how to inspire people on a whole new level. It was my passion that made me determined to master the art of public speaking. Needless to say, over five hundred presentations later I believe I've mastered the art.

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When I was ready to launch my own speaking business I made a commitment to myself. I made a pact to fulfill all thoughts of advancement that entered my mind. Whenever my mind served me a vision to do something different, like specific marketing techniques, slight change in business direction, or anything I thought would help my business excel I went forward with it. This ensured that I did everything possible to make my dreams a reality.

“Our minds serve us ideas to excel towards happiness. If you avoid your imagination you will drive yourself further from success and happiness”

When I started my speaking business I offered my services to everyone; sports teams, church groups, independent schools, parent groups, and a long list of others. I wanted to spread my message to anyone that would listen. This allowed me to get a respectable amount of bookings in a short period of time, plus it taught me which audiences I wanted to cater to. After filling my schedule with a few handfuls of presentations I realized junior high school students were my favorite audience to deliver a

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speech to so I started marketed only to them. After I developed a strong presentation and started making a name for myself in the industry I branded myself as a professional speaker to junior high schools. This really helped boost my credibility in the industry.

**LESSON 1: Enjoyment is the key to happiness. Find what you enjoy and stick with it! If you offer your services to a variety of audiences be sure to make a mental note of which ones you enjoy speaking to the most. Just like a DJ caters to various audiences, his passion lies within only one audience source. The same goes with your own speaking business; stick with what makes you happiest.**

## **My Marketing Strategies**

My marketing techniques evolved over the entire course of my career. Although the speaking industry promises high dividends, the costs of marketing can be quite daunting at the beginning stages. There are literally thousands of different marketing practices you can employ. I recommend you take as much time as you need to find the best marketing practices for your craft.

TIP: From experience, the best form of Marketing is anything that's attached to your own voice. This means cold calling, voicemails or anything that connects you with the potential client directly. Nobody can sell your services better than you can. Your voice is what you're selling, that's what your customers want to hear, not someone else. Voicemails are like gold when cold calling. Voicemails allow you to leave a thirty second blurb about you and your services to a captive audience. Use this to your advantage. Script the perfect voicemail message so it sounds the same every time. And of course use passion in your voice when you speak.

There's a numbers game to cold calling for business prospects. You can expect a conversion rate around two to three percent. This means you will book an average of 2-3% of all the calls you make (averages may vary). Averages can help make the process of

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cold calling more interesting and motivating. I set goals to secure a specified amount of bookings when I market to prospects. My goals are usually leveraged through past successes and failures. Goals make the process more fun, plus they allow you to measure your rate of success.

During my first year I gave away 101 free presentations to schools within a four hundred mile radius. This helped me get my feet off the ground and make a name for myself in the industry. It enabled me to run my business off of word-of-mouth advertising for quite some time.

TIP: Offer your presentation for free to a select amount of potential clients. This guarantees a positive review and will help you generate future bookings in surrounding communities.

Again, there are literally thousands of different methods in spreading the word about your services. Be sure to employ various methods to see which ones gain the most traction. Look online and see what marketing methods have worked for your competition. Don't put all of your eggs in one basket! If you're not sure about any specified marketing practise be sure to ask someone who's had the experience. From my own experience the best methods of advertisement are cold telephone calls made by moi.

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TIP: There are hundreds of conferences in your area that are frequently looking for passionate speakers. Conferences are packed with hundreds of your potential customers all in one facility. Research as many conferences in your area as you can. Submit your information to them and provide a link to your website. When you get the opportunity to speak as a professional at conference it will not only give you great credibility however it will also give your audience a call-to-action to book you for their next conference.

## **The art of public speaking**

Aside from fear, anxiety, lack of confidence and the like there are a variety of components that need attention before delivering a perfect public speech, such as speaking with poise, mastering your script and customizing your presentation to your audience. In addition to these important fundamentals, speaking with proper tone and pace, proper pronunciation, selective pauses and adding humour, all of which are pertinent to mastering the art of delivering a public speech.

### **Speaking with poise and confidence**

Speaking with poise and confidence is the most important fundamental in public speaking. Confidence comes with practise and proper preparation. It doesn't matter how many people are in your audience, as long as you're prepared and know your material you will be confident. Practice, practice and practice some more. The more you engrain your material into your mind the better the delivery will be and the more confident you'll become.

**TIP: I always make a point to spend no less than eight hours preparing for a speech. This is on the low end. I prefer twelve hours or more. The truth is; the more you practice the more professional you'll sound when delivering your speech. The more professional you come across to others equals the amount of future bookings you'll get. Spend no less than eight hours preparing for your next speech. You'll be glad you did.**

## **Mastering the tone of your voice and pace of your speech**

Learning the art of public speaking requires you to master the pace in which you speak. Nobody likes listening to someone who speaks too fast or too slow. The same goes with the tone of your voice. If you deliver your presentation with a monotone voice your audience will tune out immediately. To ensure your listeners will be inspired be sure to focus a big part of your preparation primarily on perfecting your tone and pace of delivery.

**TIP: Knowing your audience is crucial before delivering your presentation. Researching your audience beforehand will allow you to customize your message to their theme. They will**

**appreciate your candor. Spend no less than an hour researching your audience. Research the following: their geography, how long their group has been around, their rivals, their age, specific religion(s)/beliefs, their goals, their events theme, and any other facts about them that can be implemented into your speech.**

## **Customizing your material**

Customization is key when developing your speech. When you create a custom speech catered to a specific group it shows you've gone above and beyond to make their conference the best it can be. This will pay off in high dividends because your audience will be more inclined to spread the word about you and your speech to other groups.

## **Comedy**

Adding a realm of comedy is another sure fire way to win your audience. Everyone loves to laugh but not every public speaker has a knack for telling jokes. Comedy can be a tricky thing. If at all possible try to add a few jokes in your script. Be sure to practise your jokes thoroughly to ensure delivery is perfect. A well-spoken joke can go a long way towards winning the hearts of your audience. Often times your audience will remember a well told joke for days or even weeks.

**TIP: Try opening your presentation with a joke (or somewhere within the first five minutes). A good laugh goes a long way. Proper research on your part will provide sufficient ideas for good jokes to use. If you aren't a comedian or don't have the knack to tell jokes this means you haven't taken the time to look into this area of public speaking. Anyone can tell a joke. Just like any other word in your speech practice, practice, and more practice. The more you practice the better your jokes will be. Trust me.**

### **Practice, practice, practice**

The art of mastering a public speech takes repetition. Every time you practise your presentation you're getting closer to mastering your material. It took me hundreds of public speeches before I finally mastered the art.

## **Eliminating the fear of public speaking**

Public speaking is the most common fear amongst humanity. Fortunately, there are numerous techniques to help you move beyond your fears. When it comes to public speaking confidence is the number one deterrent in this realm. Confidence is stronger than fear. Confidence eliminates the fear of public speaking instantly. It serves as inspiration to yourself and to others, it also connects you with your audience. Reaching an optimal level of confidence should be every public speaker's main mission.

Delivering a presentation with confidence can be quite difficult, especially if you're just getting started. Even the most seasoned speaker's lack confidence every now and then. Repetition allows you to master the art of developing confidence. I've delivered hundreds of public speeches within my career and still to this day I get nervous from time to time. This usually happens before my presentation, or on Mondays after a weekend away from my craft. This however doesn't persuade me from doing it. Fear actually drives my ambition further.

Don't let fear affect your decision to be a public speaker. Your message is important and needs to be heard. Often times our fears are handed to us from our parents or biggest influences early in life. These fears usually increase in strength over time if nothing is

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done to stop them. That being said, you need to spend some time trying to eliminate your fears on an on-going basis, internally. Fear is a part of everyone's mindset. The good news is, just like any other emotion it can be controlled.

**TIP: Spend some time getting to know your fears. Relax and step outside of your everyday regimen and meditate on your fears. Get down deep into their existence and find out where they came from. Why did they form in the first place? Next, try a visualization exercise. Visualize your fear exactly how you remember it. Now, tune your attention to something that brings your mind peace. Now think of your fear again. And, once again on the thing that brings you peace. Alternate back and forth between fear and peace for a few minutes. You will see how each time you transfer thoughts from positive to negative the negativity from the negative thought slowly dissipates. Using this exercise daily will ensure you eliminate your negative thoughts well before you deliver your next presentation. By doing this exercise you're enabling yourself to control your fears. It's all about control. You'll be amazed how easy it works.**

Sometimes it takes a considerable amount of time to eliminate a fear. The truth is, it doesn't matter how long it takes for you to get rid of a fear, as long as you're working towards eliminating it

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that's all that matters. Most of the fear I receive when delivering a public speech comes from not knowing my material well enough.

TIP: Get to know your message as well as you know yourself. Be determined to grasp every part of your delivery; from tone to pace and everything in between. When you get to know your speech you'll eliminate the chances of becoming fearful on stage. Fear cannot reside in a confident mindset.

“Fears linger in our lives for way too long. They take away from our happiness. The quicker you can get rid of your fear the closer you are to achieving happiness.”

One of the best ways to eliminating the fear of public speaking is to prepare and practise your material as much as you can. Please see my suggestions in the next segment.

## Preparation techniques

The entire process of booking a speaking gig is quite intense. From uncomfortable cold calling and numerous voicemails to intense travel schedules and everything in between. There are numerous components that lead to the booking. If you were invited to speak at an event without having to host tedious marketing campaigns, rigorous networking and mass call-outs you are considered lucky because the speaking industry can be quite fierce.

**LESSON: Create numerous goals along the way to becoming a professional. Goals act as leverage to acquire anything you set them towards. Not a single person, athlete, politician, public speaker, or any other professional has ever accomplished anything without setting clear goals for themselves. Start with small very realistic goals at first. Your successes will act as leverage towards achieving larger more detailed goals in the future.**

When I started my speaking business I set small realistic goals of booking five speaking gigs per month. This was a feasible number that made me confident I could achieve. Once I reached this goal I set a larger more detailed goal of booking fifty bookings per semester; an average of about nine per month. Even though this goal challenged me almost every semester I reached my goal.

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Achieving goals is an excellent way to increase your confidence. It generates warmth and compassion towards your life's mission. For every goal you achieve the happier your life will get. You'll realize how easy it is to accomplish something when you challenge yourself. But, on the flip-side, you'll realize how quickly you can be defeated from negativity of others when you share your ideas.

**TIP: Don't let the negativity from others defeat your ambitions. Think from the mindset of a winner and believe in yourself. You are capable of creating anything your heart desires. Setting goals will help you get there. Stay committed to your goals by scheduling chores for yourself. Achieve one small task every day. One small completed task every day will lead to the big picture. Determine what needs to be accomplished and set a schedule. Budget a specified amount of time for each task. Work at them every day and stick with it. Be as committed to your goals as you are towards anything else in your life. I guarantee it will pay off.**

Enjoy the process. Appreciate the lessons you'll learn with each mistake you make, and forgive yourself for your past. You're going to make a lot of mistakes along the way. Accept it! As my favorite motivator Anthony Robbins says, "If you make a mistake make a big one because you'll learn so much more from the experience." Big mistakes equal big reward in the future. Remember that!

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Try to scope out the venue before your presentation. Seeing the venue beforehand will allow you to see what type of setup they have; what type of PA system they have, if there are any large windows in the facility, or anything that might be a problem. This will prepare you for any mishaps that may arise before setting up your equipment. Seeing the facility beforehand will also allow you to visualize a successful presentation well before you even arrive for setup.

**TIP: Use your own PA system. In fact, use all of your own audio/visual equipment if you can. Starting a speaking business is one of the least expensive businesses you can launch. The equipment needed is actually quite cheap. You only need a 6x8 screen for any type of audience, a projector and a PA system with speakers. This all goes for around two thousand dollars or less second hand. There's a good chance you'll make that all back in your first few speaking gigs. Having your own PA system will boost your confidence because you know you're going to sound the exact same every time in any type of venue. I can't tell you how many times my presentation was ruined due to relying on other people's equipment. Delivering a presentation isn't fun when your microphone keeps cutting out. Don't risk the embarrassment. No two PA systems sound the exact same. In fact, even today you will find venues with extremely outdated**

**systems that barely work. Chances are they're missing a few pieces like a microphone or a simple cable. Having your own equipment will reassure you will sound amazing.**

## **Breathing techniques**

Aside from running your own equipment, after the booking has been made there are a few preparation tactics that will help you relax before the big delivery. When you're rehearsing your presentation be sure to keep your audience in mind all the time and visualize yourself actually delivering the speech.

**LESSON: Use breathing techniques to help calm your nerves. Take five deep breaths before you walk onto the stage. Your heart rate needs to stabilize before you can properly deliver your message. When I started speaking I would get excited when I was introduced. This excitement made my heart race rapidly. When I walked onto the stage and introduced myself I was out of breathe. I was frantically trying to gain my composure rather than making an impact. Needless to say my delivery was terrible. Breathing allowed me to control my emotions for optimal delivery.**

Often times, there are very few comfortable places to relax in a venue. I like to visit the restroom usually ten minutes before my introduction while my audience are finding their seats. This gives

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me a quiet space to meditate. I find a staff washroom or a quite public restroom where nobody is present; somewhere that provides me complete silence. I practice my breathing techniques and visualize a successful speech. This calms my nerves.

Relaxation is the key to harmony. A harmonious world brings peace and happiness. When you're in a state of happiness the rest of the world will react to you pleasantly. Relaxing your nerves as much as possible before presenting to a large audience is key.

**TIP: In a quiet place before your presentation visualize your audience reacting to you in a positive manner. Picture them smiling, every one of them. Attach positive qualities to every face you see in the crowd. This will help you eliminate any negativity in your mind. Take a few deep breaths while still imagining your happy audience. Now with a peaceful mind list all the factors that led to booking your presentation. Think of the initial phone calls to the organizer, the four or five voice mails you left when you were following up, the numerous emails that finally led to their commitment. Think of everything that led to you making the booking. This exercise will serve as inspiration and should eliminate any nervous feelings that may still reside. It will inspire you to realize how committed you are towards your passion of public speaking. This exercise is particularly important**

**to participate just before you walk on stage. Visualization will help inspire confidence in yourself.**

Preparation is extremely important in the process of delivering a successful public speech. The preparation of your script is extremely important, especially if you want to become a professional in the industry. My techniques on writing a winning script needs an entire segment because no two presentations are the same. They come in all lengths, sorts and kinds. Below I've listed a few sure-fire techniques to develop a winning script.

A well scripted presentation is by far more credible than a speech delivered on the cusp. It took me years to perfect my speech. In fact, I had delivered hundreds of speeches before I finally mastered the art of script writing. I can thank the years of constructive criticism throughout my career for that.

**TIP: Entice your audience to provide feedback about your presentation. Feedback is valuable information when running a business, especially a public speaking business. What others think of you determines the success of your business. Feedback will tell you how you can deliver a better presentation and get better ratings.**

## **Motivation**

Public speaking presents the connotation that motivation will be included. People are waiting for you to motivate them. They choose to sit in your presentation because they believe they'll receive some type of encouragement or information to live a better or easier life. When writing your script be sure to include words that will motivate your audience to take action. This is a sure-fire way to get invited back to their facility.

## **Get to the point!**

Make your introduction quick, concise and to the point. There's no need to prolong this part of the presentation. Nobody needs to hear you blab about yourself and your accomplishments, especially if they don't know you. You haven't made enough of a connection for them to care yet. Yes, your accomplishments are important to you and that's understandable but a well-scripted presentation will provide this information later in your presentation. Getting to the point with a brief introduction will allow you to delve into the meat and potatoes of your speech immediately. The meat and potatoes is the part that's packed with

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inspiration, encouragement and ways to make their lives easier. This type of stuff wins your audience over in seconds.

## **Use Power points**

Be sure to add as many power points in your message as possible. Power points are little tidbits of information that teach your audience something. Although your stories are pertinent to delivering a speech that's memorable, the little pieces of wisdom included within your stories are just as important. When you leave someone feeling smarter they will be more inclined to spread the word and give you positive feedback.

**TIP: Script a backup story just in case. A Backup story is a story that relates to your material and something you can rely on if you forget your material. It will fit pretty much anywhere in your speech. It doesn't have to have powerful meaning, it just has to relate to your presentation. If you forget your lines you can always rely on it. My backup story is the same one I used when I initially started speaking and I still rely on it today. Knowing that you have a backup plan when you forget your placement can act as an incredible confidence booster.**

## **Take your audience on an emotional rollercoaster**

A winning script will take your audience on an emotional roller coaster throughout the entire presentation. Just like your favorite films, a well scripted presentation sends its viewers on an emotional journey. Be sure to script stories that heighten your audience's emotions. This can be done by telling stories that inspire, excite, scare and motivate. If you cultivate a series of these types of stories you'll be rewarded with positive feedback.

**TIP: When you're preparing your presentation material be sure to build your message into a story. Doing so will build your audience's excitement. Leave the main point and most important lesson to the end of your speech, but include small lessons throughout the story. This will build your audience's anticipation towards your message. It will also help your audience remember your message for years to come. People are used to hearing stories that flow evenly with a beginning, middle and end. When you can script a presentation that flows effortlessly you've mastered the art of script writing.**

## **The answer is practice**

A winning presentation is one that inspires, motivates and one that makes the audience laugh. It has factors that provide comfort yet also hosts material that encourages. It doesn't matter how well your presentation is scripted if you don't practise you're going to fail. Be sure to practise as much as possible. A well rounded speech may look good on paper but it can sound hideous if not prepared and delivered properly. I know from plenty of unprepared experiences.

**TIP: Comedy is a great way to enhance your speech, especially if the topic is bland. Good humour is a priceless icebreaker in the industry of speaking. Unfortunately, many want-to-be speakers don't believe they're funny enough to deliver a joke. They give in before they give themselves a chance to crack one. One simple joke can go a long way in winning your audience over. Learn four or five good jokes that you can use in your presentation and use one of them. See what kind of response you get. If your audience welcomes the joke with laughter use it again in your next speech. If however you don't get positive feedback you can recover with a different joke or learn to tell it in a different way. Set a goal to tell a joke in your next presentation.**

## **Win your audience within seconds**

Inspiration will definitely help you win your audience however it takes a well-disciplined speaker to be able to make it happen. When you can inspire someone you've instantly won their hearts. Inspiration goes a long way when building a connection of any kind. People long for inspiration. In fact, most of us live average lives without much excitement. The slightest bit of inspiration will go a long way even when you have only a few minutes to express yourself. People are looking for something that will boost their emotions. One simple bit of advice I can give is to write a ton of inspiring stories to back up your message. The positive feedback you'll receive after your presentation will make you glad you did. Your ultimate goal should be to win your audience over within the first three to five minutes of opening your mouth. This will ensure you'll have a captive audience for the rest of your speech. It will lead to astounding feedback.

Winning your audience over takes effort, especially if they've never heard you speak. When you look at the logistics of your presentation you're about to deliver, each person seated in your audience will set up an emotional guard between you and them as soon as they walk into the facility. Until you're able to eliminate their guard there's little chance of inspiring them in any way. It's

pertinent to captivate your audience somehow within the first few minutes. Remembering this should act as leverage for you to take advantage of the first few minutes as much as you can. The quicker they listen the longer they'll listen.

**TIP: Produce a video introduction. Now-days people expect visuals in presentations. Let a video introduce you. A video will introduce your accomplishments for you so you don't have to toot your own horn. With today's technology anyone can produce a powerful video that instantly sells a speaker's credibility. A video delivers the exact same performance every time. Using one allows you to take control of how well you are introduced. Often times, asking someone in your audience to introduce you can result in a mediocrity or a failed attempt. Most have absolutely no idea how to speak into a microphone. Their delivery often results in a bunch of mumbling and gibberish. Videos are more creative and attractive than an oral delivery anyway. They offer visuals and audible accents that plain speech doesn't offer. I highly recommend you spend some time producing a video introduction for yourself. It will pay off huge!**

**TIP: Use your video introduction to advertise your services on your website. Don't cheap-out on this though. Spend some money, time and efforts producing it. It may be the highest**

**expense you'll pay to launch your speaking profile however it'll be well worth everything you put into it.**

### **Draw their guard down**

Give your audience a piece of your tragedy or share something heartfelt with them. When you confide in your audience you're telling them they are in a safe place. As soon as your audience is comfortable they'll be willing to take in your message. You can do this easily by showing your vulnerabilities. This will eliminate their emotional guard instantly.

**TIP: Teach your audience something quick. As soon as your audience has an "Ah ha!" Moment they'll be willing to open their hearts to you. Script a useful tidbit of information at the very beginning of your presentation. You may get a captive audience a lot quicker than you anticipated. Preach these "ah ha!" moments evenly throughout your presentation. Every few minutes if possible.**

Following up with your audience after delivery is a critical step in ensuring your business' success. There are a variety of tactics you can use to follow up with your audience. Here are some of the most common.

## **Social media**

Social media is on a rise and will continue to do so for quite some time. Almost everyone on the western hemisphere is on some type of social media platform now-a-days. Facebook, Twitter, LinkedIn, Google+ and a variety of other social media outlets make it easy for you to connect with your audience after delivering your speech. Be sure to mention to your audience how they can find you online. Be sure to add them as a friend when they connect with you as soon as possible. This will show them you care enough to continue the connection. Social media is a great tool that allows you to extend your message further.

Connecting with your online audience can be quite daunting though, especially if you're on the road making a living as a speaker. Often times you don't have the time or the energy to keep pace with all the other online gurus. It's wise to use a social media calendar to schedule posts automatically for you. This will

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ensure your audience connects regularly with you even when you're away from your computer.

**LESSON:** If you don't already have your own website get one. Hosting a website will allow you to post new videos, useful information and facts about your recent accomplishments. Every website now-days has a simple 'contact' page that allows users to connect with you 24/7. Be sure to tell your audience they're welcome to visit your website anytime. Let them know there's a variety of useful tips relating to your presentation on your site. Update your website frequently. There's nothing worse than visiting a website that looks like it was created in the 90's.

**TIP:** Make a point to spend a few hours every few weeks updating your online material. Updated material encourages online sales and future bookings. It shows your customer you're engaged with your passion. Online users expect to see new content every time they visit your site. Be sure to fulfill their needs by publishing new articles and blog entries, and posting videos and pictures, or anything you can use to get them back to your website. Blog's can be a great way to interact with your audience.

## **Ask your audience for their email addresses**

Set up an email campaign and add them to a weekly or monthly email delivery list. This will ensure your audience receives frequent communication from you. Your emails should always include a piece of useful information or a tip that will help them in some way. Each time you connect with them you should include a piece of your message and a call-to-action feature. This is where you ask them to spread your message or encourage them to buy your products and/or services. The online world has made it super easy to maintain a connection with your followers. It's enabled you to spread your message to the masses in a simple click of your mouse. A simple comment on your Facebook page can enlist a series of discussions. A video can go viral in hours. It all depends on how aggressive you wish to participate. The more aggressive and interactive you are the more followers you'll have. That's a simple rule to follow. Make a commitment to be as active as possible. There are many benefits from interacting with your audience.

Email campaigns and social media aren't the only ways you can communicate with your audience. There are many other forms of communication you can enlist into your regimen, such as mail outs, telephone calls and faxes. My simple method is; try to

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connect with each of your targeted prospects through three different forms of communication.

## **My master plan to launching your Own speaking business**

Below is list of my ten most important factors to launching a successful public speaking business. If you follow these relatively simple steps you'll be on your way to becoming a successful public speaker.

1. Build a website offering your services. Hosting a website is an essential part of starting a successful speaking business. Having one will allow you to post pictures, videos and relative information about you which will allow your customers to get to know you a little better. Your website should be the main source of promotional material (information about you). Gone are the days of the simple mailed post card or a faxed brochure. Your audience expects to find all of your information online. If they can't find you they'll quickly find someone else at a simple click of their mouse.

2. Activate your social media presence. Social media is on a rise. Almost everyone on the Planet is on some type of social media platform these days. Facebook, Twitter, LinkedIn, Google+ and a variety of other social media outlets can act as a launching pad to

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market your message and services. If you're unfamiliar with this type of advertising outlet ask some questions on google.com and you'll find the answers. It's really that simple. Be sure to spend some time to get to know each platform. Each one is slightly different in its own way. Each one has benefits that the others don't. You'll want to make a profile on each to spread your message to the masses.

\*There are simple apps like Hootsuite that will post to all your social media profiles on your behalf via scheduled postings. Check it out!

3. Practise your presentation as much as you can. It doesn't matter how well your marketing material represents you, if you cannot deliver a successful speech the chances are slim they'll book you again. Be sure to practise, practise again and then practise some more.

4. Contact as many potential clients as you possibly can. Think outside the box and imagine the various types of clients you can offer your services to. There are literally hundreds of different groups you can offer your services to, such as churches, schools, small-to-large businesses, youth groups, teachers groups, and many others that you've probably never even thought about. Can

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you offer your services to sport teams? How about financial businesses, or even single families? There are numerous groups that would love to hire you if they knew you existed. Pick up the telephone, send them an email or drive to their facility and talk to them in person. If they don't know you exist there's a good chance they won't call you, ever.

5. Ask for feedback after every presentation you deliver. Feedback helps you understand what needs to be changed. It helps you gain a bigger perspective of your presentation and tells you how your message was received. Aside from the constructive criticism part there's a good chance you'll receive a lot of positive comments from the feedback you ask for. This can be used as leverage to gain new clients in the future. When a group asks for a reference you'll always have something to give them.

6. Attend as many speaking conferences as you can and research what your competition is doing. Get to know your competitors' tactics and see how they deliver a presentation. This will inspire ideas for your own presentation. Life is a learning experience. You cannot learn without great teachers. Use your competition as leverage to learn how to become a better speaker. View

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their website and follow them on social media. You'll learn valuable lessons from them (and vice versa).

\*Stop being so jealous and/or judgmental of your competitors. There's plenty of speaking opportunities out there for everyone.

7. Treat your followers like gold. Your followers are the backbone to your business. They are the ones that buy your products and the ones that spread your message to their friends and neighbouring communities. Be sure to let them know how they can connect with you after your presentation. Set up an email campaign to keep in touch with them and encourage them to follow you on social media.

8. Set consistent goals that match your ambitions. Goals always lead to successes especially if you're committed to them. Nothing worthwhile comes without some kind of fight. Be sure to set goals that challenge you to be your best and encourage you to be the most active. When you achieve a goal set another one.

9. Visualize your ideal lifestyle.

How many presentations do you want to deliver this year? What do you wish to acquire in your lifetime? What is your ideal lifestyle? Imagine yourself already living your ideal lifestyle. Create a vision

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board with pictures signifying your imagination and place it in a room you frequently visit. Visualize daily and be creative. Your vision board will help you host positive thoughts of future successes in your mind and help you eliminate the negativity.

10. Have fun and enjoy the ride. All too often we lose our ambitions because we fail to see the benefits of our hard work. Learn to enjoy the moment at least once a day. I try my best to enjoy the moment no less than three times per day. Doing so refreshes my mind. I am confident it will do the same for you. Life is all about enjoyment. The more you enjoy your life the more you'll love yourself. The more you love yourself the more you can make an impact with your audiences.

I am pleased to have shared my wisdom with you. I am confident if you follow my master plan to launching a speaking business you'll be much further than those that don't. If you're looking for further inspiration or guidance I am here to assist you. If you have any questions please connect with me anytime.

## **About the Author**

Kerry Girling is a man of many motivating words. He grew up in central Canada with the mindset that he could achieve anything. His belief system was built on the foundation that anything is possible. After being mentored by an international youth motivator at the age of eighteen he chose to pursue a lifelong career as a public speaker. While searching for his own passions in life, he remained committed as a youth motivator geared to enhance the quality of lives across North America. Having spoken to over one million students in over five hundred communities on bullying, goal setting, and finding passion, his ultimate goal is to continue his inspiration to teens, parents, and adults worldwide.

For further details, please visit –

[www.kerrygirling.com](http://www.kerrygirling.com)

Kerry's Recent Publications

Kerry Girling

***The Complete First Chapter Series***

Moving on from what's been holding you back in life

After eliminating the negativity from his first chapter Kerry Girling chose to enlighten himself on a spiritual journey which led him into a much happier next chapter of his life. Through spiritual guidance he sought out answers to some of the most profound questions in life. Kerry delves deep explaining how he found abundant happiness through acceptance and how you can easily apply it into your own life to become a happier person. The Complete First Chapter series ties in all relevant life lessons from all of his motivating books in the series. This book will help you achieve more happiness in all areas of your own life.

**Learn to let go of the negativity in YOUR LIFE today!**

Kerry Girling has traveled the depths to motivate, inspire and encourage people of all ages. His passion is inspiring teens, parents, adults and anyone who has an interest to succeed. Through his inspiring Amazon Bestselling books, films and documentaries and motivational speeches he has encouraged over one million.



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Kerry explains to you his secrets ~ the power of spirituality and the importance of the law of attraction and how you can apply it into your own life to live a happier lifestyle. His lessons will teach you how to a happier person. This book will help you. It will inspire you. It will enlighten you and encourage you to believe again. It will bring new ideas to fuel your passionate side. It will make you want to laugh and love again.

[www.kerrygirling.com](http://www.kerrygirling.com)