

Public Speaking Workshop Handout
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"Speakers Sell More Books"

Overcoming Common Myths to Get Over Your Fear of Public Appearances:

1. I have to be polished. (False - be genuine & sincere; people connect w/ vulnerability.)
2. I have to come across as an expert. (False – Jack Canfield, author of Chicken Soup for the Soul, began teaching and speaking before his books took off and sold well because he spoke.
3. I can just wing it. (False – speaking takes practice!) Just like no one is born a perfect writer, no one is born a perfect speaker.

Tips to be covered in class:

- 1) Organizing Your Speech (Content - What is the take-away message?)
- 2) Connecting with the Audience (Define who it is)
- 3) Honing Your Speaking Skills (Practice, Practice, Practice)
- 4) Dressing for Success
- 5) Using Vocal Variety
- 6) Using Body Language Techniques (Use purposeful movement)
- 7) Using Humor (Connect with people through feelings)
- 8) Overcoming Your Fear (Remember, Strike a Pose!)

How to Get Engagements - Just Ask! See lists below

How to position yourself as an expert - have soundbites ready

How to find unique ways to brand yourself - be consistent, have a "one sheet," signage, cards, etc.

How to give a good presentation (storytelling, structure your talk, connect w/ your audience)

How to create content - tie into your book and 'signature story'

How to develop your platform – website, email marketing, social media, take lots of pictures and post!

How to find opportunities for appearances and speaking engagements:

There are many groups and organizations that are always on the lookout for good speakers for their meetings and you are doing them a great service by speaking at one of their meetings. Local book clubs and Library groups are a natural audience for you because they are already interested in books and authors.

Many TV, radio and podcast shows do 'author interviews' - ask up front and if they say 'yes' get on their calendar.

Service clubs like Rotary, Kiwanis and Lions have frequent, often weekly, meetings and are usually looking for speakers on a wide variety of topics, including yours.

Another good source of speaking gigs are local organizations that you belong to and, thus, have an “in” with because of your membership. Think of all the business, social and religious organizations that you belong to and then think of each as a potential audience. Approach them all even if they don’t have regular speakers. You never know when they might invite you to address one of their meetings or even create a special event for you.

Once you have a track record as a successful speaker, it is time to seek out national or regional industry meetings and associations, cruise ship talks, etc. to expand your audience.

Where do you live? Where are you traveling? Where is your book based? What can you afford? What other opportunities are there? (celebrities, conferences, contests, etc.)

CHRISTIAN WRITERS & SPEAKERS CONFERENCES (in addition to Write His Answer)

- Blue Ridge Mountains
<http://www.baytocean.com/>
- The Well Conference for Creatives
<https://seeyouatthewell.net/>
- Kentucky Christian Writers Conference
<http://www.delart.org/event/wilmington-writers-conference>
- Florida Christian Writers Conference
<http://www.baltimorebookfestival.com/>
- Montrose Christian Writers Conference
<https://www.leweschamber.com/event/community-events/14th-annual-lewes-creative-writers-conference-workshops>
- AWSA (Advanced Writers & Speakers) Conference
<https://awsa.com/>

NATIONAL/GLOBAL CONFERENCES

- https://www.awpwriter.org/wcc/directory_conferences_centers
- <http://www.writersdigest.com/editor-blogs/guide-to-literary-agents/what-are-the-best-writers-conferences-in-the-country>
- ACFW (American Christian Fiction Writers) <https://acfw.com/>

Opportunities are endless! Here are a few more:

Schools, Colleges, Universities

Churches, Retreats, Men's and Women's Clubs, Book Clubs Festivals, Book Fairs

Bookstores, Libraries - offer to do book signings and readings Chambers of Commerce,
Rotary Clubs

Other Tips:

Write a killer press release and media kit to send to media (TV, radio, podcast hosts, etc.)

Make sure you cater to conference directors' needs

Join a local Toastmasters Club or MeetUp!

www.toastmasters.org

<https://www.meetup.com>

Join Speakers Organizations

<http://www.AWSA.com>

<http://www.nsaspeaker.org>

<http://www.womenspeakers.org>

Look for Social Media Groups on Facebook, Linked IN or start your own!

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