

## **Public Speaking: A Marketing Tool for the Professional Coach**

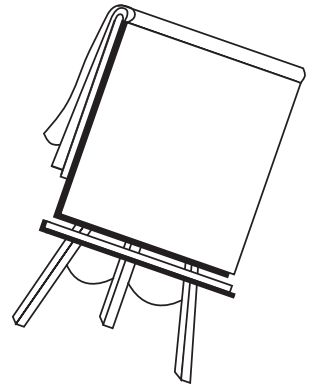
What and how to prepare before, during and after a speaking engagement to insure a positive experience that attracts new clients and referrals.

### **Assumptions:**

- Want to present.
- Made the decision.
- Have experience coaching.

### **The Ten most POWERFUL questions to ask yourself before presenting.**

1. Why am I presenting?
2. What are my objectives?
3. How will I know I've achieved my objectives/goals?
4. Who is my perfect audience? (Simple formula: Right program, right audience, right time)
5. Who do I know that can connect me with that audience?
6. What does the audience need to hear?
7. What do I get really excited talking about? (Do you know enough about the topic to be qualified to present?)
8. How will speaking help me build my business?
9. Have I made it easy (really easy) for others to refer clients to me?
10. How will presenting help me grow as a coach?



### **The Ten most IMPORTANT questions to ask the client or meeting planner**

1. Is there a specific reason you have chosen to address this issue/topic at this time?
2. Do you have a theme for this meeting/conference? What is your mission statement?
3. What are you (or your members) most tired of hearing about (i.e. balancing or simplifying life)?
4. What steps, if any, have you taken to...resolve this issue (to balance your life)?
5. What would you most like to learn more about as it relates to this topic?
6. What do your peers need to hear? (Remember that this is anonymous.)
7. What overwhelms you the most in your current position/situation?
8. If you were in charge, what changes would you implement?
9. Is there any language, jokes, news that I should avoid using?
10. How will you be marketing this program? (Is there a tie in for you to write an article for their newsletter or ezine? Do you want access to their attendee list? How about a booth at their Expo. Hall?)
11. How would you describe this audience?

## **Tips to Get Past Stage Fright**

- Be prepared. Know your topic upside down and sideways.
- Channel your nervous energy into a productive, positive, creative energy. Use it to get psyched up – then you are in control of your nervous energy.
- Care passionately about your topic.
- Visualization.
- Don't expect perfection. There is no such thing as a perfect speech!  
And — be willing to learn from your mistakes.
- Be at your best physically and mentally.
- Make eye contact with the audience. Make them your friends rather than a sea of judgmental faces.
- Take a couple of deep breaths before you speak – this will help to relax you and relieve tension.
- Think of your speech as a form of “communication” rather than a “performance.”
- Focus on communicating with your audience rather than your stage fright.
- Understand your body – know how much food and drink you can handle just prior to speaking.
- Use visual aids so the entire focus won't be on you – and if you use them, use them well!
- Work especially hard on your introduction, much nervousness dissipates after the first 30 seconds of your speech.
- And yes, picture your audience naked!

## **The Do's & Don'ts of Speaking**

### **DO**

- ... be fully prepared
- ... know your audience
- ... wear comfortable shoes
- ... send a thank you note to the person who hired you
- ... give credit where credit is due
- ... be sure your information is up to date
- ... come prepared to answer questions
- ... provide your own introduction

### **DON'T**

- ... think you are smarter than your audience
- ... speed up over the parts of your speech you don't know as well
- ... focus on what your hands are doing while you are speaking
- ... don't forget your body language speaks for you also, not just your words

***and finally – don't forget to have fun!***

## **ESTHER BLOOMFIELD ADAMS**

Esther Bloomfield Adams, MFA, CPCC, is the President of Masterful Living, LLC, a Professional Coaching and Motivational Speaking firm. She coaches and speaks to individuals, couples and groups who are looking for more balanced, fulfilling and purposefully creative lives. Her clients see her as someone who empowers them to discover their true self, their life vision and is on their path with them to make it happen. She is also the creator of the highly successful Life Balance for Weight Loss™ program and is the host for a local call-in coaching radio show, Masterful Living, which can be heard on KDWA 1460AM, Wednesdays from 4 – 5PM. She may be reached at 952-997-7575 or coachebb@frontiernet.net for a free consultation.

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## **KATE LARSEN, PCC**

Kate Larsen works with executives and professional service providers, including CFP's, attorneys, HR personnel, salespersons, and real estate agents. She coaches those that want to increase their energy, improve their health and decrease their stress.

She is a professionally certified coach. Kate has completed training with The Coaches Training Institute, CoachU and Corporate CoachU. She is an affiliate coach for The Ken Blanchard Companies and Faculty and Mentor Coach for WellCoaches.com.

Her company Winning LifeStyles, Inc. has conducted keynotes and training programs on leadership development, stress management and coaching skills since 1989. Kate is also a certified group fitness instructor and personal trainer with more than eighteen years experience.

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# The Speaker's Edge: Ideas for Before, During and After Presenting

## **BEFORE**

- Be organized- less frustration due to trying to 'find things', better idea of realistic time lines.
- Learn to say "No" (nicely, of course). There are alternatives to taking on too much at once.
- Be aware of making conscious choices, energy level, self care habits, family responsibilities, time of year, limitations (i.e. skills, staff, support systems in and out of work)
- Mingle with the audience
- Take food budget and supply the snacks (i.e. flavored bagels)
- Exercise- it will relieve stress, free up your creativity and increase your energy
- Eat smart-avoid high fat foods, not just for weight reasons, fat affects your energy (omelets, hash browns, sausage)
- Watch your caffeine intake and avoid alcohol the night before
- Plan to do your best; prepare, review, practice; do a mental run-through (what props, support materials will I need for every step)
- Have a strong support network of personal & professional friends who can back you up and help prepare you; mentally, physically, emotionally and spiritually

## **DURING**

- Have water available throughout the day
- Include exercises that involve movement of the group, esp. in the afternoon
- Jump into stretch breaks when energy starts to drop in the room- it gets you and them revitalized
- Create variety in methods of transferring information (i.e. Creative Training Techniques techniques)
- Monitor the heating/cooling system (before the program get the extension numbers of the AV person and the engineer)
- Focus energy on participants, not yourself- infuse them with energy and enthusiasm
- Drink water yourself throughout the day
- Eat breakfast (You've heard 'break the fast'). You need to pick up your blood sugar level. Avoid the great American breakfast of sausage, eggs and hash browns, those are heart clogging, brain clogging, slug foods.
- Do Your Best!
- Mental pick-ups for yourself
- Have a method for gathering referrals

## **AFTER**

- If you didn't exercise beforehand, make time afterwards- do a "flashforward" and imagine how glad you'll be for doing it (start out slow, you will probably be tired from the physical and psychic stress of training)
- Review what worked and what didn't. Jot down stories you told (I have a check list that I use of planned stories and examples and room for recording extemporaneous ones)
- Use your support people to help evaluate your training effectiveness for each program. This can range from participant evaluations, to notes from supervisors or fellow trainers.
- Drink water
- Eat smart again
- Wear your seat belt home
- Get a minimum of four hugs a day (that's basic survival- go for twelve!)
- Take time to laugh
- Check off mentally or in written fashion all that you have to be grateful for in this day
- Say a prayer and sleep well
- Follow up with potential clients (use evaluation sheets)