

Be Inspiring Now

Karen A. Cappello, CLC, PCC
www.beinspiringnow.com



Be Inspiring Now *Attract Your Ideal Clients through Speaking Engagements*

By Karen A. Cappello, CLC, PCC
Mentor Coach and Trainer

karen@karencappello.com
www.karencappello.com

Note:

If you would like the three hours of audio materials that accompany this e-book, visit:
<http://www.beinspiringnow.com> now to request the download link. I know you'll enjoy listening!

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By Karen A. Cappello
Tucson, Arizona

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For further information, contact
Karen Cappello
karen@karencappello.com
www.karencappello.com
520-299-0001

About this book

This book has been created to give coaches a primer on the art and science of generating leads and attracting ideal clients through speaking engagements. You will learn about marketing your services through free speaking engagements. As you will discover, public speaking is one of the most powerful techniques to publicize your business and develop relationships with your community and potential clients.

My journey to writing this book and becoming an expert on speaking engagements began many years ago. Even though I have always been an extrovert, I still remember skipping Speech class in my sophomore year in college because I was afraid to give a two minute speech! So I can relate to all aspects of giving speaking engagements, and I have written this book for those who are shy about public speaking as well as those who are thrilled to step into the spotlight.

As you try out the ideas I have set forth here, I would love to hear from you. Have a question? Want to share your experience? Please email me and let me know how you are using this information.

It is always an honor to support those who support others, and I acknowledge you for being willing to be a light to others through expression of your own unique message to the world.

Love and Great Joy,



Karen A. Cappello, CLC, PCC
Mentor Coach and Trainer

www.karencappello.com
karen@karencappello.com

520-299-0001

Intention

It is my intention that this book will spark your own ability for self-expression around sharing your unique message through speaking engagements. I offer my experience and a wide variety of ideas as a starting point. I invite you to listen for what excites and energizes you!

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Benefits of Speaking Engagements

“Through the darkness I can see your light. And you will always shine, and I can feel your heart in mine.” -Josh Groban

Each of us has a unique inspiring message to bring to the world. It is written deep in our hearts, and it is as natural to us as breathing. Often we are not even aware of this message. Yet *it* is aware of *us*. It is the core theme of our stories. It is present in every interaction. It is the underlying driver of our life. This message is what we want to speak about. When we speak about this message, we are in our most attractive state.

As a coach, it is your prime directive to mirror the brilliance of others back to them in a way that they can see it; to magnify their magnificence. In one-on-one coaching, this is done through the process of listening, questioning and acknowledging. All of these skills are used to further the self-expression of your client.

The Benefit of Self Expression

The most intriguing personal benefit of speaking engagements is that you get to express your own unique inspiring message. The beauty of this venue of self-expression is that it balances the listening that we spend most of our time doing as coaches. Did you ever look at a speaking engagement as a form of self-care and personal balance? When I have spent a week coaching and listening to others, it a refreshing balance for me to get up in front of a group or lead a coach training class and express myself.

Speaking is a Highly Leveraged Activity

The most obvious business benefit of speaking engagements is that you have an opportunity to reach potential clients easily. Through speaking engagements, others can receive an experience of your energy and expertise and can make a decision about whether they want to continue the relationship by engaging your services or purchasing your products.

Many coaches market their services through complimentary coaching sessions. And while this is a highly valuable and statistically sound way of obtaining clients, speaking engagements are more leveraged. If you were to give a complimentary session to 10 people, it would take you 5-10 hours to accomplish this. You could give a speaking presentation in 1 hour to those same 10 people, and in 5-10 hours you could reach 50-100 people through speaking.

Another benefit of speaking engagements is that you can learn the challenges of your niche market. There is typically some form of question and answer period during a speaking engagement, either scattered throughout the presentation or at the end.

During the Q&A, you can get a feel for what types of questions are being asked. The questions represent some of the challenges that those in your niche market are facing. Keep track of these questions from each presentation, and you will have a good idea of what products and services your group is looking for. You also get a chance to practice and hone your presentation through free speaking engagements. This can prepare you to accept paid speaking engagements down the line. For example, a year after I had been giving my signature speech as a free offering at Canyon Ranch Health Resort, I was approached to speak at a conference in Phoenix. I was able to command almost 10 times my hourly fee for my first paid speech!

In summary, the benefits of speaking engagements include:

- Prospective clients get an experience of you without having to experience a complimentary session, thus leveraging your time.
- You get to express your unique inspiring message to the world.
- You can learn what the challenges of your niche are so you can gear your programs and products to the market.
- Speaking engagements bring clients into your practice.
- Free speaking engagements can lead to paid speaking engagements.

The first step to take in the process of creating a speaking engagement is to 'begin within.' Preparing yourself to receive your topic is the starting point.

Personal Preparation

Personal preparation is the most important part of this whole process – the foundation of your speaking engagement, and an underlying theme of the entire process of creating a presentation. Most speaking experts will tell you to begin by choosing your topic. I want to make a fundamental change to that. I want you to begin by *receiving* your topic. What does this mean, and how do you do it?

Listen to Yourself and Receive Your Topic

Remember how I began this book with your unique message to the world? And how *it* is aware of *you*? This message is waiting to be expressed through you, and it is not something that you choose. It chooses you. Receiving your topic means listening to your inner self and receiving the message that you are meant to give. When you are delivering this special message, you will be passionate and inspired, and this will spark the enthusiasm and passion of your audience.

Your personal preparation is what you can do to get yourself into the 'receiving mode.' One powerful way I have of preparing is by setting aside some time and taking myself through a process. This can include:

- ⇒ Getting proper rest the night before
- ⇒ Making sure I am in a private and quiet space
- ⇒ Lighting a candle
- ⇒ Centering myself
- ⇒ Setting a clear intention to receive the topic
- ⇒ Taking myself through a visualization
- ⇒ Receiving my topic

The easiest way that I personally prepare myself to receive a topic from my inner self is to ask for guidance just before I go to sleep at night. I have the intention that when I wake up, whatever the first thoughts in my mind are, those will be a clue to my message. This often works for me.

Another way to prepare to receive a topic is to bring the question, 'What is my unique and compelling message to the world?' or 'What wants to be expressed through me?' to a coaching session with your coach and brainstorm some ideas. As you know, coaching is a very powerful tool to discover what your inner self is saying.

There are as many ways of personal preparation as there are individuals. The same ideas that you use to become fully present for your coaching sessions will work here as personal preparation to receive your topic. Experiment and find out just what works for you.

How to Release Resistance

A *caveat*: sometimes you may encounter resistance in receiving your topic. If this happens, you may use some stronger clearing techniques such as emotional freedom technique (I highly recommend www.bradyates.net) or the Seven Day Mental Diet (found in Emmett Fox's book Power Through Constructive Thinking) to release the resistance as the first step in your personal preparation.

Once you have received your topic, you are ready to design your presentation. And for those who are feeling shy or still wondering how they are ever going to get in front of a group, you can read ahead to Delivering the Presentation before you go about designing it. Those who are ready to take the next step, continue on.

Designing Your Presentation

Many coaches ask me "What do I speak about? Do I speak about coaching?" Obviously, those are the ones have not read this ebook yet! My reply to any coach is that you are always speaking about coaching, yet unless the audience specifically requests a

presentation on coaching, it is best to speak about a benefit of coaching. Some topics that I have seen coaches speak about are: *Inspiration, Self-Care, and Authenticity.*

You Have a Unique Message

As previously stated, you want to speak about your unique inspiring message to the world. There are many compelling reasons for this. First of all, you are an expert on your message. You have studied this message throughout your life, whether you know it or not. It has been your guiding light, your touchstone, your foundation. You may have forgotten it and then remembered it in the nick of time. You may have used it to get yourself out of a tough situation. You will have many stories of how this message has shown up in your life.

Another reason for speaking about your unique message is that you have passion when you are expressing your unique self. You can almost feel yourself in an altered state. Every cell of your body is humming, and you feel alive. This is the energy you want to elicit from yourself during a presentation. It is the energy of charisma and attraction. It is the energy that has people saying, 'I want some of that!' So when designing your presentation, *find the message that puts you into this state of full presence* when you are speaking about it.

It's all in the Timing

When designing your presentation, you will want to have 20-30 minutes of content for a one hour presentation. You may not get through it all, depending on the questions from the audience, yet you want to be prepared. A single topic, with 3-4 components is an appropriate amount for your audience to digest. If you have any more components, you may feel constricted, and like you are running out of time. Any less and you may feel afraid that you will not have enough content. Neither one of these are beneficial for your personal presence. And remember, this is the number one attraction point for clients.

You may also find it encouraging when you realize that speaking engagements are not limited to presentation-style speaking. You may end up with 15 minutes of content and 45 minutes of processes or audience interaction in a speaking engagement. Having more audience engagement can allow each member of the audience to become more engaged with him/her self, and when a speaker facilitates this, magic occurs for everyone.

Appeal to Different Types of Learners

It is also important to include visual, auditory and kinesthetic cues in your presentation. To appeal to visual learners, you can incorporate slides or a white board for an in-person presentation, or you can email a handout or do a webinar for a teleseminar. To appeal

to auditory learners, vary the tone and pitch of your voice and allow for audience interaction. To appeal to kinesthetic learners, allow your voice to be rich with emotion and speak from the heart to engage their feelings.

Personal Stories are Extremely Attractive

The one comment that I hear continually from my audiences is, “I love your stories!” Everyone enjoys a story, and personal stories are a real hit with audiences everywhere. In addition to making the presentation much more interesting and enjoyable, many coaching clients tell me that they have hired their coach because of the coach’s life story and experiences. So, personal stories are vital in speaking presentations from a marketing perspective also.

Here is a story of mine: My signature presentation is called Be Inspired Now (sounds very much like the name of this book!), and I have been giving this presentation monthly for the last two years at the same venue here in Tucson. I tell many stories about myself, my family and my clients during the presentation. Once I gave two presentations in the same week, and one of the out-of-town guests came back again. I asked her why and she said, “I love your stories and I wanted to hear them again!”

Once you know your unique message, begin to collect stories and write them down. For example, if your unique message is about being authentic, notice when you are authentic, especially when it takes courage to do so. Think about the past, and the times when you have been authentic in the face of pressures not to be. Look for stories of others who have lived in authenticity and whose stories inspire you and incorporate these into your presentation. Ask your friends, family and colleagues if they remember any stories about your authenticity. You get the idea.

Weave in Your Offer During the Presentation

And now, let’s talk about one of the most important reasons we are speaking: marketing. Jim Bunch, a coach and consultant, says “Don’t shoot a cannon at a rabbit!” In other words, do not give too much information. *Leave them wanting more.* Remember, in addition to self-expression, the purpose of the presentation is to engage your audience members in a relationship so that they will purchase products and services from you.

And that brings me to another point: practice weaving your offer into your presentation. Ideally, you want to *make one clear offer in each speaking engagement.* It may be a complimentary coaching session. It may be a free teleseminar. It may be a CD that you are selling in the back of the room. Whatever it is, limit yourself to one strong offer. Your audience members will get confused if there is more than one offer, and if there is confusion, it will increase the possibility that they will not take you up on

your offer. On the other hand, when there is one clear offer, and it is repeatedly tied to benefits, the probability of your audience taking action is high.

What is the next step that you want each person in the room to take after your presentation? For new coaches, it may very well be a complimentary coaching session. Let's use that as our example. There are two key moments in time that you will want to mention your offer – at *10 minutes after you begin* your presentation, and at *15 minutes before you end* (right before the Q&A).

When I was beginning my practice, I spoke to groups of entrepreneurs about being inspired to work on their businesses. I knew that I wanted to engage them in complimentary coaching sessions. So, after I introduced the topic of inspiration, I let them know that in coaching, we had a process that would help them determine their own personal formula for inspiration. Once they knew their personal formula, they could access it and be motivated and inspired any time they wanted. Toward the end of my presentation, I invited them to call me if they wanted to schedule a complimentary coaching session to find out how to sign up for a session where they would determine their formula.

I consistently got a 20% response rate of people calling me and becoming clients (and I did not do any follow-up at all in those days. I know better now -- in this book you will find an entire section on following-up on the presentation). Not bad for no follow up! And now I would weave it in even more. With every component, I would connect the benefit (my coaching, teleseminar, CD) with the topic, just mentioning it lightly.

One of the benefits of weaving in the offer is that I am able to keep my own personal presence and charisma strong throughout the presentation, and the mention of my products and services is more of an education than a sale. Even today, when I 'save' the marketing and the offer until the end, and do not weave it in, I can hear my voice take on a higher tone and I speak faster, and this really dilutes my personal presence. Weaving in the marketing throughout my presentation helps maintain my strong personal presence.

Design Your Outline to Give You Space

So you may be asking, 'What does the design of a presentation look like?' Here is a sample outline of the 'Be Inspired Now' presentation:

1. Introduction of self, coaching, and topic: 5-10 minutes
2. Component #1 (Positive Focus): 10 minutes
3. Component #2 (Heart Connection): 10 minutes
4. Component #3 (Acknowledgment): 10 minutes
5. Component #4 (Self-Care): 10 minutes
6. Conclusion, formal offer, and Q&A: 5-10 minutes

In all the components, I talk about how coaching supports each one, and give a client story where I have one. It's really that simple. And the outline is flexible. For instance, I put the components I love to talk about first. If we only get through 3 components, I will drop the fourth without affecting the presentation. I can always mention that we ran out of time and that if anyone wants that information, they can contact me individually for a complimentary coaching session (see how easy this gets!).

Practice is Perfect

Practice your presentation with your friends, spouse, and your dog (!) to get the timing right. Practice in front of the mirror. Practice into your digital tape recorder. And in addition to practicing your presentation, practice your personal preparation, too. Experiment with different ways of preparing yourself so that you know which one(s) work best for you.

Create a Short Marketing Blurb

After you have designed your presentation, you will want to create a small paragraph that describes your presentation along with a short bio. Here is an example of the blurb and bio I use for the 'Be Inspired Now' presentation:

Blurb: Discover a method to determine your formula for inspiration (internal motivation) so that you can experience fulfillment in every area of your life. This simple process, taught by Professional Life Coach Karen Cappello, will inspire you to live the life you dream of – with less effort and more enjoyment.

Bio: Karen A. Cappello, MA, CLC, PCC, is a communication specialist, professional certified coach, motivational speaker and coach trainer. She collaborates with executives, entrepreneurs and coaches to significantly enhance communication skills and promote beneficial business outcomes. With over 25 years of experience and expertise in business management, financial planning, and higher education, Karen brings a broad-based background to her practice.

Once you have designed your presentation and have your marketing blurb and bio, you are ready to take the next step: offering your presentation.

Venues for Offering Presentations

There are many venues for offering presentations. Much of this depends on your niche. Where do those individuals in your niche hang out? Here are some great places to offer to speak:

Community Groups

Many community service groups meet on a regular basis over a meal. If you are not a morning person, we recommend that you find a lunch or dinner group! Examples of groups include: Rotary, Kiwanis, Civitan, BNI, and Leads groups. These groups are often looking for speakers and will be delighted to have you volunteer.

School Groups

The local Parent Teachers Association is often looking for speakers. Also the teachers themselves may be looking for a great speaker for a meeting. Schools also have lots of groups organized around different activities. Don't forget college groups or alumni associations that you belong to.

Business Groups

Many professional groups are looking for speakers. For example: software engineering groups, small business associations, home-based business owners, financial planners, insurance agents, real estate agents; the list is virtually endless. Pick an industry that is related to your *niche*. You might look at a local business journal to see what groups meet in your city and when.

Book Stores

Check out your local bookstore! Barnes and Noble and Borders Books, as well as many local bookstores invite coaches to highlight a book and lead a discussion on a topic. Is there a book or author that you love that really aligns with your niche? Contact the community relations director for the bookstore and offer to lead a group. At the ICF convention in 2002 Shirley Anderson told a story about how she started her coaching practice by giving coaching demos at the local bookstore.

On-Line Communities

If you are primarily interested in giving teleseminars or teleclasses, there are many on-line communities that you can join and network through. If you go to www.yahogroups.com, and do a search on your niche, you will find groups you can join for free. I must warn you, though; there is a limit on how many groups you can join in a day! When I decided that I wanted to coach new coaches, I put in the word coach, and found 200+ groups. Once I took out the sports coaching groups, I began joining all kinds of groups – Irish Coaches, Spiritual Coaches, Wellness Coaches, you name it. Then I was able to introduce myself, post to the group, and promote my classes in the ones that permitted marketing.

Volunteer Groups

I have volunteered to assist with training volunteers for *Youth on Their Own* and *Hospice* here in Tucson. This has been very rewarding as well as a great source of referrals. Many volunteers are retired or professionals who want to give back to the community, and usually they are able to afford coaching services. It's a good place to both give back to the community and attract potential clients.

Health Groups

These groups are very aligned with personal development: Chiropractors, Massage Therapists, Acupuncturists, Health Food Stores and Gyms. They focus on body, mind and spirit and are known by the public. The coach brings in a motivational topic or process that complements the services provided. It is a win-win.

Church Groups

Church groups are another great place to speak. Science of Mind, Unity Church, Unitarian Universalist, and Non-Denominational Christian are all very aligned with inspirational speaking. There are often different clubs in the church that would be open to a presentation that a coach wants to give. Contact the Church Secretary and ask if there are clubs that are looking for a motivational speaker.

Your Town Library or Parks and Recreation

The local library is often a place to offer to talk. Some libraries run a series of speakers. Perhaps your town has a lecture series? Or has a Parks and Recreation Department that offers classes and workshops. Some towns have a more formal adult learning organization, like the Learning Annex. While these are geared toward more classes and workshops that speaking engagements, they can be a great way to share your message with others while leaving all the advertising, enrolling and logistics to others.

Brown Bag Lunches

Many large organizations look for speakers for brown bag lunches. At a brown bag lunch, each person brings their own lunch and listens to a speaker. A good place to start is with the Human Resources Director. Call and ask if the company is looking for an inspirational speaker for a meeting they may be having, or if there are groups within the company that might be interested in your topic.

Local ICF Chapters

Many local chapters are looking for speakers and would be receptive to a quality presentation. Some local ICF chapters have a speaker's bureau, where local organizations can come and find a speaker. Add your name to their list, or if your ICF Chapter does not have a speaker's bureau, offer to set one up. You can position yourself as the contact for the many local organizations offering the service of a list of speakers for their meetings.

Network Marketing Groups

Another possible speaking opportunity is a *network marketing group*. These groups meet to support each other in building their business through networking. Arbonne, Mary Kay, Young Living, and Nature's Sunshine – these groups are constantly striving

to perform and have meetings all the time. Your motivational speech could be very valuable and is a really rich environment in which to find clients.

In January 2005, I took on a client who wanted to get to the next level in her network marketing business, and I coached her and gave a speaking presentation to her team. Her goal was to get to Regional Vice President by September. I am happy to say that she made her goal by August, and is now driving a beautiful Mercedes SUV – I have to ask, whatever happened to the Pink Cadillac?

Make a list of groups that you would like to contact and you will be ready to take the next step, and that is to secure the presentation.

Securing the Presentation

For all the groups above, the easiest way to secure the presentation is to find out who is in charge of their programs for whatever group you choose. Usually, it is the Program Chairperson.

Just Ask

As coaches, we are used to asking questions. In fact, we are trained to ask questions. This is very promising for securing the presentation. Just inform everyone you know that you are a speaker and that you have an inspiring message you want to share. And then ask them if they belong to any groups that need speakers or have any ideas of where you might speak. When you are speaking about your most inspiring message, chances are you will be in your charismatic energy. This will inspire others to help you to get the message out.

I used this strategy when I first began my coaching practice. I let my friends know that I was interested in speaking. One of my friends introduced me to a person in town who had done the speaking circuit a year before me. I asked this person if she could recommend places to speak, and she sat down and immediately gave me a list of names of who to contact. She gave me some background on each person I would be calling. Every person I contacted was delighted to speak with me when I mentioned this woman's name. In fact, I got along so well with two of the program chairs that they became my clients! One of them coached with me for two years, and in that time he got two promotions, and went from being totally single to attracting his wife and getting married.

And it is also a good idea when asking for the name and contact information, to ask your referrer to tell you a little bit about the person you will be talking to. Do they have any hobbies or are they new in their position? Would they prefer to receive a phone call or an email? Anything that will help you make a connection is valuable.

It's All About Personal Presence

Once you have the list of names and contacts, remember it is all about personal presence. Did you notice how it all comes down to being fully present? So, before you contact anyone at all, do whatever it takes to get yourself into your most inspired, resourceful state. You came up with your most powerful strategies to be fully present before designing your presentation, and before practicing your presentation, and it is good to incorporate these strategies at this juncture, too.

Right before you send the email or make that call, bring yourself fully present by using your personal preparation techniques. Feel the inspired state of being within you and the excitement of connecting with a new person. And then make the contact. In addition, there is another strategy that I want to introduce here that will make your attraction point even more powerful.

Try Astral Advertising

One strategy that I did not mention before, but is particularly helpful in the next couple steps we will be taking is what I call *Astral Advertising*. It is similar to the idea of asking a question before I go to sleep and having the answer when I awake. Only this time, I have an intention to connect spiritually with all the program chairs during my sleep time, and to send and receive any information necessary to be successful in obtaining the speaking engagements.

We are all so much more connected than we can even imagine. When I awaken, if I have any insights about who to call that day, or what to do to further my securing presentations, I take the actions that those insights lead me to. Now this may sound completely off the wall, and yet I have had so much success with this that I had to share it with you.

This is exactly what happened with my presentations at Canyon Ranch. It all started with *Astral Advertising*. I had only been a coach for 9 months, and I had begun to do speaking engagements in my third month. What I really wanted to do was speak at one of the spas in town. We have two of the top spas in the world in Tucson, Arizona where I live. And as Jan Macy, spa director at Loews Ventana Canyon Resort has said, 'I have never met anyone as enthusiastic about spas as Karen!'

Even though I wanted to speak at Canyon Ranch, I was afraid that they would not want me. I didn't have the credentials. I did not have a book. I wasn't a big name. I could go on and on, and I am sure you get the idea. At that point, I teamed up with another coach in town, and she said she would call Canyon Ranch and see if they needed any speakers. And she got us an appointment to go out to the ranch and meet with the Functions Coordinator.

The night before our appointment, I did some Astral Advertising. Before I fell asleep, I had the intention to connect with the coordinator and to somehow let her know my passion for my topic and my great desire to speak there, and I asked to receive any inspiration that I needed. The next morning, I woke up without any particular inspiration at all. Then my colleague came to pick me up, and we were a bit nervous in the car. We talked about how we would pitch our ideas and what we could say to convince her that she would want to bring us on board.

When we got to the office, she ushered us in, gave us a schedule sheet with all the openings and said, 'Just slot yourself into any openings on the schedule. You can do two presentations per month if you wish. Can either of you speak this weekend? And do you have a book that you want us to sell in our bookstore?' Needless to say, we were flabbergasted! It was that easy. We didn't need to take any other actions to secure the presentations.

It turned out that the timing of the phone call was just right. At just that time, the resort had lost some speakers and they had lots of openings. A couple months later, we found out that they were not taking any more speakers, and now it is virtually impossible to get in. Was it the *Astral Advertising*? I know it was. And I will tell you what is true for me about this strategy.

The truth about the *Astral Advertising* is that I feel more confident when I have done this. Somehow, I am more calm and self-assured when I feel like I have had that spiritual connection with the other person. In that sense, this practice increases my own personal presence, which puts me into that confident state. And that works for me.

I invite you to do whatever it is that will allow you to be in your most desirable state of mind as you contact others to secure your presentation. You may want to write out a script and practice it. As you practice, notice your energy – is it enthusiastic and passionate? If not, change the words or your tone as you practice and see how it feels. Speaking of your tone of voice, I have another experience I want to share with you.

Use Your Most Trusted Voice

I recently had the privilege of having a coaching session with a very empowering voice coach. Prior to the session, she asked me to think about something that I didn't like about my voice. And since I grew up in Chicago, I said it was my 'nasal accent.'

During our session, she told me that each of us speaks from a combination of three different places inside: Our head, our throat and/or our chest. My nasal accent came about because the major portion of the air when I spoke was coming from my head through my nose. When I lowered my voice a bit, I could feel my breath coming from my throat. And when I lowered it even more, I could feel my breath coming from my

chest. This was a revelation to me! I didn't realize that it would be so easy to change my voice. And when I did, I lost the nasal accent.

And then the voice coach shared with me that when we speak from our head, with a higher voice, we are perceived as younger, and not as intelligent. When we speak from our chest, with a deeper voice, we are perceived as more trustworthy. It is our truer voice. Try it, and see if you notice the difference.

The ideal is to have the breath flowing from all three places. Since I knew I was already good at the higher voice, I practiced deepening my voice, and breathing from my chest. I was so taken with this idea, that I shared it with a friend, who is also a client of mine. And she gave me some very surprising feedback. She said that I used that deeper voice when I coached, and that she had always been curious about why my voice was different when I coached. Isn't it interesting that my truest, most trusted voice would be the one I naturally used for coaching?

I had yet another revelation about my voice. When I am speaking words of appreciation to those that I feel close to, my voice automatically lowers and becomes rich and full. And I remembered back to my days as a financial planner. We had a high producer in the office who was a master at cold calling. I sat in on his calls one day, and now I realize that's what he was doing. When he made a call to someone he didn't know, he used a very familiar and appreciative tone and quality, like he was speaking to his best friend. And people stayed on the phone with him and bought from him. He was making a huge income off of cold calling. It was because of his voice quality.

So as you contact people to secure speaking engagements, practice using your most trusted voice. Get into a state of appreciation before you make the contact, and see what happens.

The Logistics of Presenter Agreements

When you secure a presentation, thank the person who has set the program up with you, and ask if there is anything they need from you to proceed. Chances are good that they will need a blurb and bio (and possibly a photo). Find out what medium they want to receive this in and when they need it by.

This is the time when you let them know that you are willing to do the presentation for free, and that you would like to have: the contact information of the audience members and/or the ability to set up a table in the back of the room to sell your products. Find out from them what their standard agreements with other speakers have been. Most groups know that when you give a free talk, you are looking for an opportunity to promote yourself and your business. I'll talk more about this point under 'Follow-Up on Your Presentation.'

You may also find it helpful to ask at this point if they would be willing to fill out a short questionnaire with some information about their group so that you can customize the program. In the questionnaire you can ask about some of the demographics of the group, what their challenges are, and other questions that will allow you to focus the presentation in a way that will be meaningful to them. You can send them the questionnaire when you send your blurb and brief biography.

Once you have secured the speaking engagements, take time to celebrate each one before taking the next step. Always take the time to celebrate your successes! It validates everything you're doing. Then, get ready to step into the 'limelight'.

Delivering Your Presentation

For those who are natural speakers and want specific tips on delivery only, you can skip this next section and go right to 'Steps for Delivering Your Presentation'. If you are nervous about speaking, or if you are curious about what is included in this next part, continue reading.

Are You Nervous About Speaking?

If you are nervous about speaking, and yet want to be able to fully express your unique message to others, there are a couple techniques that may be helpful. First of all, the personal preparation processes that allow you to be fully present will help in calming your fears. Prior to delivering your presentation, I suggest that you increase the time you spend in these activities. The *Emotional Freedom Technique, or EFT*, has been phenomenally successful in providing calm and confidence.

In addition, it is said that the eyes are the windows to the soul. You can begin this next exercise anytime prior to the presentation, and it is good to give it a week or two to really sink in. This idea comes from Lee Glickstein, who is one of the foremost authorities on overcoming stage fright (through fully accepting it). Stand in front of a mirror and look into your own eyes. Gaze softly into your eyes and stay with your gaze for five minutes. You may need to work up to this. This will strengthen your connection with yourself and increase your confidence.

Another powerful technique is that as you stand in front of your audience, stop, take a breath and find a pair of believing eyes. Before you begin to speak, just look around the room. Connect with those whose eyes are exuding encouragement and receive their good wishes.

And then begin with a personal story that you enjoy remembering and that relates to your topic. The more authentic you can be, the easier it will be. The best trick I have

found is to do all of my personal preparation techniques in the days leading up to the speaking engagement.

You can also take a teleseminar given by an expert in speaking and communication (i.e., me!) which you will read about at the end of this ebook. (See how I slipped this in here?) And by all means, work with your coach on any of the techniques I have offered to increase your full presence.

Remember, practice is perfect! So continue to do your own personal practices, and fully accept yourself. It may also help to bring a friend to the speaking engagement so that you have an automatic pair of believing eyes, and someone who can ask a question if needed.

Let's move on to delivering the actual presentation, where I will repeat a bit. It is always good to hear something in another way to deepen the learning, so I hope you don't mind.

Steps for Delivering Your Presentation

Begin with (you guessed it!) your personal preparation. I actually have a certain inspirational CD that I play in the car on the way to the presentation (or in my office just prior to a teleseminar). I will have done my astral advertising the night before, usually visualizing myself in front of the room, before I fall asleep. I arrive 15 minutes early, so I am there to welcome people as they arrive. I am conscious of being fully present as I welcome each person into the room, looking into their eyes and shaking their hand.

In his book, Be Heard Now, Lee Glickstein says that before speaking, it is beneficial to just take a few deep breaths and silently connect with the audience from the front of the room. This works well for me.

Begin your presentation by making eye contact with a few bright eyes in the room. Speak from your own experience and tell personal stories. This will make it real for the audience. Have the intention to meet them where they are at, and talk about the challenges that your particular topic can solve, and then offer your solutions.

Go through your outline of topic and components. Customize your presentation to the audience and use their wording if possible. If one person asks a question or makes a contribution, refer back to them later in the presentation. Use their comments to build on your presentation and information.

Leave room to receive further insights during the presentation. A master facilitator once said, 'I know there is always someone in the room who knows more than I do about the topic. What I like to do is find that person and tap into their wisdom.' I agree with this, and have found this to be true in all of my speaking engagements.

If you are a person that likes to take questions throughout the presentation, let the audience know. If you are someone that likes to wait till the end for questions, let them know that, too. And have fun up there! If you are having fun, your audience will be, too. Your audience wants you to succeed. Chances are good that most of them are afraid to speak in front of groups (since it is the #1 fear), so they will already admire you just for getting up in front of the room!

As you are coming to the end of the presentation, you are moving into an important point in time. Just like with the follow through of a serve in tennis or a stroke in golf, the way you follow-up can make a big difference in whether people want to continue their relationship with you or not.

Follow-up on a Presentation

There are many ways to follow up a presentation. The key to masterful follow up is to make one clear offer to the group.

As stated previously, when I started giving speaking engagements to groups of business owners telling them about a formula for inner motivation, I let them know that in the foundational session for coaching, there was a process that would help them find out what their formula was. And at the end of the presentation, I offered them each a complimentary coaching session. I had many people call me the day of the presentation to find out when we could meet!

One such person was an entrepreneur that I met at a local businesswomen's group. She called me the day after one of my presentations and began coaching with me the very next week. I had sat next to her at the meeting, and the call surprised me because I remembered having more of a connection with the woman who sat on my other side (you never can tell!).

We coached for four months, and I was a brand new coach, just 3 months out of coach training when we began. She completed her coaching with me, and I did not hear from her until one year later. She came in for a 'tune-up,' and at that time she let me know that my coaching had added \$90,000 to the bottom line of her business that last year. What an outstanding accomplishment! In addition to the revenue I got from coaching, I had a great success story to share with my audiences in the future.

The lesson to me here is that I never know where my business is going to come from, and that it is valuable for me to follow up with everyone, not just those who I feel I had a strong connection with. They may follow up with me, and yet I do not leave it to chance anymore.

Remember to Collect Contact Information

At a minimum, set up with the Program Chairperson ahead of time to collect the contact information of the group, whether it is email or address and/or phone number. Their contact information is extremely worthwhile. When you have the contact information of audience members, you can continue the relationship long past the presentation. Conventional marketing wisdom says that it takes seven contacts before a person is ready to buy. If your first contact with the person is at your speaking engagement, you want to have the opportunity to contact them at least six more times.

Prepare Your Handouts

Have some information ready to hand out to your audience. If you have created a slide show, you can print handouts of your slides. If not, you can provide the group with the highlights of the presentation or an article you have written about the topic. Be sure to include your contact information on anything you hand out.

What to do When Marketing is not Allowed

Some groups don't like you to market or make an offer in your presentation at all. You will need to make a decision if you even want to do presentations for these groups. When I do a presentation for a group like this, I always make sure that the audience has my contact information, and I use lots of examples of coaching successes in my presentation, which generate questions.

At the end of the presentation, I talk to my audience about the implementation of the ideas in the presentation. I let them know that many times, we get really good information and it all seems clear at the time, yet when we go home and try to implement the ideas, questions come up. I let them know that I would love to find out how they use the information I have given them, and that if they have any questions, they can feel free to email me.

The important consideration for me is 'Am I really inspired to speak to this group?' And if the answer to that question is 'yes'; whether I can formally follow up with them or not, I will accept the speaking engagement. I have often picked up clients in presentations where a formal marketing offer is not allowed, so it is worth it to me to get in front of any group.

The Conclusion (and the offer – of course!)

I hope you have both enjoyed the ideas set forth here and also learned from them. I acknowledge you for wanting to know how to bring your unique message into the world and shine the light for others. It is important for me to give you my message – that if I can do this, you can too! I want each and every coach to know that you can get clients with ease and joy, and through inspired actions in presentations. I want to make the

path to speaking success *crystal clear* so that anyone who wants to can follow it. I want to serve in creating consistent and predictable success for lead-generation and attracting clients through speaking engagements.

I know that much can be gleaned from reading books, and I also know that audio can enhance the learning. If you would like the three hours of audio materials that accompany this e-book, visit: <http://www.beinspiringnow.com> now to request the download link. I know you'll enjoy listening!

Thank you for your time and attention, and I wish you happy and prosperous speaking!