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Simply copy and paste the code phrases below into the "find/replace" feature in your text editor.

**1.** Highlight and copy the copy the phrases listed below (including the quotation marks) one at a time and paste them in to the "find what" box.

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Best of luck with your new course,

Lisa M Cope,

If you need help or have questions, please ask.

Help desk: <http://www.lisamcope.com/help>

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It is very important that you confirm your subscription so that we can start sending your lessons right away.

Please take a minute and click the link below to confirm.

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We will send your first lesson as soon as we receive your confirmation. Remember we value your privacy. We will never rent, share or sell your email address.

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**Lesson 1:**

**Subject line:** First Lesson - Public Speaking Know How

Hello “personalization merge tag”,

Welcome to the first lesson of the Public Speaking Know How Crash Course. Over the next few days you will receive several lessons that will help you learn how to can become a confident and successful public speaker.

Speaking in public is an art. Whether the group is small or large many people find the process completely overwhelming. Successful presentations require clear delivery that includes proper inflection, pauses and emphasis.

If you’ve ever had to speak in public before you know that feeling of terror you experience when you’re standing in front of a crowd. Unfortunately, there is no magic pill that makes you instantly ready to stand up and dazzle your audience. While some people seem to have the knack for delivering great presentations others struggle just to get the words out. The good news is that even those of us who don’t possess a natural talent for public speaking can learn this valuable skill with enough preparation, practice and persistence.

The first thing you should know is that you don’t need to be perfect to be a successful public speaker. You don’t need to be too witty or brilliant. You just have to be yourself!

What is important in speaking in public is that you give your audience something that is worth their time. If people leave after your speech with something of value, they will consider your talk worth their time. Now let’s go over few tips that can help you deliver a presentation they will remember.

- Focus on delivering your main points

While you may be tempted put in as many facts as possible along with as much information as you can into your presentation try to refrain. Instead focus on one topic emphasizing only three or four main points that will give your audience real value and make a real difference to them.

- Inject some humor

Adding humor and humility into your presentations is a very good strategy that can help make your speech more informative and entertaining to your audience. Just make sure that you’re comfortable being humorous and that it appropriate for the occasion. If telling jokes isn’t your strong suit, then you may not want to use them or risk falling flat on your face.

- Be humble

Humility in public speaking simply means standing before the others and sharing with them your own mistakes, your human frailties, and weaknesses. If you show to other people that you are not afraid or ashamed admitting such things, you will create a relaxed and intimate environment that will encourage them to interact with you.

Being humble also makes you more believable, more credible, and more respected, with your audience. It makes it much easier for them to relate to you, which help you form a real connection with them and puts you in a position of authority. Practice these things and it will help you become a strong, more effective and influential public speaker.

That's it for today's lesson. We have a lot to go over in the next few days, so make sure you look for your next lesson soon. We will be talking about the importance of speech preparation.

Until then,

"add your name here"

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P.S I want to thank you again for joining me for this short course. If you have questions or need assistance, please feel free to contact me. I will be happy to help!  
You can reach me here: "your URL here"

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**Lesson 2:**

**Subject line:** Second Lesson - Public Speaking Know How

Hello “personalization merge tag”,

It’s time for your second lesson in the Public Speaking Know How Crash Course. I hope you found lesson one helpful. In today’s lesson, we’re going to talk about the importance of speech preparation.

You can’t shine at public speaking without a good speech. When you’re asked to give a presentation, it’s important to have to have a well-organized outline and enough content to keep your audience entertained and engaged.

The good news is that writing a speech isn’t exactly like writing a term paper or a report because what you "write" isn’t intended to simply be read aloud. Since it will be heard you don’t have to worry as much about good spelling as you do the flow of the content and how people will receive it.

A good tip is to write your speech in the form of an outline based on your focal points as we discussed in the last lesson. The detail is the content and the substance of the speech will be the value you want to deliver. You can also include quotations, facts, historical references, scientific statistics, whatever you need to support the topic of your speech.

How you organize your speech will be determined by what you hope to achieve. For instance, your speech might be intended to persuade, sell, entertain or to inform. It can also be a combination of these forms. It’s important to define your expected outcome so that you can create content that will help you achieve your goals.

For example, you could talk about how your product is used, how it will benefit your audience followed with a call to action that will encourage them to buy it. It’s a good idea to lay out each section of your presentation in a way that will allow you to allocate your time effectivley before you begin writing. This will help you determine how much content you will need to fill your time.

The main components of your speech should include an opening/welcome, a personal introduction, the statement of the "problem", three to five main points that give your audience enough information to make an informed decision, a summary and the call to action (CTA).

- The opening

Begin with something that brings the audience to you. Greet them warmly and ask for a greeting in response. A short story, brief comments about current events or the weather can help get the talk off to a good start. Then go into your personal introduction making sure to include a little bit about your background, credentials and why you’re the one giving the talk. Be sure to peep every aspect of the presentation relevant to the central theme.

- The problem

A good speech is like a good story. To engage your audience, you must find a problem they can identify with and then show them how to solve it. For example, if you’re going to discuss the benefits of using solar power, start out by talking about the harmful effects of fossil fuels or the high cost of electricity. Be sure to keep the problem relevant your audience.

Then move directly from there to presenting the body of your speech in a well-organized way. It’s a good idea to have three to five solid points to focus on. Explain each point with enough detail to pique the interest of your audience and cement your presentation in their minds.

- The conclusion

This is usually just a summary of everything you talked about. This is an excellent time to include a solid CTA to hook your audience. This works especially well if they enjoyed your speech, because they will be excited to hear what you have to offer. In your CTA make sure you tell them exactly what you want them to do, even if you think they’re not going to do it, because it gives a nice ending to the discussion.

Lastly, thank them for their time and close with a friendly goodbye. This is a good time to invite anyone that has questions to stick around, so that you can catch anyone who is undecided, ease their minds and address any concerns they may have.

That's it for today's lesson. In your next lesson, we will be talking about what to do when your presentation doesn’t go as planned.

Until then,

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P.S. Again, I appreciate your joining me for this short ecourse. Remember, if you have

any questions please feel free to ask. I’m here to help!

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**Lesson 3:**

**Subject line:** Third Lesson – Public Speaking Know How

Hello “personalization merge tag”,

It’s time for your third lesson in the Public Speaking Know How Crash Course. Today lesson is all about what to do when your presentation doesn’t go as planned.

Public speaking is a totally live event which means anything can happen while you’re on stage. So, what do you do when things go off script? It’s one of the biggest fears most public speakers have when they’re in front of a crowd. It can also one of its greatest rewards.

The answer is to be prepared for the unexpected. I know that sounds strange but it is important to learn how to handle mishaps and interruptions so that you can keep the talk going even when things go wrong. As you’re planning your speech try to think ahead.

- What you will do if something unexpected happens?

- What will you do if your slides get mixed up?

- What if your microphone stops working?

- How will you get back on track and keep the attention of your audience?

- How will you handle a heckler?

Questions or objections from the audience have the potential to ruin your presentation if you aren’t prepared for them. The next thing you know you’re confused, tongue-tied and the whole talk goes down the toilet while you stand there feeling mortified. It’s not a good feeling.

The best thing you can do to avoid this is plan ahead. If you set out to do your talk as a speech, not a discussion and someone interrupts, the first thing to do is recognize the disrupter to assure the crowd you can handle the situation. Your audience comes to your talk assuming you’re in control of the room and its important you maintain that control. So, do your best to address the unruly spectator in a way that keeps the audience focused on you and not them.

If someone is being extremely difficult and clearly wants to disrupt the entire presentation that’s when the organizers should step in and remove that person. But many times, the interruption could be a logical and politely asked question or need for clarification.

Chances are that if one person asks a question, four or five others in the crowd had that question but didn’t have the courage to interrupt you. Sometimes the disruption may not even be verbal. It might be a hand in the air or a facial expression that is clearly communicating the need to interact with you.

Again, the more you can maintain composure and recognize the question and either answer it or divert from it, the more confidence the crowd will have in you. Often, the question can easily be answered without throwing you off track.

A good tip is to say something like; "That is an outstanding question which is right here on my notes” or “I will be answering that in a moment". When you do that, it gets a positive reaction from the questioner and the crowd. Then you can continue with your talk just making sure you address the question as promised before you conclude the presentation.

To help maintain a feeling of control and calm by thinking through how you will handle the unexpected before you even step on stage. If you do that, it will work to your advantage and the result can be an even better presentation.

Here is an interesting article that shares some tips for handling an unruly heckler:

https://drmichellemazur.com/2013/06/how-to-handle-hecklers-in-3-easy-steps.html

That's it for today's lesson. In your next lesson, we will be talking about how to use stories to enhance your presentation.

Until then,

"add your name here"

"your email address"

P.S. Don’t forget, I’m here to help, so if you have questions just ask!

The fastest way to reach me is here: "your URL here"

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**Lesson 4:**

**Subject line:** Fourth Lesson - Public Speaking Know How

Hello “personalization merge tag”,

How are you? Well we're winding down to the end of this short course. But

we still need to go over a few things so today we are going to jump right in and talk about how to use stories to enhance your presentation.

When a speaker loses an audience, too often it is a mystery to them. But for the audience, it is not a mystery. The simple fact is that many speakers spend a lot of time in stating facts and theories, but as humans, we have trouble focusing on those things for very long without becoming bored.

To avoid this a good speaker will use stories and illustrations to hold the audience's attention. This is a basic form of human communication that has been used for centuries. In fact, some of the most brilliant speakers in the world will tell you that if a speaker can’t express his ideas with stories and illustrations, then they won’t stand a chance on stage.

Science tells us that the human mind can think at least 10 times faster than it can hear. That means that for 90% of the time you are talking to a group, their minds have time to wander. If you give them a concrete story to work with, the details of that story will give that excess brain power something to do.

By opening with a light-hearted story, you capture the minds of your audience quickly. The best kind of opening story is a funny one particularly if it’s something they can relate to personally. This method is a wonderful way to get your talk off to a good start because it connects them to you and creates almost an instant bond.

When composing your opening story there are two basic criteria. First select a story that links to the problem you’re trying to solve with the main reason for the presentation. You want to use your story to transition the audience from the story to the main purpose of the presentation.

Secondly, use illustrations that enhance your story. Ask yourself, what do you want them to be thinking about as they watch your presentation. The illustrations should reach out to the audience, rescue them from drifting and gently bring them back to the talk. Remember you want to keep their minds busy and focused on what you’re saying.

Any experienced public speaker can look out and see when the audience begins to lose interest. Their eyes begin to look away, they’ll take interest in something else like doodling on their notepad or playing on their phones. Worse yet their heads will bob as they drift off to sleep. When you see that happen, you’ll know you’ve spent too much time on facts and figures and you need more stories and illustrations.

I hope today's lesson was helpful to you. Don't forget to keep an eye out for my next email. There will be some great stuff in your last lesson.

Until then,

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"your email address"

P.S. Do you have questions? Please feel free to ask:

"your URL here"

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**Lesson 5:**

**Subject line:** Fifth Lesson – Public Speaking Know How

Hello “personalization merge tag”,

Well, we have come to the final lesson in the Public Speaking Know How Crash Course. I hope you’ve enjoyed your lessons and learned a few tips that will help you master the art of public speaking. In this final lesson, we are going to talk about how to look completely confident while you’re speaking on stage.

When you’re giving a presentation, your body language and how you hold yourself in front of a crowd speaks to them as much as your words do. And part of looking confident on stage is not "acting" nervous. If you have complete control over your body, your face and your hands, you can appear more relaxated in front of people as you speak.

One mistake that many less experienced public speakers often make is that they will look down at their notes as they talk and not out towards the audience. The problem with that is you have been asked to give a speech, not a reading. An audience wants to hear "from" you, not just hear you read aloud.

If that was the only value of a public presentation, you could just hand out your speech as a white paper and let them read it. You’d never have to get up in front of people at all. But we know that’s not nearly as effective as standing up and speaking in front of a crowd, particularly if you’re trying to promote your business, product or service.

So where should you look as you gaze into the crowd? Many speakers look at a spot at the back of the room because looking at the faces makes them nervous. This is better than staring down at your papers the whole time. For one thing, projection is a big part of getting your message across and even if you’re using a microphone, if you speak "out" into the crowd rather than down, your voice will be clearer and project further.

Another great way to connect with your audience is to make eye contact. You should move your eyes from audience member to audience member and speak to them directly. This helps create a bond that will work to your advantage especially if you’re selling something.

Even if your presentation isn’t necessarily a sales situation, eye contact will help you get your message across because it makes the audience look at you and keeps them attentive.

Don't linger on any one person too long. You don’t want to stare. Once you become skilled at using eye contact as you speak to a crowd, you’ll have no problem taking control of the room.

When it comes to being more confident on stage it’s important to always keep your audience in mind.

- Why are they coming to hear you speak?

- What do want to know?

- What will inspire them to listen carefully to what you have to say?

If you keep them in mind as you prepare your speech you will have a much easier time connecting with them when you’re on stage.

Practice as much as possible before you take the stage. Make sure your timing is right and mark any spots where you know you’ll need to change your tone or your speed up to create an impact on stage. If you don’t have friends or family to rehearse in front of try recording yourself so you can watch and listen for any areas that need improvement. The more you practice the more confidence you’ll have while you’re on stage.

Lastly, think about your entrance. The three minutes on stage are critical, so pay attention to the way you walk in, project confidence and calm, don’t rush, even if you’re late or on a tight schedule. Do everything slowly and thoughtfully. This will help you take control of the room as you take the stage and that confidence will carry through to the end.

As we close this final lesson I would like to thank you again for joining me for this short course. I sincerely hope that you’ve learned a lot about how to speaking in public and even though the lessons have come to an end I want you to know that you can still feel free to contact me if you have any questions. I’m more than happy to help.

Until then,

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