

Lesson 2:

Subject line: Second Lesson - Public Speaking Know How

Hello again,

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 You can also include quotations, facts, historical references, scientific statistics, whatever you need to support the topic of your speech.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 effectively 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,

Best wishes,



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