

Boost Your Career and Help Your Cause with Public Speaking

Presented by

Joe Waters

A young boy with light brown hair, wearing a dark suit and tie, is peeking out from behind a heavy red curtain. He is looking towards the right side of the frame.

CharityHowTo.com
WHERE NONPROFITS LEARN

Who is Joe Waters?

- Former public speaking teacher at Penn State
- Founder & Blogger, Selfishgiving.com
- Co-Author, Cause Marketing for Dummies
- Fan of all things Boston!



What We'll Be Covering

- What makes public speaking so important to my career, my cause and the world?
- In today's day and age, what really is a good speech?
- What are the three things every speaker needs to succeed?
- How can I use my audience to help me prepare a better speech?
- How do I get my audience's attention and keep it?
- How do I choose appeals that move my listeners to act?
- How can I use my nervousness to my advantage?
- How can I be a more natural, spontaneous and confident speaker?
- How do I deal with questions, surprise situations and hecklers?
- How can I use my body, arms, eyes and voice to enhance my message instead of being a distraction?

why is public speaking
so important?

- Just showing up doesn't cut it anymore
- Good public speaking gives you a competitive edge
- Your PowerPoint is not your presentation
- Public speaking is easy – after someone shows it to you
- Good speeches aren't off the cuff

what is a good
speech?



it's concise





it's interesting

it aims high



it's a performance



3 Things Every Speaker Needs

Analyze

Organize

Energize

Analyze

To Whom are you Speaking?

- ✓ Age
- ✓ Gender
- ✓ Occupation
- ✓ Economic Status
- ✓ Group Affiliation
- ✓ Educational Background



Analyze

What Do They Know and Think About You and Your Topic?

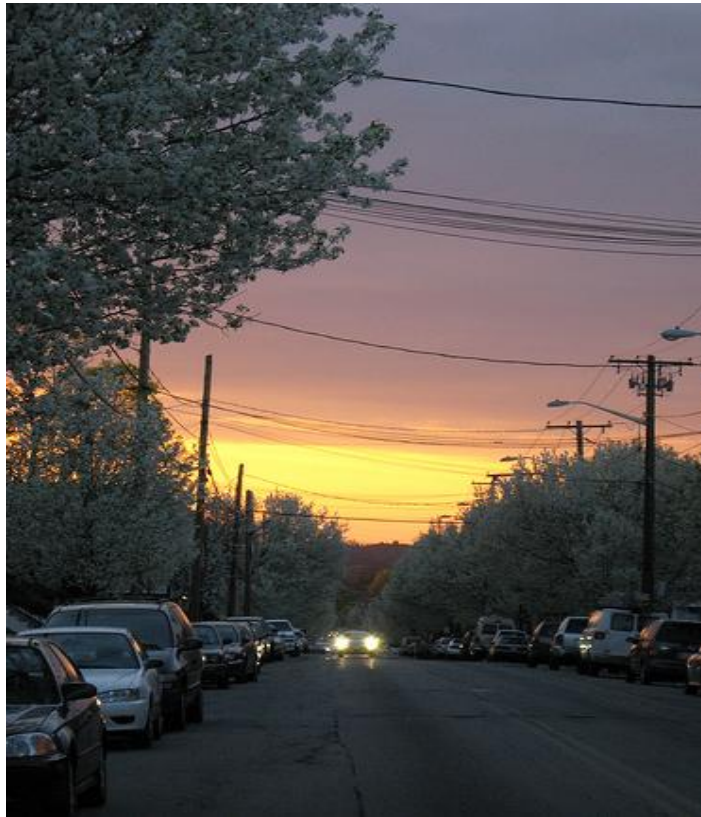
- ✓ Knowledge
- ✓ Interest
- ✓ Attitude



Analyze

When and Where Will You be Speaking?

- ✓ Time
- ✓ Place
- ✓ Size



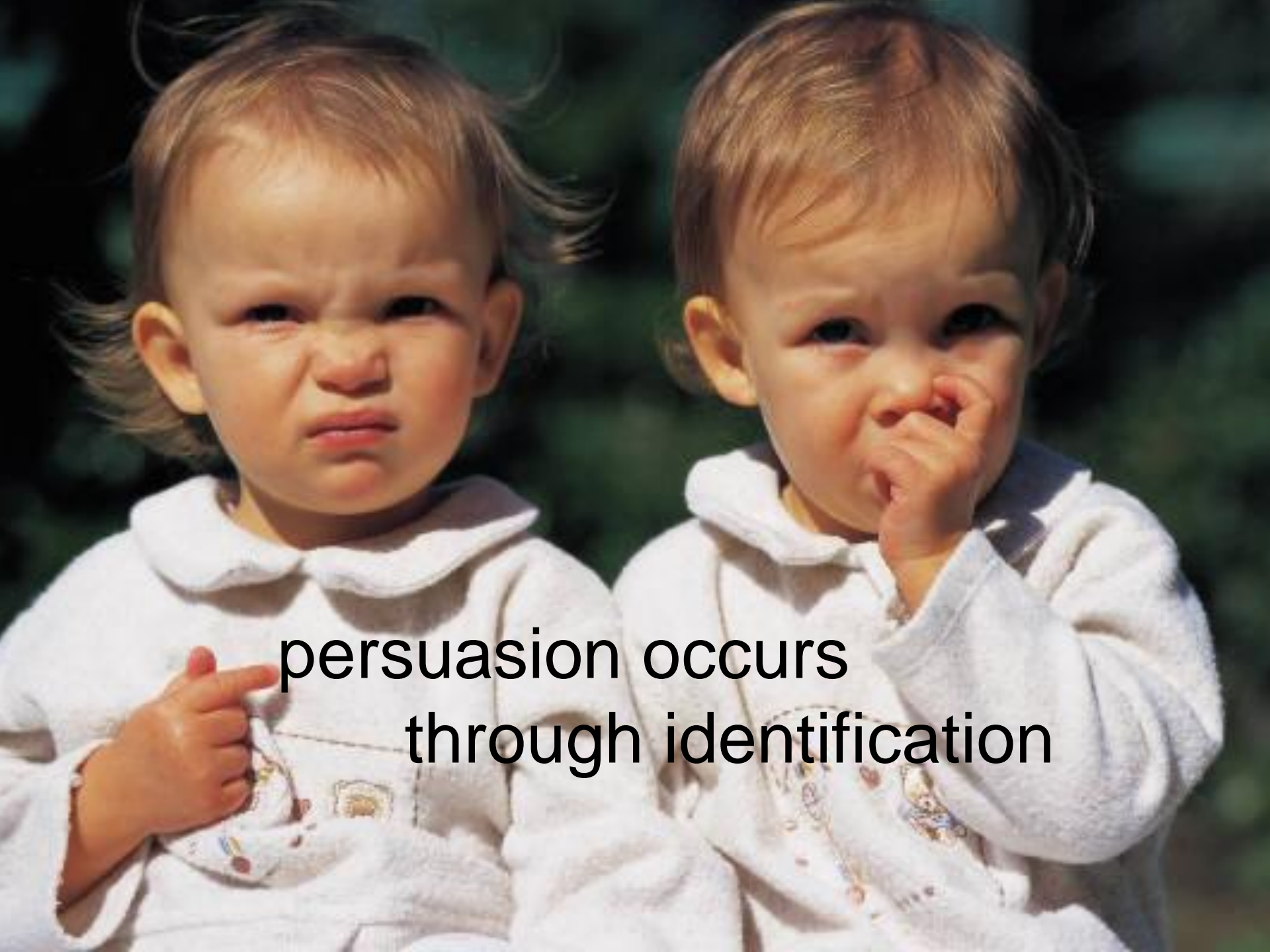
Clip: Al Pacino, City Hall

Organize

Rules of the Road

- ✓ 50/50
- ✓ PI2





persuasion occurs
through identification

persuasion is incremental



Organize

Beginning – Make Your Point

- ✓ Build interest and comfort
- ✓ Tell them why you're there (FLW) and why they should listen



Clip: Michael Scott, *The Office*

oh, wow

oh, wow

oh, wow

-- Steve Jobs

Organize

Middle – Prove Your Point

- ✓ Ethos
 - ✓ Character
 - ✓ Competence
 - ✓ Confidence



Clip: [George Bush, Bullhorn Speech](#)

Organize

Middle – Prove Your Point

- ✓ Pathos
 - ✓ Don't overdo it
 - ✓ Stay positive
 - ✓ Balance with other appeals

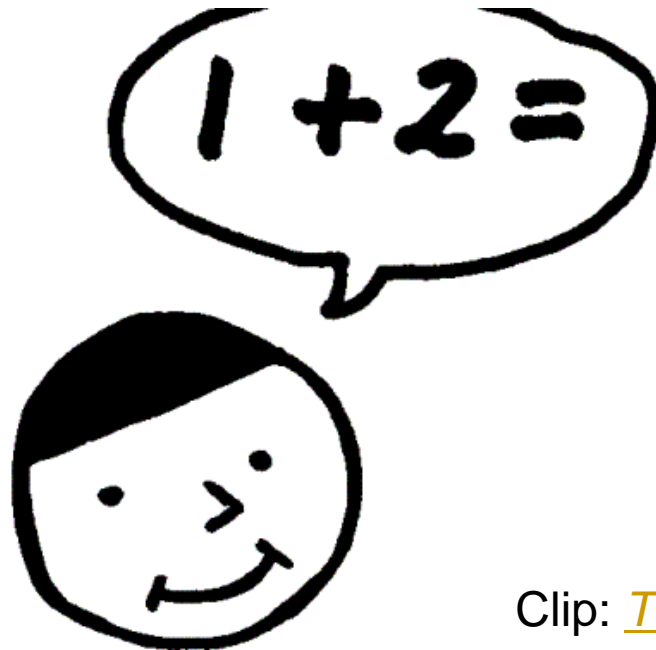


Clip: [John Belushi, Animal House](#)

Organize

Middle – Prove Your Point

- ✓ Logos
 - ✓ Use facts and figures creatively, powerfully
 - ✓ Draw from sources your audience respects
 - ✓ Move from the general to the specific



Clip: [*Thank You for Smoking*](#)

Organize

Ending – Drive Your Point Home

- ✓ Signal ending
- ✓ Reemphasize key point (FLW)
- ✓ End memorably



Clip: [Earl of Spencer](#)

Energize

Staying Conversational: The Speaking Outline

- ✓ Use what works for you
- ✓ Keep it brief
- ✓ Use key phrases or pictures
- ✓ Practice, Practice, Practice



Energize

The Importance of Being Nervous

- ✓ Be yourself and believe in yourself
- ✓ Expect the unexpected
- ✓ Remember, you're the leader (no hecklers allowed!)



Energize

The Nonverbal You

- ✓ Body/Movement
- ✓ Gestures
- ✓ Eyes
- ✓ Voice



Clip: [Jerry Seinfeld](#)

Every good speaker was
once a bad speaker.

-- Ralph Waldo Emerson

Passion



Training





Practice



Experience

What Next?

- Supporting slides from the webinar
- A **FREE** 30 minute phone consultation (record & send me your video!)
- Visit <http://Tungle.me/joewaters> to schedule **FREE** 30 minute call