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By John Williams

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About The Author

John Williams is a professional magician with his own online magic shop,
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John conducts workshops and presentations on various subjects including "Reduce Stress with Laughter" and "Simple Steps to Successful Speaking".

The material in this book was gathered and thoroughly tested over 25 years!

Ask the [EBookWholesaler Member](#) that supplied this book to you about John's other books, "Ezy Magic", "Ezy Magic Fun Book", "\$pare Time Dollar\$", the "Ezy-Ebook Guide" and "Ezy-Internet ABC". They are all published by [EBookWholesaler](#).

Dedication

To the people that helped me to learn to give better presentations and encouraged me to keep trying even when I mucked things up:

The audiences.

Thank you. *

* You'll learn in this book why you don't say it to an audience during your presentation.

Introduction

This Guide is not just for people that want to become professional speakers and want tips about increasing the impact of their presentations or how to increase their bookings.

It's also a primer to help anyone that might have to say a few words or make a formal presentation, to promote themselves, their business or a group or cause that they support.

You get the tips and shortcuts that I learned as a magician and workshop presenter.

Even if you are not an experienced public speaker, don't have the time or desire to learn to be one and perhaps have the irrational fear that many people share about "saying a few words", this guide will goof-proof you as far as is humanly possible.

Every speaker has problems at times and they may be caused by their own mistakes or other people. I'll tell you about handling those occasions too.

This book helps you to answer the casual inquiry and will also help you if you do a formal speech, promotional address, recitation (yes, a few people still do them) or an appeal for funds.



You might not do it for money but, these days, any of us could get an inquiry from the media and the future of our business or group might depend on the way we handle that.

People admire anyone who can speak well. Professional speakers and magicians undergo a long period of training. They all make their share of mistakes, learning by experience the best ways to keep other people's interest.

Most people are glad that it's not them up there on the platform, in the center of the spotlight. It's probably being in the spotlight, however small, that is the main drawback for most of us.



If you are involved in business or community activities, you need to be able to tell people about that on social or other occasions. Many of us are asked, "What do you do?" or "What is your company doing?" on social occasions or at business functions.

There are many more questions such as:

"Does this organization use the donations that I give it wisely?"

"Why should I join (or help) your organization?"

We need to answer them in a way that leaves a positive impression and doesn't sound like something we've learned parrot-fashion from a glossy brochure.

How do you answer that without losing your audience, even if it is just one person? You probably haven't got the spare time to learn the right methods and short-cuts in a formal class and it could be costly to learn by trial and error.

Remember that all of us speak and interact successfully with strangers every day.

This book helps you to prepare for most occasions when you might need to "go public", even those where you have little or no advance knowledge.

You have all the talent that you will ever have and that's about the same amount as many well-paid, successful speakers and presenters. They improve those natural abilities with years of rehearsal and experience.

This is your guide to speaking when:

- Your Group or Club needs more funds
- You apply for a new job
- You promote your business or product.
 - Writers should be able to talk briefly about their book in an interesting way to people that don't have a great interest in the book's topic and also have no interest in buying it.
 - If you have a small business, you need to be able to do the same about your main product line or service.
 - If you are an employee, you have to be able to tell people about your job without pressuring or boring them.

Most of us are Members of at least one community group; sporting, social or service club. You may be asked to present a talk to Members about your work or to other people about how they might help the organization.

This guide will help to make it more enjoyable for everyone concerned.

It should take you only about one hour to absorb most of it! That little bit of preparation will remove some of the nervous tension you feel about having to speak to any group.

Then you can use this ebook as a handy reference in the years ahead.

It will help you to finish any talk, comfortable with the knowledge that you are ready to do another one and, most importantly, that most of your audience are willing, even eager, to listen to that too.

I don't guarantee that everyone of you will get great results your next time out. That's partly dependent on you doing the required **W O R K**.

The methods are simple and effective and most are easy.

The content of this ebook will help you if you add the magic ingredient – **ACTION**. You might be surprised that many people buy a book or even several, glance through them and store them away.

All the tips and short-cuts will not spring to your mind in unexpected and perhaps critically important situations unless you have absorbed them in to your subconscious by practicing them whenever the opportunity happens.

Let's start!

Impromptu and Prepared Speaking

Did you know that most speakers and other presenters prepare their impromptu talks and off-the-cuff remarks as carefully and thoroughly as their set pieces.

I hope that you will too. That guards against the chance of dissipating or even destroying the good impression that you create with your prepared material by a rash remark that is overheard and spread by audience members or media after the event.

Another point –you are a representative of your business or organization all the time you are in public, not just when you are actively working for it.

The Reason

You can do it for money, recognition, to promote your company or your cause but there is just one prime reason for anyone speaking to other human beings:

You want to move them to action.

Get Action

What do you want your audience to do as a result of your talk?

Answer this question before anything else. Then build everything else from that base.

This will be especially helpful while you are gaining valuable experience with your first presentations - it focuses your mind on something important that is outside of yourself.

I believe that much anxiety that you might cloud your mind with, will reduce when you focus on the goal of your presentation.

Start with a clear page in your notepad or a new file in your word processor.

Set down what you want. You might want them to:

- Give funds to your organization
- Hire you for a new job
- Stop doing something they have been doing (one of the most difficult goals).

Now comes the critical question; what's in it for them?

What’s In It For Them?

Everyone is more interested in themselves than anything else.

Yes, everybody!

Some people may seem to want no personal benefit from the effort that they put in a project. That is hardly ever the case. Most of these apparently selfless people are satisfying a need they have for appreciation and recognition of their contribution.

Everyone listens to one radio station more than all others combined;

W.I.I.F.M. – What’s In It For Me?

If you want their attention, their action and their money – give them something first.

Think of any salesperson – they never say, “Buy this because I need to get some new shoes.” They focus their presentation on **what you’ll get** from buying their product.

Everyone you speak to is listening to W.I.I.F.M. all the time that you are talking to them. Some are just less obvious about it than others.

You have to tune in to their wavelength. Your appeal must be in line with the desires, not just yours or those of your organization.

Get Them Listening and Acting

Some types of audiences (and an audience may consist of just one person) are more difficult to get interest and action from than others.



When you are just starting off, you probably won't get some of the really difficult audiences that professional speakers have to learn to deal with such as people at some corporate functions that are required by their bosses to be there but demonstrate with body language, and sometimes words as well, that they have absolutely no interest in the subject or the speaker.

They are what I call an “Easter Island audience”!

Local Meetings

Your first audiences are likely to be from the area where you live and to share some of your interests and local knowledge.

Even people that disagree with your view of the topic you speak about can be reached by pointing out areas of common agreement and giving them an opportunity to ask reasonable and short questions at the finish of your presentation.

Media

You may be approached for comment about your activities, your business or something about a group that you are part of.

A little preparation will save you from stumbling over your answers and give readers or listeners the best possible impression of you and the organization or business.

Opportunity for Publicity

Local media may, at times, seem to be full of International and National reports with a smattering of local material provided by local Government and major advertisers.

But there is sometimes an opportunity for you to promote your business or organization that you may not realize exists.

Local media are always looking for a local angle on national stories.

If you have something that is novel, or at least unusual, and can be tied in to a hot topic, get in touch with them (after you've finished this ebook, of course). If they don't show any interest, thank them politely, record the name of the relevant person or people at that media organization and try again another time. It probably wouldn't hurt to offer your contact details to them for any time they need information or a comment about your particular topic but don't take up a lot of their time unnecessarily and don't push.

Never let any negativity show in your dealings with people - media or otherwise, but especially media. It's bad manners but also remember that a local reporter that you snarl at today may be a force at some national organization when you could really use a friendly journalistic ear.

One snarl might close that ear to you and your activities forever.

You will, at some time, get some questions that you don't know the answer to or even some that you might not want to answer.

If you don't know, tell them straight. You will make a better impression than if you bluster.

If you don't want to answer the specifics of the question, try to reply with something relevant but never lie.

If they ask to interview you, go out of your way to accommodate their requirements but don't get too sticky. In most cases, the reporter or reporter/camera person team will have a schedule to keep and several possible stories to record in a shrinking amount of time.

Tell them if you have not done interviews before – I found, when I started, that people from all organizations were willing to help me present at my best since I was as flexible as possible and recognized their own pressures and requirements.

Don't offer them anything that might be seen as an inducement! However innocent that your offer really is intended to be – many will get very uncomfortable and even be suspicious. Also, most organizations have strict rules with forms and such that reporters have to fill in, probably on their own time.

Listen to any advice they offer and remember it. People pay big money for coaching about how to present well when interviewed and you often get the information free right from the cutting edge!

The Basics

This section has advice about the side-issues that can profoundly affect the success of your talk.

Be a good audience

You should listen to as many speakers, professional and amateur, that you can afford the time and money to.

If their subject is not relevant or appealing to you, study their techniques and think how you might use or even improve on their methods.

If the speaker produces a bad reaction in you, don't let it show – everyone can have an off-day. Give them the same support that you hope to get if ever it happens when you speak.

If you meet them at another time, be careful with your feedback. Many people ask for constructive criticism when they just want their own opinion of their presentation re-enforced!

Be subtle and suggest that they might be interested in this book - tell them your [EbookWholesaler Member's site](#). That could help the speaker without offending them and you'll have my gratitude as well.

Breaking the “rules”

You may see some experienced speakers get good results while doing or saying things that I advise you against in this ebook.

That doesn't mean that their way or my advice is wrong. They might have developed their presentation through hundreds of performances and found that their personality and

approach lets them get great response from actions or words that could be dangerous if used by an inexperienced presenter.

With this book, I’ll opt for the safest techniques that offer the most potential.

When you have some experience, you’ll have learned things that no book can teach. Bob Hope, the legendary comedian, said that he was saddened that there were less venues where inexperienced performers could be bad while learning to be good – experience is the best teacher.

Start by following this proven path – you’ll know when you are ready to divert to your own course.

Smash the mirror

Even the most inexperienced speaker can get off to a good start by focusing on the audience rather than themselves.

Anyone that concentrates on the butterflies in their stomach, the problems in their workplace or family, or other issues cannot give their best to their audience.

They might as well be speaking to their own reflection in a mirror instead of trying to connect to the audience.

This also greatly increases the effect of the “butterflies” and outside factors.

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