Why become a speaker?
• Become famous/familiar and found by:
  Prospective clients
  Colleagues who might refer you
• Profit — ask to be paid or have event, hotel, travel covered
  Ask to share in payments for recordings
• Share knowledge — “rising tide lifts all boats”

Process/Writing Better Speeches
• Define topic
  Jazzy titles
• “Tell ’em what you’ll say, say it, tell ’em what you said” — Intro, Content, Conclusion
  Don’t need to open with a joke
  Include stories/personal experience if relevant
• Include call for action if appropriate; can be resource list
• Draft/Outline/Organize
• Rehearse
  • Don’t use word-for-word script or learn to look up and at audience while speaking
  • Timing — include Q&A
  • Eye contact — look at someone in audience or computer camera
    Don’t have to imagine audience naked — yuck!
  • Breathe! Smile!
  • Ask someone to listen; record and play back if no one available
  • Listen for “verbal tics” — ums, ahs, likes, you knows; repeated words, stumbles
• Promote — don’t rely on host organization
• Handouts
  PPT, PDF, Word, etc. — PPTs can be corrected onsite/during session
    Keep slides brief; bullet points, large lettering, white space
    Don’t stare at screen
• Proofread!
  Share or not
  Provide before vs. after presentation — speaker’s choice
• Presenting
  Breathe! Smile!
    Decide whether to allow interruptions or questions at end
    Tell host/moderator how to pronounce name!

Zoom:
Lighting in front, not behind you
Find and look at monitor camera, not participants
Clean, uncluttered background/Tailored background
Muting
Control invasions by pets, family

In person:
No new shoes, outfits, haircuts
Prepare for long-winded questions and how to manage
Check equipment!
  Mike
  Slides/Projector
Giveaways
Signings/Profit options — sell your book(s) and other items

• Follow up
  Post to your website and social media channels
  Contact anyone who asked questions not answered
  Thank hosts and let them know if you’d like to speak again

Resources
• Toastmasters
• Blog post: https://americaneditor.wordpress.com/2016/08/10/on-the-basics-so-you-want-to-be-a-speaker-or-presenter/
• National Speakers Bureau and speaker bureaus of professional organizations
• Ummo — prepare a speech, tap the microphone icon, wait for the countdown, then talk; it listens, logs words, number of pauses and use of filler words
• Public Speaking by Virtual Speech — delivers an immersive 3-D video that moves as you look around