

# 10 Secrets of Professional Speakers That You Can Use Too!

By Paul Evans, *Instant Speaking Success*

## SECRET #1: VALUE

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Many public speakers are concerned with one thing...

*Getting their speech or presentation over with!*

They want to get up and get down. If they survive without dying, embarrassing themselves, or throwing up they feel like a success.

Do you know what all that means? It means the speaker who just wants to survive is more concerned with him or herself than the audience. They are more focused on their feelings, or appearance, or nerves, or.....instead of delivering a message that will create a *maximum impact* in the lives of listeners.

**Professional speakers, however, think more about the audience than themselves.** Their #1 goal is to present a message of value. A message that, if applied, will deliver information and motivation that can alter the existence of those who choose to use it.

***How do you do this?***

1. Discover the audience's hurt or problem and address it with a **solution**.
2. Provide points that will show them how to **produce** the desired change.
3. Speak in a format that will help the people **remember** and make them want to **apply** your presentation.
4. Use **illustrations** that communicate to the crowd, "You can do this."
5. Treat the audience as **peers**, not as superior or inferior.
6. Create an emotional experience at some point during the message (laughter, tears, intense thought). **Emotions produce connection.**
7. Design a presentation that will make the people **glad** they attended.

**Professional speakers look at an engagement as an investment.** Sure, they know they'll get paid for the event, but that's not enough. They want to know that the people who trade their cash for a speaker's words got their money's worth.

Now if you're speaking for free that does not mean you do not have to provide value since people aren't paying. They are paying. They pay with their time. And don't we say that time is the most precious commodity?

### **Just to add a little more pressure...**

Howard Hendricks makes it clear, "When you speak for an hour with 100 people in the seats and you waste their time by being unprepared, you don't waste one hour, you waste 100 hours."

Multiply the number present by the amount of speaking time and you get the true value of the event.

That's why I created [Instant Speaking Success](#). I wanted speakers of all levels to be able to develop, design, and deliver messages that will be accepted as an investment. Messages so valuable that all will be glad they attended.

No matter who you are speaking to, whether for free or fee, pour out the value. Flood your audience with so much good stuff their excitement is running off of them when they leave.

Use the type of information that makes people say, "I'm glad I came. I can't wait to put this into action!"

That's what the professionals do – and YOU can do it too.

### **SECRET #2: HUMOR**

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Did you know that many professional speakers do not consider themselves funny? It doesn't mean they're not, it just means that they don't think of themselves as comedians.

When you think of your favorite speaker chances are they have a good sense of humor, but aren't "funny." They don't use one liner after one liner as they knock the crowd into the aisles.

Instead they do a couple of things...

*First, they recognize that humor is a tool.* The goal is not just to get the audience to laugh, but to get them laughing for a reason.

Maybe they want to drive home a point or develop rapport. Whatever the reason, there is one. They're not just trying to be funny. Many free speakers make it their goal to get a laugh. No particular purpose, just a desire for a chuckle from the seats.

*Second, professional speakers know that humor is an opener.* Laughter is the best medicine because it opens the mouth. While the people are laughing the speaker can slip some medicine into the heart. So let your audience "open wide" and then pour in your message.

*Third, pro speakers use humor to create trust.* We laugh with people we trust. When is the last time you really laughed or had a good time with an enemy?

So how can people who are not particularly funny get funny?

Do what the big time speakers do...

**1. Stay away from risky humor.**

Risky humor MUST get a laugh or you look silly. When you hear someone say, "You're gonna love this joke it's hilarious." Well, it better be!

**2. Use stories.**

Humorist Bryan Townsend does at least 100 engagements a year. When you hear him you'll notice that he doesn't tell jokes, he tells stories. Stories from his life that are real but funny because of the way he tells them. Even if no one laughs the stories are still great.

**3. Repeat.**

Speakers recycle material they have heard. "Did you see the Late Show last night? David Letterman..." When you repeat what you've heard you already know it's funny. And if the audience did see the show the night before they know it's funny and anticipate the reminder.

**SECRET #3: MANY PROFESSIONAL SPEAKERS ARE INTROVERTS**

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It's true!

When you think of professional speakers you probably picture a person with enough personality to light up Las Vegas for fifteen weeks. No doubt some have this type of effect, but many force it. Yep, they fake it while inside they're dying from all the people surrounding them that expect attention.

Here's the true difference between introverts and extroverts regardless of what you have heard:

**Extroverts are energized by people.** The get excited and thrive off crowds.

**Introverts get exhausted by people.** After an event they are ready to collapse. They came, they spoke, now they're ready to go home. There's nothing wrong with that. It's just how they function.

If you're an extrovert that never meets a stranger - bless you! However, if you're an introvert and feel like you've got to be personality plus to be a speaker there's hope.

Introverted professional speakers know three things that introverted beginners don't...

### **1. The stage is the safest place to be.**

There is no small talk (or big talk for that matter) on stage - you are the topic of conversation. Though you interact with the crowd through your style you do not actually have to speak to anyONE, you get to speak to EVERYone.

Introverted professions find that their nervousness ends as soon as the first words come from their mouths. Why? Because the stage is a safe place for them. It's safe for you too.

### **2. Personality can be faked.**

Would you like the three secrets of being a great conversationalist?

\* Eye-contact.

\* Smile.

\* Remember names.

Do those three things and people will consider you a public relations genius. They will go home talking about how great you are and what a wonderful speaker you are.

Professional speakers use those three avenues all the time to appear comfortable and interested in the conversation even if the person talking is dull and everlasting about his favorite subject - himself!

### **3. Introverts are some of the best speakers.**

This is true because introverts tend to be more reflective. They think. Silence does not bother the person who may not desire a lot of interaction, but uses that same energy to develop incredible content. They like research and enjoy discovering creative ways to bring it to life.

The extrovert hates quiet. They love to be surrounded by people. Their content can be weakened if they are not careful and their great charisma can make it easy for them to come across as ready for action.

If you're an introvert, don't let that keep you from speaking. Your natural makeup gives you some incredible advantages in preparation and public relations.

If you're an extrovert use all that natural energy and connection ability to form long term relationships with those who ask you to speak.

## **SECRET #4: APPLICATION**

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Every audience member asks, "What's in it for me?" They want to know how they can walk out of the room and put the message into action immediately.

The people in the seats want more than good material, they want material relevant to their lives. They want to be able to take your words and turn them into reality. If you speak on "How to Write a book in 14 Days" they expect to be able to go home and write a book in 14 days.

Professional speakers tap into these three application techniques...

### **1. Tell the Audience What to Do, How to Do It, and When to Do It.**

Do not assume that filling ears with information will motivate listeners to action. It won't. You not only have to give them the information, you have to give them the directions to use it.

Precise directions.

Without directions it's like getting an unassembled bike without instructions. All the parts are there, but you really don't know where to begin.

Be specific.

Show the audience exactly how to apply your message. Do not leave room for guessing or doubt.

### **2. Close with a Challenge.**

Pro speakers send people out on a **MISSION**. Many speakers create a feeling of emptiness within the listeners. They make people feel like their life will not be complete unless they apply the message and get the same results.

Challenge your group with a specific way to put the speech into action. Give them an assignment.

"For the next 30 days..." (Tell them EXACTLY what to do in the next 30 days.)

"If you're really focused on this outcome, set aside the first hour of tomorrow morning and..." (Again, tell them EXACTLY what to do with that hour. Leave nothing to chance. Because you know what chance does with it - yep, nothing.)

### **3. Availability.**

This is a secret even to many professional speakers because so few use it. Yet it will increase retention of the message and the credibility of the speaker.

Super speakers make themselves available to the people long after the event ends. They provide personal contact information in case people have difficulty applying or have a question about the information.

Here's the amazing thing. Less than 1% will ever contact the speaker. But the knowledge that they could if they wanted to makes the audience feel special.

You can do the same thing by saying something like, "Before I close with a challenge I want you to know I'm available for you. My card is on the table in the back. Feel free to contact me."

Whenever you speak try to include those three aspects. They make you a pro even if you're giving the speech for free.

## **SECRET #5: WHAT THE AUDIENCE WANTS**

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I told you in the [INSTANT SPEAKING SUCCESS Ebook](#) what the audience wants.

The audience wants to...

- Know that they will be changed for the better for having listened to you. They want something that will alter their lives.
- Gain information that will enable them to make it through the next day with success.
- Know that they are not wasting their time.
- Believe that if they miss your message they could miss something major.
- Know that what you present is relevant and applicable.
- Be sure that the talk will be entertaining and engaging.
- Learn something they didn't know.
- Be affirmed in something they did know.

### **BUT THAT'S NOT ALL THEY WANT...**

The audience wants you to do well. **They DO NOT want you to fail.**

The only people the crowd wants to see flop is the guy or gal that steps to the podium with a know-it-all arrogance.

**The 2/96/2 Rule says...**

2% of the audience will think you are the best speaker they ever heard.

2% of the audience will think you are the worst they have ever heard.

Aim for the 96% because the other 4% are not normal (Though I tend to believe that the 2% that think I'm the best they've ever heard are either highly intelligent or have impeccable taste!).

There's no reason to approach an engagement with the fear that people want to see you fail. They don't.

This works to your advantage.

Because the audience wants you to do well, you have a positive expectation right from the beginning. **You get to start off with the audience on your side.** All you need to do is keep them on your side, which isn't very hard. Just apply the first five secrets of this series and you'll keep the crowd as your cheerleaders the entire message.

OK, that's a brief lesson but don't forget it...

**The audience wants you to succeed.**

**SECRET #6: CONFIDENCE**

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Even the pros get nervous. But it's one thing to have a few butterflies in your stomach and another to become paralyzed by your fear.

The pros take care of their fear through confidence. Let me make that clearer - through logical confidence. You see, emotions fill our bodies with illogical doubt. "What if..." doubt.

What if I do something dumb?

What if I forget my speech?

What if I freeze?

What if nobody laughs at my jokes?

That kind of thinking will only elevate the thoughts of doom most speakers experience before taking the platform. Plus that thinking is not logical.

This is tough for me to write because I am a non-linear thinker. Getting logical for me is a stretch, but here is what professional speakers, including myself, ask themselves in a logical way to get rid of an illogical mindset.

## **1. How well do I know my message?**

Being able to remember the opening, the points, and the close without much thought delivers confidence. Notes can provide the illustrations and such - even the points, the open, and the close - but knowing the speech well enough to mentally walk through it without notes helps alleviate doubt.

This does not mean the message is memorized. It means the message is organized. The outline is memorable enough to immediately take away the what ifs of "What if I forget my speech?" and "What if I freeze?"

Know your talk.

Don't memorize it. Know it. Let it come from inside YOU, not simply from a sheet of paper on a lectern.

After you have designed and delivered your speech a few times while practicing, ask yourself, "How well do I know my message?"

Write that question down. Ask yourself regularly before any presentation, "How well do I know my message?"

Don't worry about not knowing everything. Know the main things. Organize your points in an unforgettable way just like I teach you in [Instant Speaking Success](#).

## **2. How helpful are my notes?**

Again, you do not have to memorize your speech. Some pros take a lot of notes to the lectern. Some only take a *Post-It* note to the stage. Either is fine if it works.

Having notes gives you confidence because if you do forget anything, your memory is as close as your sheet of paper. Just be sure to write everything down legibly. That way you don't have to say, "I've got a great point to make if only I could read my writing."

Don't write...type. By using a word processor you alleviate the threat of poor handwriting.

Look over your notes - can you read them? Can you understand them?

## **3. How will the audience be helped?**

This is crucial. Knowing how the people will benefit from the message delivers a boatload of confidence.

Isn't it great to sit before giving a message and think of all the ways the audience will be better off for having heard what you have to share?

Listen. Speaking is not about you or me. It's about the value of the message. We simply act as a delivery method.

Professional speakers work hard at presenting information that will change the lives of people for the better.

How will your message change lives?

Make a list of five ways the audience will be better off from having heard you share a particular speech...

- 1.
- 2.
- 3.
- 4.
- 5.

Take that list with you and look over it anytime you begin to feel doubt float over you. That list gives you a reason to speak - a **PURPOSE** to speak.

You have valuable information and insight to share! Don't forget it!

## **SECRET #7: YOU are the ONE**

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The #1 excuse or fear I hear the most is, "Who am I to speak to this group of people? I'm nobody special."

Ok, I know email is not the easiest way to pump you up and give you a motivational shot in the arm, but I'm going to give it my best.

### **First, you are the one to speak if you WANT to be.**

Every professional speaker began at level none. But they did one thing: They decided. They decided to be the one. One day they told themselves, "I am going to be an expert in..." And they did it.

You can be an expert for a day if you want. Be **THE ONE** for the subject wherever you speak. Study it. Absorb it.

Make a decision that you will be **THE ONE** who should give the message of your heart...or the message you were assigned.

### **Second, you are unique.**

There is no other you. Now then, that sounds like a cliché, but it's not. The way you view life. The way you drink life. The way you engage life. The way you laugh life. The way you scream life. The way you dream life. The way you sip life. The way you smell life. No one does it like you.

The pros rely on their personal experiences to add credibility to their messages. What makes this acceptable is the fact that they deliver value through their lives.

You can too.

You have valuable experiences to share that can help others learn, stretch, and grow.

Let me tell you one of my many stories very briefly.

Eight years ago my wife died unexpectedly. She was twenty-seven. I was twenty-five. Our son, Sam, was only five weeks old. Her death occurred right in front of me.

Am I the first young husband and father to have such a tragedy? No. But MY experience can only be told by me.

I have taken that experience and shared it with thousands upon thousands. You would not believe all the ways this story can help people in a variety of businesses. Because of the great service I received from the funeral home and my life insurance company I can share what they did right with thousands of industries.

But that's not all.

I can also share with organizations who want to teach their people to enjoy each moment and not take life for granted.

It would be easy to limit myself to one market, or one topic. But I don't have too.

You might be thinking. "Nothing like that has happened to me." I hope not. But you don't need a triumph or a tragedy to be the ONE, just be you!

### **Be YOUnique!**

YOU are the one they asked to speak for the group.

YOU are the one with the message.

YOU are the one with the experiences.

YOU are the one who prepared.

YOU are the one who no one else is like.

YOU are the one who can deliver value only the way YOU can.

## SECRET #8: Testimonials & Referrals

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Even if you decide not to use testimonials and referrals as mentioned below, they are incredible confidence boosters. Keep your letters in a file and before every speech read a few to remind yourself of how you delivered value to a previous group.

### 1. Testimonials.

Now this is a secret that you might not think is important if you only do one or two talks a year. But it is.

I wish I had this from the very first speech I gave. It is critical that you get at least one testimonial after every message you give outside your work.

What is a testimonial?

It's a letter that says you did a **great job and mentions reasons why others would be a genius to use you as well.**

For example...here's an excerpt from a client who used my speaking services:

"You are absolutely superb, and I am so grateful that you were able to share your message with us.

"Paul, you are a gifted communicator with a great story to tell. Your message was right on, and the points you shared from the client beneficiary perspective, inspired all of us to appreciate just how big an opportunity we have to impact the lives around us, if we manage our role and relationships effectively.

"Paul, not only were you inspiring and uplifting, you were challenging as well. I believe we all left there a little bit better prepared to serve because of what you shared.

"The feedback has been terrific, and I am so grateful for the opportunity we had to get to know you. You did entertain, encourage, and equip. Thanks again for your effort and please feel free to use me as a strong reference and grateful client."  
- William O. Goodwin.

When others request information on me coming to speak to their company I include a letter like that. It proves that I can be valuable to their organization.

All pros do. You need to as well.

Testimonial letters and quotes **build credibility.**

How do you get them? You simply ask.

After your talk people will come up and tell you what a great job you did. Immediately say, "Would you mind putting that on your letterhead and sending it to me?"

Almost everyone will agree. But don't expect them to do it on their own. You will need to follow up with a note or phone call to remind the person.

Keep a file of testimonial letters to use for future engagements, for your website, or wherever you want to use them.

## **2. Referrals.**

On my first business speaking engagement a man named David approached me and thanked me for the message.

"Would you like to do more of these?"

Of course I said I would. So I sat back and waited for the requests to pour in.

They didn't.

However, his boss, Lex, wasn't even at the meeting but listened to his people talk about it.

Lex sent me a testimonial letter (and he didn't even hear the message!), then he recommended me to someone else who was able to pay me what I considered BIG BUCKS! (I cover this journey in detail in [The Instant Speaking Success PROFIT System.](#))

Most professional speakers use an extensive press kit. I don't have a video or even a demo tape. I've been told that you can't run a speaking business without them. Well, I've got something more powerful than a tape or video. Another person willing to say, "You need to get Paul."

What's that mean to you? If you're wanting to expand your speaking, let other people know.

Say, "Here's my card. If you know of ANYONE who needs a speaker for an event please recommend me."

Don't be afraid or ashamed to do it. The other person doesn't think a thing about it. And the next time he or she is talking to someone and they say, "Have you heard any good speakers lately?"

They'll reply, "As a matter of fact I have. You need to get [your name here] for your event."

Collect testimonials.

Ask for referrals.

Be bold.

## **SECRET #9: PASSION**

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"Forget all the conventional 'rules' but one. There is one golden rule: Stick to topics you deeply care about and do not keep your passion buttoned inside your vest. An audience's biggest turn on is the speakers' obvious enthusiasm. If you are lukewarm about the issue, forget it!" - Tom Peters

"If you can say it without passion, spare your voice and leave me a note." - Jeff Walling

What passion can you share with others? What makes your heart sprint? What topic makes your blood rush?

Most professional speakers are known for a subject:

Zig Ziglar - goals & motivation.

Tom Peter - excellence.

Jeffrey Gitomer - sales.

Brian Tracy - achievement.

Paul Evans - valuable living & speaking.

Each subject is the passion of the person named. It's not just what they're known for, it's who they **ARE**.

### **Who are you?**

If you have trouble answering that, or you're not sure of your passion, ask the people close to you.

Ask them the following...

1. How would you describe me?
2. What do I get the most excited about?
3. What hurts me? What am I sensitive about?
4. Is there anything I do that you wish you could?

That last question is hard to ask, but do it anyway.

In addition to asking questions you can discover your passion through...

## **Compliments.**

Pay attention to how others compliment you, and then chase down the specifics.

"Gena, you did a great job on the presentation today."

"Thanks Bob. What did you find most helpful?"

The answer to that question reveals how you delivered value to Fred. Most likely it is also an area you are passionate about.

So how do you use passion in your messages?

### **1. Refuse to cap it.**

Let it out. Let it flow. Let it rip. The higher your level of enthusiasm, the higher the audience's enthusiasm.

I bet you have seen some of the most expressive people you know become stoic when on stage. The platform can suck passion out of you like a black hole.

Don't be afraid to be you. The more you, you are, the more endearing you become to the audience.

### **2. Couple principles with your passion.**

Passion alone can get the crowd excited, but unless you provide practical ways for the people to live the passion you've pumped them up uselessly.

My two boys want me to take them "ride biking" every day. How would they feel if I did this...

"All right Sam & Steven are you ready to go bike riding?"

"YES!!!!!!!!!!!!!!!!!!!!!!"

"Are you sure you're ready?!"

"YES, DADDY!!!!!!!!!!!!!!!!!!!!!!"

"OK, but first let's pump up those tires. They look flat. Do you want air packed tires?"

"YES!!!!!"

"OK then."

Pump! Pump! Pump! Pump! Pump! Pump! Pump! Pump!

"That was fun wasn't it boy?"

"Yes. But we want to go ride biking now."

"Oh. I'm sorry fellas. All I do is pump up the tires. Talk to your mother."

My boys would not be excited about all that pumping without the jumping. And the audience won't be excited either if we pump them up without taking them or teaching them how to ride.

## **SECRET # 10: Clarity**

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The best of the best share no waste. They don't venture off on tangents. **They don't get lost.**

They're focused...**locked in on their target like a laser.**

You cannot eliminate the fear of public speaking without developing targeted messages. Messages flooded with purpose.

Your talks and speeches must be clear and precise. Audience members should never look at one another and say, "What's all that about?" It should be obvious.

Every point, principle, illustration, story, joke, slide, video, quote.....should all help clarify the topic. Everything you do should open the eyes of the listeners to an ever widening view of your intended outcome for the message.

**Your purpose is the bull's-eye.** Everything you say and do during the talk **must** split the target.

What is the purpose your presentation?

Each issue I've mentioned the [Instant Speaking Success ebook](#). It takes you right to the heart of purpose. In fact, purpose is what the entire 7 step formula is based on.

Without purpose you only have chatter. Jabber time that fills minutes, but not hearts.

Before every speech or presentation, write down EXACTLY what result you want. Write down PRECISELY the value you will be sharing. Write down SPECIFICALLY how the audience will be better off having spent their time with you.

Purpose gives you clarity. Clarity gives you connection. Connection gives you relationships. Relationships give you value spiritually, financially, emotionally, intellectually and physically.

Thank you for taking the time to read these 10 secrets. Now apply them and deliver the value of your life through the power of your words!

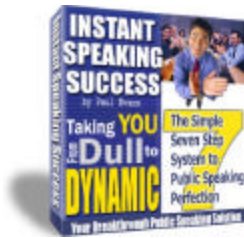
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