

SPEAKING GETS SEXY

Written by Pete Miller

IS IT JUST MY IMAGINATION OR HAS IT OCCURRED TO YOU TOO THAT RECENTLY EVERY MAN AND HIS DOG ARE NOW SUDDENLY EXPERTS AT TEACHING US ALL TO BE WONDERFUL PUBLIC SPEAKERS?

Many professional marketers are jumping on the speakers coach bandwagon because platform selling is suddenly the new 'Sexy' way to earn bucket loads of money in just 90 minutes!

Asking a marketer to coach you is similar to asking a nurse to fix your back problem - they both work in the same industry but they are experts in different areas.

Before you fork out tens of thousands of dollars to engage someone to teach you how to speak in public, stop and consider these essential issues:

If I was going to spend cash with a coach, I'd want a proven model of delivery plus many success stories from individual clients over many different industries. My coach would need to already have the 'runs on the board' before I would sign up.

Even though the presenter themselves may have earned thousands of dollars from the stage, enquire who they've coached to also be super successful on the platform? Who of their public speaking clients have earned back the money spent with them? Why not just use the old marketers standby and simply ask to read some quality testimonials from past clients?

I would only ever pay large sums of money to take advice from someone who had dedicated their career to that particular area - and had many successful clients willing to give glowing tributes about how that same person helped them to do exactly what you want that same person to do for you; namely, how to deliver a confident, content-rich, and memorable presentation that will also captivate, educate and motivate any group of people to take action on your idea. This is much more than a just a simple slide show.

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But that's not the most important consideration. The critical question is: can that person spend enough time with you to carefully craft a unique presentation? Can they also adapt their own teaching style to suit who **you** are - not the other way around?

Remember the teachers at school that you really liked and helped you to succeed. For me, there was one or two. My point here is that teaching – like coaching – requires the very special (and rare) skill of empathy. Not everyone has it.

Good teachers are common – great teachers are uncommon. The ability to be totally empathic and lead someone through a journey of self-discovery is limited by the experience of the coach.

There are many ways to be successful – as there are many ways to design a presentation that suits you.

I maintain good relationships with my coaching clients because I care about them more than I care about how much money I'll make from them. More importantly, I adapt my style and my proven methods to suit them and their particular personality.

I don't berate or belittle my clients, nor do I coerce and intimidate them into my idea of what a speaker must be like.

Even though I have enormous respect for many of the marketers currently selling themselves as speaker trainers, I would prefer to hire them to improve my web marketing or copywriting. Otherwise, they would suit if I wanted to only speak at Marketing events or if my sole aim was to improve my 'closing ratio' selling from the stage. That – it must be said – is an area in which they excel.

But before I learnt how to 'close', I'd become skilled at how to structure my content using a method like the Fishbone technique in a humorous and entertaining way - without resorting to Death by PowerPoint. And because an audience *will*

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buy you first before they buy your product, I'd discover how to engage an audience and create rapport.

An excellent speakers coach needs to have what the marketers call a good 'back-end' to educate and help you while you are **not** with your coach – so the training and mentoring can continue 24/7. They should offer you resources like books, videos, and audios to constantly improve your public speaking plus proven academic systems to move you along at your own pace.

After this process is done correctly, speaking will look and feel *sexy* – for both the speaker and the audience.

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