



Dan Poynter's

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Speaking Disasters

Lessons Learned While Dying on the Platform



Handout

1. Never use another speaker's signature story or material.
They will find out.
You have your own stories

2. The Power of Story.
Audiences love stories.
Helps them remember your point.

3. Always finish on time.

4. Don't let them see you sweat.
Broadcasting your problems only lowers expectations.

"Never begin your speech with a negative."
--Charles Gordon. Durban, South Africa.

5. Do not upset your audience

A. Word selection.
Some words are offensive to some people.
Some words sound like offensive expressions.

6. Always give 100% regardless of pay or audience size.

7. Speaking commitment.
Showing up is your responsibility.

8. Speaking Internationally
Watch other speakers perform. The best and the not so good.
IFFPS. <http://www.iffps.org/index.html>
GSN. <http://www.iffps.org/gbf.html>

9. Work First – Play Later

10. TXT message to meeting planner on landing

The correct telephone number listing is: +1-805-968-7277.

11. Take Cabs not vans

12. Website Forms Bank

Handouts, Introductions, Order Blanks, One-Sheets, Evaluation form, Facilities Form.

<http://parapublishing.com/sites/para/speaking/formsbank.cfm>

13. Evaluation forms

Every speaker should use them

Examples in Forms Bank.

14. BOR sales. Back Of the Room

Process the next day.

Order blanks in Forms Bank

15. Drink *Warm* Water

16. Dress for Success.

17. Always be ready to speak.

Carry your computer and projector and notes.

18. Difficult Audience Members

A. Crying Baby/Screaming kid.

B. Medical emergency.

C. Mobile phone.

19. Signature on emails

Ten Key Questions to Book More Business

What to ask when prospecting or when called

Lois Creamer on VOE. <http://www.bookmorebusiness.com>

1. Do you use **paid** professional speakers?
2. **Who** have you used in the past?
3. Do you have a specific program **date**?
4. **Where** will the meeting be held?
5. What **type** of meeting is this?
Annual, quarterly, convention, symposium.
6. **How** is the decision made regarding speakers?
(Do not ask if she is the decision maker?)
7. **When** will you begin planning the meeting?
8. Is there a **theme** or focus to the meeting?
Customize.
9. Is there a **budget** I should be aware of?
10. Is there **anything else** you need from me in order to decide if I would be a good fit for your meeting?
(Relational closing question)

Professional Speaking Information Kit

Here are a number of resources to help you discover details about the exciting industry and profession of speaking. Some of these URLs direct you to pages on the NSA web site and some direct you to other sites.

LEARNING SPEAKING SKILLS. NSA concentrates on the business of professional speaking. If you want to improve your speaking skills, there are many books, courses and organizations to help you. For example, Toastmasters has more than 10,000 chapters; many are in the same locality and meet at different times. See

--Toastmasters International
<http://www.toastmasters.org>

National Speakers Association (NSA/US)
 The website has a wealth of information about NSA and the profession of speaking. --
 See About NSA and then check out the rest of the site.
<http://www.nsaspeaker.org/about/org.shtml>

--NSA Knowledge Bank. See
<http://www.nsaspeaker.org/knowledge/index.shtml>
 --The Press Room. What is happening in speaking? See
http://www.nsaspeaker.org/media_center/index.shtml

LOCAL SPEAKING CHAPTERS. There are more than 45 chapters across the U.S. and Canada. See
<http://www.nsaspeaker.org/chapters/index.shtml>
<http://www.canadianspeakers.org/>

TO LOCATE OTHER SPEAKERS NEAR YOU, See
http://www.nsaspeaker.org/find_speaker/index.xpl

ATTEND AN NSA MEETING OR CONVENTION. You do not have to be a member to attend most events. See the calendar at
<https://www.nsaspeaker.org/meetings/index.xpl>

TO SEE IF YOU QUALIFY FOR NSA MEMBERSHIP, See
<http://www.nsaspeaker.org/join/index.shtml>

TO SEE IF YOU QUALIFY FOR SPEAKING CERTIFICATION, see
<http://www.nsaspeaker.org/competencies/index.shtml>

--Harvey Mackay-35 Ways to Stay Alive. In the course of speaking to innumerable audiences all over the world, Mackay has gleaned invaluable tips and tricks for giving speeches in any setting. He shares them here in his "35 To Stay Alive."
<http://www.mackay.com/howhelp/35alive.html>

--SpeakerNet News ezine. Subscribe free.
<http://speakernetnews.com/subscribe.html>

--Speak & Grow Rich, Dottie Walters.
<http://www.speakandgrowrich.com/index.htm>

--Speaking Coaching by Patricia Fripp.
<http://www.fripp.com/>

--Media Coaching by Joel Roberts.
JDRob36@aol.com

--Tom Antion's Speaking Resources
<http://www.antion.com/>

--Statistics on the professional speaking and meeting industries.
<http://parapub.com/sites/para/resources/speakstats.cfm>

--Free reports on public speaking skills. See
<http://www.schrift.com/tips.htm>

--Sandra Schrift's Speaking FAQs.
<http://www.schrift.com/executive/faqs.htm>

--Cigar PEG
<http://www.CigarPEG.com>

--BarksBlog. Tips on speaking and the media industry by Ed Barks
eBarks@BarksComm.com +1-540-955-0600

Example of email Signatures

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**Para Publishing. Dan Poynter: Author (100+ books), Publisher (since 1969), Speaker (CSP).**  
 Information Products on Book Writing/Publishing/Promoting, Parachutes/Skydiving, Expert Witness &  
 Aging Cats.

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[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com) More than 500 pages of helpful information: <http://ParaPublishing.com>  
 Showing people how to write, publish and promote their books--one presentation at a time.

<http://parapublishing.com/sites/para/speaking/speechdesc.cfm>, F-R-E-E Writing-Publishing-Promoting  
 InfoKits:

<http://parapublishing.com/sites/para/resources/infokit.cfm>

OR

When I am traveling my messages/replies tend to be short.  
 Thank you for your understanding.

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“Each step you take reveals a new horizon.
 You have taken the first step today.
 Now, I challenge you to take the next.”
 --Dan Poynter, CSP.