



How to Market Yourself as a Professional Speaker

Press Kit, Marketing Items, and Digital Media: When you create marketing material they should be professionally done. It is as imperative to protect the brand and image of Toastmasters.

Public Relations Press Kit might include:

- Testimonial Letters, News/Magazine Articles.
- Graphics and/or photograph, i.e. B&W glossy, 1 full figure & 1 head shot.
- Promotional items, such as DVD's CD's, YouTube Video.
- Personal blog's, podcasts, or websites.

Personal brochure or pamphlet should include:

- Type of speech, i.e. convention keynote seminars, workshops, or after dinner events
- An abstract which has dynamic speech title and a brief phrase or two about the content
- Bio description of who you are and your background and expertise.
- Indicate audience you wish to reach and specialty area (Education, Entertainment, Motivation, and Inspiration).

Preparing Yourself for a Successful Appearance: A speaker should be perceived as credible by the audience, i.e. honest, upright, and trustworthy, but also creditability is affected by the manner in which a speaker is dressed. **What are the basic rules of dress?**

- Dress slightly better than the audience. Dark shades of blue are the safest colors.
- Simplicity holds audience's interest. Don't wear anything that may distract
- Wear a solid color or a high-contrast 2 piece outfit which can contrast to background, if known.

What the Audience wants from a Professional Speaker: Audience wants to know What's in it for Me!

The popularity of a speaker which wins the goodwill of the audience is related to:

- the charm, friendliness and graciousness, and humility of the speaker.
- character traits of self confidence, tact, enthusiasm, and experience.
- mastery of subject, ability to think clearly, self control, and presence of mind.
- knowledge of the concepts of effective speaking, and knowledge of literature.

Connecting with the Audience: The Speaker should acknowledge their introduction. The event chairman should meet with you beforehand to be sure they can pronounce your name, places, or things in your introduction. You should control your introduction by writing your own which should include these elements:

- Why you are qualified to speak to this audience.
- Why you are addressing your particular topic.

Tips that Hold the Audience Attention: Professional speakers develop a repertoire of methods they can draw on at will to counteract negative feedback they see when reading the audience.

- Study faces and posture for alertness.
- Add humor, stories, dramatizations, pauses, ice-breakers.
- Have dialogue with audience, and interactive presentations.