



Top Ten Speaking Tips

We asked five top speakers what their top two tips were when it came to building their speaking careers. This is what they had to say:



Nikki Bush

1. Always get paid before you speak. Cashflow is king and you do not want to be waiting 30 - 90 days for payment. It can sink your business very quickly. Take full payment up front if the talk is in the next two months, to secure the date. If the talk is booked well in advance, take a 50% deposit upfront to secure the date with the remaining 50% due 7 working days before the presentation.

2. If you discount a talk or do it for free, ensure you invoice the full price less the discount so that the client appreciates the value you are providing for them. If you are speaking for a charity/NPO/NGO, then ask them to issue you with a Section 18A certificate which you can submit with your tax return.



Graeme Codrington

3. What problem are you solving? This is the most important question to ask and answer in your preparation. Be as specific as you can, and get the client input in advance - what problem do they have, and why do they think you'll be the solution. Be laser focused on adapting your material to meet this client need - every session will be different (not totally different, but just carefully crafted to match the client's need, rather than just showcase your expertise).

4. Get to know who is in the audience well before you speak and then use that information to feed into the content for maximum impact. The use of client's logos, case studies and specific information gathered through research goes a long way to developing long term trust with potential customers.



Njideka Orji

5. Take note of what you want your audience to remember from your speech and apply whatever you can to ensure you achieve this.

6. See your speech as a divine message, yourself as the vessel carrying the message, and the situation as an opportunity to contribute to the good of mankind.



Antoni Lacinai

7. Collect stories and examples in your life and record them into a story journal. Then when it is time to present, you will have many to choose from.

8. When you say something wise or funny that just happened in the moment, and you got a great reaction from the audience, remember it, refine it and use it again. That's gold right there.



Charlotte Kemp

9. Pitch your topic and yourself to podcasts who look for guests. You can find them on LinkedIn, Google or dedicated sites that cater for podcasters. Ensure your topic matches the purpose of the podcast and offer tremendous value. Invite people to follow up with you directly, perhaps for a free ebook or survey and then follow through on people who connect with you after the podcast. Treat each podcast like a real showcase event and you will get the most value out of it.

10. Be the biggest fan of your client's event. When you are confirmed to speak at an event, go and find the social sites and posts for that event and follow them and engage. Repost their marketing content and share what you are excited about seeing, speaking about or engaging with at their event. Offer to write a blog post or article, prepare a short video to market the event or be interviewed on radio or podcasts about the event.