

CELIA DELANEY

SpeakingSuccess

Promote your business through speaking

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iPersuade Masterclasses:

State - **iPrepare**

Style - iPresent

Structure - **iPromote**

Strategy - iPersuade



iPrepare

5 ways to get over your nerves:

- Get rid of limiting beliefs
- Use your body
- Identify your peak state
- Learn about speaking!
- Practise... in **short** bursts in front of **friendly** crowds

The Elevator Pitch needn't be
painful...

Introducing iPromote

iPromote

#1 Establish

immediate

rapport

#2 Identify
with their
problems

*#3 Increase
the need to
solve their
problems*

#4 Inspire
them with
your
solution

iPromote

#5 *Invite*

them to act

iPromote

- #1 Establish immediate rapport
- #2 Identify with their problems
- #3 Increase the need for them
to solve their problems
- #4 Inspire them with your solution
- #5 Invite them to act

iPresent

Remember

To be...



iPresent

Simple

Engaging

Xtraordinary

Yourself



iPresent: How to be a more engaging speaker

I came back of course, to huge applause. I had surprised them (not to mention myself) and they were delighted.

A TV journalist who was in the audience at the time said afterwards, I thought the talk was brilliant, but it was when I saw that I knew you were really good. We've since gone on to co-present together and to this day, she lives in fear that I will just say, 'Excuse me', and leave the stage without any further explanation.

Be warned: it will feel huge to you, but it will look quite normal to them. Your experience is not their experience.

If you want them to raise their hands, raise yours. If you want them to sing, you sing first. Believe me, the audience will generally give anything 50% of the energy you do, so you had better be big!

Quick guide to commitment

- Speaking is a contact sport
- Everything needs to be 'heightened'
- Rehearse being bigger
- It will feel weird, but it will look normal
- Simon says, "You raise your hand first."



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Secret #3: Handle the backchannel

If you've never heard this phrase before, the backchannel is what is going on between the audience members and, increasingly, thanks to social media, with the outside world.

I think of it as anything outside of you. I include the conversation the audience members are having with themselves as well as any actual or virtual conversation they might be having with another person.

Get inside the conversation in their heads

One of the most powerful things I ever learned about marketing was 'get inside the conversation in their heads.' If you can speak into what is currently troubling someone, what is keeping them awake at night, then you have their attention.

This can work very well when you speak to people and say, "Now I know what you're thinking..." provided (and this is the caveat)... you get it right. If you get it wrong, you just took one step backwards in the snakes and ladders of the rapport game.

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Coming soon...!

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