

## 1 Introduction

I can remember day it happened 11/12/1989  
Tapes Zig How powerful  
I wanted to be that man - problem - pants at PS  
as usual I didn't do anything about it.  
2 things changed - Brian Tracy - TI started  
Still not focussed on PPS until 2002.  
Won international and Frank Furness suggested I should think about being PPS  
Philip Khan Panni was president of PSA so I joined - very quickly puzzled  
People at top not earning from speaking - training, masterclasses, workshops, consultancy, MC  
very few from speaking. After 10 years I thought the same messages were being repeated so I  
drifted off and did other things. Last year I rejoined and the position was exactly the same. I  
assumed there was a position for a PPS no then only a year ago I read an article by Alan weiss.  
World is changing no one should call themselves a PPS . OhMG my dream job doesn't exist.  
Why? That was the first of many questions I was to ask myself over the last 12 years ago. I  
already had lots of wrong answers and in my desparte journey I was to make many more mistakes  
as well. I've distilled my blunderings into a series of questions that I hope will help you find your  
Incidentally as I said in my e-mail you will only need some blank paper and a pen today to jot  
down my questions and your answers to them. If you get lost at all I have written a summary set  
of notes and a list of all my questions which are on my web -site and you can download them.

One more thing before we start there will be some of you I'm sure who say I'm not interested in  
running a business or using my Toastmaster skills for anything but improving my job prospects  
which is fair enough. One word of warning - that's how I started! But even if you're determined to  
not use your skills outside I think it's helpful to understand how your skills add value to your role  
and I have a few suggestions for things you might do later.

So let's get started. Ironically when I first did a session like this for Excalibur I started by asking  
people two questions 1. What type of speaker do I want to be and 2 what do I want to get out of  
it . It turns out that those were the two worst questions that I could have started with - they are  
in fact probably the last two questions you should ask yourself. Let's start with a more sensible  
starting place.

## 2 Question 1. What am I going to talk about.

Not anything . That's easy but wrong- Kevin Baggs  
What are you an expert on. - Alan Weiss - Commodity - Experts are not - PSA slogan- Often comes  
from our jobs  
Building a niche (nitch, riches form nitches, switch your niche) that's narrow but broad - me  
engineers - be a specialist. That's for me!  
Sell Value to answer the question - Do I need what you've got.- How will your audience be better  
off when you've finished.

Now Psa made sense everyday skills low income/ top Roger Harrop CEO - it's about value.  
Simply put the bigger difference you make the more valuable you become.

Q1 - What are you an expert at

## 3 Find your target audience

who is your target audience & Is it worthwhile. Find people who need what you're offering and  
have the money to afford it.

The question do I need what you've got is one of two clients ask- Do I need what you've got and why should I buy from you? If you have deep experience (i.e. a niche) then it's a great differentiator and explains why people should buy from you. It's likely that great experience will come from your job where you already have good experience and I'm going to show you in minute why using your job will magnify your efforts. For me that's clearly in Engineering. I've been in engineering for 40 years so immediately I speak from deep experience. Feedback from engineers on sessions. - gold dust

Can they afford you - to fee or not to fee

Q2 - Who are your target audience - who are the people you can add more value to .

4 Where do I start - with 1 product and close to where you work.

Where you going to start - at work. Why it adds credibility and that's what sells. Errol Williamson - underlines to fee or not to fee,

Boston Matrix - why start with one item and make it a cash cow

Q3 - If I'm starting today what 1 product would I pick that is my strongest?

Ansoff matrix - shows why with one item you can get new clients then develop more products to take to your existing clients (see slides) Sandra Lawes - don't take my own advice. My experience with Airbus. Become the go to person. Write a flyer on your skills and give it to your boss.

Diagonal - Simon Bucknall - early adopters.

Q4 - Who can I start with as early adopters?

## 5 Just to summarise

1. Pick a subject you're an expert on
2. Choose your target audience as the one you add the most value to.
3. Start with one product close to your job, and sell it hard until it's a cash cow.
4. Develop second product and go back to existing clients. And so on.

## 6 Just a word for the special group stay in companies

If you're one of the group who stay in the company don't want to develop products or have clients these lessons are still important. It's good to know what you offer that's high value and who you offer it to. Your best client may be someone who offers you a job at an increased salary. Log what you do to understand which skills you use and why they improve your job. Tony Bunbury talk/listen. It will help you if you get promoted and you have to train someone else to take your role. But almost certainly if you're good at something people will ask you to explain how you've achieved your success. Your company, professional institutions etc so it's good to be well armed with that knowledge.

## 7 What standard of speaker do I have to be to speak in public.

Lower than you think. ACB is fine. Some want higher - DTM- even World Champion- but it's not necessary because if you've followed my argument before you'll know content is king. Only in Toastmasters do we worry about what your arms are doing the average audience asks 2 questions - did I enjoy it - What's in it for me.

I want to stress this because I think it's critical to our outside speaking. Alan Weiss - Bob Harvey.

I want to show you how it works :

Danajaya - Great - epiphany. Contrast Simon Sinek.

Ron Rosenhead - too much content - Fred Bloggs

To prove the point - Bank of England speaker.

## **8 Which skills should I improve**

Well you can pursue the world championship of public speaking but it's only a means to polishing your skills and may help you but they're not necessary.

**Q5 - What skills do you think will support what you want to do best?**

For me story telling is key even in engineering and speaking to inform .

I don't want to give you the impression that competitions are not valuable and aiming for the World Championship is great but because if nothing else District competitors learn the value of repeating their speeches up to 4 times and that's critical in learning to improve outside Toastmasters.

## **9 How to improve as an outside speaker?**

Start with small speeches to your target audience, often for free and get written feedback. Then re-write to address their concerns and repeat the process to connect with the target audience.

## **10 What are you like at sales?**

People at the top of the PSA were also often from a sales background. If you don't know how to get sales you'll struggle. Even if you're good like Frank Furness it can take 3 years to build a business.

## **11 What do you want to get out of it.**

Important to know before you start so your expectations correct.

Do you want an income or to build brand.

Do you want to be an after dinner speaker or a conference speaker or something else?

## **12 Which business model will you use**

Full time speaker, part-time speaker or perhaps a free speaker who sells products at the back of the room?

## **13 Conclusion**

I hope my questions have helped you clarify your direction in a lot less time than I took me! From public speaking you can enjoy yourself, enhance your income and make a valuable contribution to work and society but it takes a strong sense of direction to get there so most of all I hope from now on, whatever you do in Toastmasters you always speak with purpose.