DO YOU
INSPIRE,
MOTIVATE,
OR SIMPLY
PERSPIRE?

A PUBLIC SPEAKING GUIDEBOOK

COWCATCHER
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INTRODUCING YOUR SPEECH COACH

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gofundme.com/prisonvolunteer
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OPPORTUNITY TO MAKE A DIFFERENCE
01 Everybody can benefit from public speaking coaching.

"Give a person a reason to learn and watch them become a student."

I've learned that once motivated the inspiration to work on communication skills has a tendency to show up. Getting tips and gaining experience in public speaking offers the opportunity to overcome any overwhelming fear of self-expression.

Even though people want to enjoy being able to articulate their thoughts, aspirations, and experiences, few individuals look for (let alone hire) a speech coach. For the most part, people are painfully aware of the importance of having positive speaking experiences. My mission is to remind people that their reputation is nothing more than the stories people tell about them. Why not choose which stories people will tell by telling them first?

Communication is a key ingredient to living a peaceful, healthy, fulfilled life.

Therefore, go to your destiny with all kind thoughts, enjoy the process of creating a legacy, and remember to take pleasure in the journey.

Your coach, Jodie Randisi

www.do-the-write-thing.com
02 Understanding Personality Styles

When you honor your personality style as well as the style of others, you can't help but become a better friend, family member, employee, employer, leader, and, of course, speaker.

“When you recognize, understand, and appreciate basic personality styles, your communications skills improve by 400%.” JR

Even though there are many personality inventories and surveys you can take to uncover your personality style, there are only four basic types of personalities.

PLAYFUL
POWERFUL
PEACEFUL
PERFECT

Here's what you should know...

People usually have one or two dominant styles. If they have three, that indicates one is a mask. If an even combination of four styles shows up, one of two things is happening. One, the person doesn't have a clue, or two, they are PEACEFUL and having trouble making choices.

As a speaker, what good does it do to know this? First of all, when you're speaking using your natural talents, giving presentations in public is actually enjoyable.

For example, a PLAYFUL person is known as the extrovert, the talker and optimist. They'll make points through storytelling because they excel at keeping people entertained. However, they can become overconfident and forget to prepare.

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02 Understanding Personality Styles

Here's what you should know...

A POWERFUL person likes to lead, not follow. They are born decision makers and excel at motivating others by putting their influence to work. They must work at not coming across as insulting or judgmental.

A PEACEFUL person is at their best when promoting much needed balance to viewpoints. They have to make a consistent effort to keep their energy level up so that they don't appear too blasé.

A PERFECT person is at their best when giving information and helping people understand tough subjects. They are known as the introvert, the thinker and pessimist. However, they can lose their audience by going overboard with details. Yet, they’re the people you can count on to get it done right.

Know that every audience will likely have a smattering of all types of personalities, not to mention moods or agendas.

“You can't please everyone, so don't try. However, it's a good idea to sprinkle your speech with something you know everyone will like. I'm talking about humorous stories.” JR

Take whatever quiz or personality style inventory you like and pay attention to the results.

RECOMMENDED (see resource list)
INTERACTIVE JOURNAL Do You Know Who You Are? Discover the Real You, by Megan Kaye. Written with teens in mind but also gives adults reasons to reflect.
PUBLIC SPEAKING SELF ASSESSMENT Get specific and concise feedback in several areas. It's free and online.

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Who is that person and why are they speaking?
03 Proper Introductions

Here's what you should know...

The announcer says, more or less, "Our presenter has done this and that and the other thing. Please help me welcome." BORING! If left up to the person who invited you to speak, this is what will most likely happen unless you take control and stage your entrance (or the entrance of the person you are introducing).

"After you introduce me, turn and face the direction I'm coming from and start applauding. Greet me at the lectern and shake my hand. Thank you for your help in setting the mood and creating an atmosphere of professionalism." JR

A proper introduction sets the tone and bolsters the speaker's opportunity for success. If the audience is bored before the speaker arrives, he or she has to work twice as hard to recapture their attention.

As THE INTRODUCER you should...

- Present enough information to establish credentials.
- Give the audience as many reasons to listen as possible.
- Be brief but interesting.

As THE INTRODUCER you should NOT...

- Read an endless list of schools attended.
- Give away the plot of the message.
- Get off track and turn the introduction into a speech of your own.
STUDENT ASSESSMENT

Prepare your own 30-second (no more than a minute) elevator speech, aka your speaker introduction.
KEY INGREDIENTS IN A GREAT SPEECH

legacy (n). what you leave behind
04 Key Ingredients in Great Speeches

Here's what you should know...

PREPARATION IS ESSENTIAL
A great talk starts out on paper. I maintain two non-digital files to keep presentations fresh and sprinkled with relevant information. Be sure to note sources so you can give credit where credit is due.

- FUN STUFF - JOKES
- ARTICLES OF INTEREST

CONTENT IS KING
A great talk makes people care about specific issues. It's also credible and memorable. Somewhere in a great talk, the audience is called to action. It's not just about the speaker's presence. It's about the words he or she chooses to employ.

YOU NEED A STRONG OPENING
Capture the audience with unexpected creativity, credibility, or passion. Start with an interesting statistic or little-known fact. Add emotion, such as, “Would it surprise you to know ...?” or “Would it horrify you to know ... ?” By far the most effective way to open a speech is with a compelling story. Get them laughing and they'll like you and listen to your message.

I don't think you should ever say, “Ladies and gentlemen, what a pleasure to be speaking to you all. I’m excited to be talking about ...”

For exercises and more information, check out Jodie's Do the Write Thing workshop and workbook.

www.do-the-write-thing.com
04  Key Ingredients in Great Speeches

Here's what you should know about...

**SPEAKING WITH EXPRESSION**
The only way to give a good talk is by being yourself and letting your personality shine. Do this by sharing personal experiences or anecdotes. Use language you would normally use. Don't use jargon or complicated vocabulary. Speak from the heart.

Charisma is more than words and gestures. Charisma involves being present in the moment and confident in what you're saying. Make eye contact and use your body and the space on stage to express your message.

**TIP:** Good news. Charisma can be developed with practice, especially if you think "conversation," not "lecture."

**CONFIDENCE IS KEY**
If you're not confident, act like you are. Self-confidence is a critical element of a great talk. You'll achieve it through tons of practice. Also, when you're sure your talk is well written, you'll naturally be more confident.

**STORYTELLING SKILLS**
If you're reading this, you most likely have experienced the power of storytelling. Stories not only add meaning to our lives, they also offer the opportunity to preserve our histories, both personal and universal. Everyone has a story to tell and a lesson to teach.

**HINT:** Stories are about people. Describe them so we can see them. Populate stories with flesh-and-blood characters that other people can relate to. And when they talk to each other, deliver the dialogue, don't report it.

For exercises and more information, check out Jodie's Do the Write Thing workshop and workbook.

www.do-the-write-thing.com
Prepare a list of stories you like to tell. Give them interesting titles. What point (or points) could you make with that story?
THE TOOTHPICK TEST

Constructive Feedback
05 The Toothpick Test

Here's what you should know about...

CONSTRUCTIVE FEEDBACK
The most helpful tool for growth is receiving personal feedback in a non-threatening environment such as in a Toastmasters meeting. Keep in mind that evaluating someone's speech is subjective and opinions will vary.

In Toastmasters, skills are scored on a scale of 1 to 5, with 5 being the highest. Categories include “vocal variety,” “eye contact,” “gestures” and “clarity.”

It's up to you to be discerning about which specific insights you will feel comfortable adopting.

TIP: A good evaluation includes both "liked best" and "what if next time...?"

STAGE FRIGHT to STAGE MIGHT
To combat nerves, do the following:
- Memorize your first 3 sentences. The rest will follow.
- Hold a cue card in your hand with numbered points and keywords to remind you of what to say.
- Research of your audience beforehand. Know what resonates with them before speaking.
- Video record yourself to see if you fidget. Practice good body language.
- Be realistic. You're not Zig Ziglar or Tony Robbins.
- Stay focused and do your job well.
- Speak passionately.
- Keep practicing. You will stumble here and there, but as you give yourself time and space to learn this skill, you will improve.

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PUTTING IT ALL TOGETHER

Brilliant Communication
06 Putting it all together.

Here's what you should do...

TELL STORIES, USE HUMOR and EFFECTIVE LANGUAGE
Be yourself, don’t become a talking head. You will establish better credibility if your personality shines through. Your audience will trust what you have to say if they can see you as a real person.

READ ONLY WHEN NECESSARY
Reading from a script or slide fractures the interpersonal connection. By maintaining eye contact with the audience, you keep the focus on yourself and your message. A brief outline can serve to jog your memory and keep you on task.

USE VISUAL AIDS SPARINGLY
Visual aids are best used to clarify content, or capture and maintain your audience’s attention. I found FREE Power Point, Google and Canva slides here: https://www.slidescarnival.com

KEEP IT SIMPLE
Slow down and keep your message simple. It's better to deliver less information that people can actually follow and understand than to cram a lot of content into a given time frame.

STUDY GREAT SPEECHES
When you hear a speech that moved you, get the transcript so you can study how the speech was constructed. How did the speaker open? What did the speaker do to engage their audience? Was there a "foundational phrase" used to make the speech memorable? How did the speaker close? See RESOURCE LIST.

SMILE
Smiling at someone in your audience can help you feel calmer, less nervous, and more connected to your audience. It is really that simple
STUDENT ASSESSMENT

Choose one premise statement. Construct four different speeches, each with a different purpose in mind: to persuade, inform, inspire, and entertain.
RESOURCE LIST

Public Speaking Self Assessment

*Do You Know Who You Are? Discover the Real You* by Megan Kaye

*Do The Write Thing - User-Friendly Guidebook* by Jodie Randisi

Ultimate Reading List for Speakers

Transcripts of Great Speeches
OPPORTUNITY TO MAKE A DIFFERENCE

What's so great about Toastmaster prison clubs?

Rebuilding legacies, one inmate at a time.
REHABILITATION REQUIRES EDUCATION

“Think about why you end up in prison. It’s because you don’t know how to communicate non-violently. No other program benefited me more than Toastmasters.”

READ MORE AND DONATE HERE: GOFUNDEME.COM/PRISONVOLUNTEER
The Art and Science of Kindness

Somewhere out there is ____________.

someone calling my name.
If you enjoyed this ebook, please share it with others, but please don't change the content.

Jodie Randisi