

7 Steps to Effective Speaking



WORKSHEET

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©7 Steps to Effective Speaking Hand Out Talk Talk Network

Your Ideas

(The following table contains some ideas for you to consider (it's not exhaustive!))

Getting clear what it is you want to achieve will give you much greater success in achieving it!

	Memory Joggers	Notes / Actions
1. Audience	Who is in your audience? <ul style="list-style-type: none"> • Male / female/ • Employed / self employed • Their challenges / problems? • How can you help them? • What would be their objections to your outcome etc 	
2. Outcome	What is your key reason for your talk <ul style="list-style-type: none"> • Limit this to a top 3 	
3. WIIFM	<ul style="list-style-type: none"> • Why should they listen to you? • What's in it for them • Remember the 35%? 	
4. Involve	How can you involve your audience? If time invite your audience to try out what you are sharing with them (not always possible for short talks. <ul style="list-style-type: none"> • 'write this down' • 'hands up' • Turn to the person next to you ... • Quiz • Etc etc what else can you think of? 	
5. Motivation / Benefits	<ul style="list-style-type: none"> • What pain/ discomfort/worry are they moving away from • What do they want instead • What will be the benefit/s of taking the action you want them to take? 	
6. ACTION!	What action do you want your audience to take as a result of your talk? <ul style="list-style-type: none"> • Buy something • E mail address • Join a group (PTA, Board Member for example) • Answer some questions /research for you 	
7. You	A few questions to think about? <ul style="list-style-type: none"> • What is your message • What's important to you • Why do you want to speak • How confident are you • What are the gaps in your skill • What stops you doing this • What needs to happen for you to be speaking more 	

Actions



1

2

3

Thank you

I hope you enjoyed this session and have some ideas you can use next time you speak.

Be great to connect with you:

Free tips on web site: **www.speakinyourvoice.com**



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