



**FIG  
FACTOR  
MEDIA**



**AMAZING GUIDE**  
***TO BECOMING A SPEAKER***

A decorative yellow flourish consisting of three loops.

## INTRODUCTION

**Congratulations!** As you hold this guide in your hand, you are one step closer to becoming an accomplished public speaker. It's an exciting, fulfilling journey that I actually started as a child, though I didn't know it.

I was the little girl who enjoyed memorizing and reciting speeches and poems (sometimes in different languages!) and I even won some contests. I used to read at church every Sunday, often memorizing the readings, and I would practice the fluctuation of my voice to have the best effect. When I first heard the voice on the phone that said “the number you have reached is not in service,” I wondered how that lady got her job! I guess you can say I was destined to be a speaker.

*But over the years I've seen the shyest entrepreneur step up to the microphone with confidence, and I've come to believe that anyone with the passion to deliver a good message, prepare diligently and stay poised and collected in front of an audience can become a great speaker. Often all they need is encouragement, which is why I wrote this guide. I want you to experience the joy that I do when my message touches someone in the audience. After all, if you can inspire and motivate at least one person through your words, then all your hard work, planning and butterflies in the stomach are worth it!*

**Happy Speaking!** —Jacqueline Camacho-Ruiz



## CHAPTER ONE: *Why Speak?*

It's always good to know your reason for doing something before you get started, right? It helps you stay focused on your goal and even tailor your message.

For every speaking engagement you accept, you will have a specific message to impart. However, your reasons for presenting will probably entail at least one of these:

***Spread your knowledge.*** You may need to educate your audience on a complicated subject. For many audiences, it's easier to hear about a subject than read about it.

***Increase your authority.*** You know you're the expert. By speaking, audiences will realize this as well.

***Share your inspiration.*** Sometimes your goal may be to motivate people to better themselves. Open your wisdom to others and you may uplift and motivate them to action.

***Heighten awareness of a cause.*** You care about something. Through speaking, you can help others understand your feelings and get them to care about your cause as well.

***Persuade towards an opinion or action.*** You may need to get your audience "on your side" of a certain issue. Or you may want to make a sale in the end. Either way, you need to persuade your audience.

After you identify the objective of your speech, identify your main points and begin assembling the information needed for your speech's content. Make sure your speech has an organized beginning, middle and conclusion.

 **SIDEBAR:** 

**20 QUICK PLACES TO FIND CONTENT FOR YOUR SPEECH**

1. Websites
2. Daily life experiences
3. Blogs
4. Anecdotes told to you by others
5. Quotes from notable people
6. Interviews from reputable sources (or conducted by you!)
7. Curated content (e.g. top 10 lists)
8. Statistics on the topic
9. Infographics, images or visual aids
10. Your audience!
11. Industry trade publications
12. Your children or spouse (a different perspective can be useful)
13. Travel experiences
14. Religion or spiritual leaders and books
15. Undercover experiences
16. Folk tales or children's stories (e.g., Aesop's fables)
17. Original research on a topic
18. Personal observation
19. Personal adversity
20. Law and legal precedents

## CHAPTER TWO: *LEARNING TO SPEAK*

If your goal is to become a competent speaker and you lack experience, remember that every great speaker was once in your shoes. The good news is there are a lot of paths available to your goal—and the journey is a lot of fun!

### **Learning Through Education.**

While some people will head to their nearest community college to take a course in public speaking, the internet has a plethora of information, hints and tips about public speaking, all for free! While these resources will give you the basic structure and ideas of how to speak, they often will not give you the opportunity to practice your desired presentation. For that, you will need to learn from experience, evaluation and coaching.

### **Learning Through Experience.**

Most speakers start out speaking wherever, whenever they have an audience for their presentation. In most cases, you are speaking for free so risk is low for both you and the audience. There are two organizations I recommend for fabulous speaker experience and training:



- **Toastmasters International** This group gives you not only the opportunity to practice your skills in an organized way, but also the chance to receive constructive evaluation and feedback from your audience to help you become a better speaker. They even give out awards for the best speakers each meeting. Go online to locate your local chapter.
- **Dale Carnegie** The Dale Carnegie courses have been training public speakers, building leaders and boosting the self-confidence of industry professionals for more than 100 years. Their courses help you shed your fear of an audience and give you solid training to become a better communicator in all areas of your life. Visit [dalecarnegie.com](http://dalecarnegie.com) to find a training session near you.

### Learning with a Coach.

There are many qualified public speaking coaches available to help you with your specific presentation or through your personal stumbling blocks. If you are pressed for time, a personal coach might be the way to go. They will videotape your presentation and review it with you, giving feedback not only on the content of your speech but also on things like your:

- Introduction
- Audience Engagement
- Overall delivery
- Gestures and movements
- Use of visual aids
- Overall impact on the audience
- Conclusion
- Overall achievement of your objective

However you learn, know that the more you speak, the more comfortable and masterful you will become in your presentation of the material and your delivery.

Remember, *every speech you make is better than your last!*

## The Anatomy of a *Good Speaker*

With a speaker at the podium. Tips relate to body parts. We can do this with the tips surrounding the speaker near her body parts OR iconography with body parts..here are the points I want to make..

### FEET

- Stand with equal weight on both feet
- Do not sway or rock
- Feel free to move, but move with purpose to emphasize your point

1

### HANDS

- Make genuine and meaningful gestures
- Don't touch your face, hair, etc.
- Don't clutch the podium

2

### SHOULDERS

- Stand up straight and tall.
- Shoulders back. Take the stage with confidence!

3

### EYES

- Make eye contact with the audience
- Address all sides of the room
- Refer to notes. Try not to read them.

4

### MOUTH

- Speak at a moderate rate for easy understanding
- Vary your pitch to make your presentation interesting
- Speak loudly enough to be heard

5

### EARS

- Listen for audience feedback.
- Pause for laughs and reactions before continuing

6

### HEAD

- Prepare well for every speech
- Organize your speech with an introduction, 3-5 main points and a conclusion.
- If applicable, ask the audience for questions.

7



## CHAPTER THREE: *Becoming a Paid Speaker*

**F**or many people, the end goal of becoming a good speaker is to become a paid speaker. It's not a farfetched notion. Many organizations will pay good money for keynote speakers, industry experts, panel discussion members and breakout presenters. What's more, many of these opportunities will come to you by surprise.

However, in most cases you have to accomplish a few things before the phone starts ringing:

- 1. Perfect your craft.** You should have enough “free” speaking engagements and experience to be confident enough to be a paid speaker and have a small following of people who have seen you speak.
- 2. Let people know you speak.** Promoting yourself (see chapter 4) is important. You cannot be called unless people know you are available. Let everyone in your online and offline networks know that you are a qualified speaker and the types of engagements you are seeking.





**3. Ask for testimonials and feedback.** Many times after you speak, the audience members will be asked to review you or fill out a comment card. Ask to see these so you can use some of the positive feedback in your promotional materials.

**4. Seek out opportunities.** Apply to local and national (if desired) speakers' bureaus. They are used regularly by companies to find desirable speakers for their engagements. Develop a hit list of engagements or companies you would like to address. Find out who to talk to at these organizations.

**5. Know how much to ask for.**



## SIDEBAR

### REMINDERS FOR PAID SPEAKERS

**A**sk if the stipend will include travel. Get specific answers before accepting.

-Ask about available A/V equipment and what you should bring. Be specific about your needs.

-If you have handouts, ask the coordinator how many will be needed and/or if they could have them printed.

-If you are an author, make sure it is ok to sell your book onsite at the engagement.

## CHAPTER FOUR: *PROMOTING YOURSELF AS A SPEAKER*

**Y**our success as a speaker will be in direct proportion to how well you promote yourself. People cannot book you if they do not know what you have to offer.

There are three very important gears which every speaker should make sure are turning while they are seeking their next speaking engagement. Any and all are recommended as you strive to grow your popularity as a speaker:

### *🌀 The Speaker's Kit 🌀*

The speaker's kit is the "must have" for anyone wishing to be a paid speaker. The speaker's kit provides the prospective client everything they need to hire you for their next event. At minimum, a speaker's kit will contain:

- *Your biography (no more than 300 words)*
- *Your high-resolution photo, suitable for print reproduction*
- *A description of the type of speaker you are*
- *A list of places you have spoken*
- *A list of presentation titles/topics you are available to speak about*
- *Testimonials from people who have seen you speak*
- *Video clips of your speaking engagements*

### *🌀 A Speaker's Website 🌀*

When someone searches for your name on the internet, what will they find? If you have a speaker's website, apart from your company website, they will find YOU.

If you are serious about creating a presence as a speaker, a branded website reinforces your identity, and adds credibility and professionalism to your offering as a viable speaker for company functions. Here, prospective customers can get a better sense of who you are, what you speak about and why. They can also see a calendar of your upcoming engagements and plan accordingly. The website is a great vehicle to drive people to send you an inquiry form for an engagement or pick up the phone and book with you directly.

The website should be specifically for your function as a speaker and should have a url with your name in it, such as johnsmith.com or bettyHspeaks.com.

## 🌀 Your Social Media 🌀

Social media is a speaker's best friend! Whether you use your personal page, a company page, or create a fan page of your name (e.g. John Smith, keynote speaker), outlets like Facebook, Twitter, etc. are great ways to get the word out about your speaking engagements, availability and more.

You can also create event invites and post photos and videos after each engagement. Now, you can even post a Facebook live video stream of your presentation, or a video invitation.

When speaking, be sure to always tell your audience to “follow” or “like” you on your social media so your audience keeps growing. It's a great way for you to keep in touch with potentially everyone who has ever seen you speak!

While these are three top ways to promote yourself as a speaker, there are many more, only limited by your imagination and budget. *For example:*

- Printed posters
- Promotional postcards
- Landing pages
- Eblasts
- Press Releases
- Media Appearances
- Blogging/Guest Blogging



**hope** this guide has helped inspire you to take the stage and share your important message with the world! Whether you have never spoken before or are an experienced speaker ready to take your craft to the next level, we can help you at Fig Factor Media. We have catapulted many authors to national notoriety as speakers and would love to do the same for you.

🌿 **Happy speaking!** 🌿

**FIG FACTOR MEDIA**

Jackie Camacho-Ruiz

[Jackie@jjrmarketing.com](mailto:Jackie@jjrmarketing.com)

2135 CityGate Lane Ste. 300

Naperville, IL 60563

630.441.6057



## ABOUT THE AUTHOR OF “The Amazing Guide” series

Jacqueline Camacho-Ruiz is the CEO of JJR Marketing ([www.jjrmarketing.com](http://www.jjrmarketing.com)) and Fig Factor Media LLC ([www.todayslatina.com](http://www.todayslatina.com)), founder of The Fig Factor Foundation ([www.thefigfactor.org](http://www.thefigfactor.org)), author of eight books ([www.jackiecamacho.com](http://www.jackiecamacho.com)), international speaker, and pilot. Jacqueline speaks to hundreds of audiences about marketing, servant leadership, finding your passion, achieving success in business, and book publishing, and has addressed the United States Army, BP International, United Airlines, Allstate, and Farmers Insurance among other corporations. If you or an organization you know needs as speaker, **please get in touch at:**

<http://www.jackiecamacho.com/contact>.