

## Speak and Succeed- How to Use Public Speaking to Easily Attract Clients

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Do you know that most people are more frightened of giving a speech than they are of dying?

Many business people make it to the end of their careers without ever standing in the front of a room, speaking their mind and sharing their professional wisdom. Do not let this occur in your business.

Standing in front of a group of your peers and speaking your truth can give you one of the best feelings life has to offer.

Speaking can be scary, nerve racking at first, and even frightening. Eventually, though anybody can give a good speech -and even a great speech. I assure you with experience and practice and, possibly, some good speech coaching, the day will come when speaking is as easy and as pleasurable as singing in the shower.

Giving a speech is an opportunity to share your passion, your ideas and your expertise with others. Just like a book or a tape or a song can impact someone's life in a positive way, so can a speech. When people listen to a speaker they think about their own lives. They take the speaker's words with them, and their lives can be changed forever.

Speaking can also be great fun and it is a surefire way to increase your professional success. Here are eight important reasons to start speaking to promote your business.

1. Become recognized as an expert in your field. When your name is on the event flyer and you are standing in the front of a room speaking on a topic, the audience members assume you are an expert on that topic. The more potential clients think you are an expert, the more likely they are to do business with you.

2. Meet More People Faster. People do business with people they know, like and trust. Speaking gives a whole group of people the opportunity to get to know you at one time. When anyone in your audience needs the services you provide, they will be more likely to

call you because they have already met you and have begun to know you, like you and trust you.

**3. Educate Potential Clients.** When you speak to promote your business, you have an opportunity to educate the audience about your industry and your business. People will know about the services you provide, what kinds of clients you work with, and what a client can expect from you. This can save you phone time and help you to pre-qualify potential clients.

**4. Create New Opportunities.**

Speaking will allow you to go before groups of people that you may not otherwise meet. This can help you expand your sphere of influence and provide you with a variety of new opportunities.

**5. Meet Other Leaders in Your Field.**

Speaking allows you to meet other people who are experts in your field. One day you may find yourself on the platform with the person you admire most.

**6. More Clients, Contracts and Commissions.**

Speaking can be far more cost effective than direct mail, advertising, or cold calling. The rate of return on the time investment you make to prepare for and deliver a speech could turn out to be the smartest action you could do to generate new business. If you have a strong delivery and give a high content speech, you could get at least one new client every time you speak.

**7. Increased Visibility.**

Whenever you are in the front of a room speaking to a group, you are being noticed. People will remember who you are and what your business does. The more people see you and see your business name, the more successful people think you are. Often, when you speak to a group, the group publicizes the event. Many people who do not attend the event will still read the information about your business and may give you a call.

**8. Keeps You in Touch with the Public.**

Speaking keeps you in touch, and keeps you on your toes. It allows you to discover what issues are of concern to the people in your audience, and understand public perception of your industry.

Before you decide to contact an organization about speaking, first decide what you are going to talk about and give it a catchy title. For example, instead of titling a speech "How To Take Risks," use a more snappy title like "Risking Your Way Toward More Success". Once you are clear about what you want to talk about make some calls and offer yourself as a speaker. Here are ideas of where to look for a free podium. Many of these groups need speakers all the time.

#### Chambers of Commerce

In every city a Chamber of Commerce has several program meetings a month. These programs frequently use speakers on a variety of topics.

#### Service Clubs

Every week service clubs such as, Kiwanis, Rotary and Soroptimist have a meeting and need speakers.

#### Industry Specific Associations

Every industry has at least one association such as the Council of Realtors or Sales and Marketing Executives or Financial Women International. These groups have monthly meetings and quarterly conferences and conventions. Call the program chair and offer your speech.

#### University Extensions

Contact different academic institutions in your area. Each of these offer classes to the public taught by professionals. This is a great way to establish professional credibility in your community.

#### Professional Associations

There are several groups that are not specific to a particular industry but rather to any business people in the area. Talk to business people in your area and ask them which groups they belong to. Also do an internet search to identify groups in your area. These types of organizations are always looking for speakers.

#### Hold Your Own Event

Consider holding your own event to educate potential clients about your business. You can host an event in your office, in a rented room in a hotel, or in a conference room at the office of a friend. This idea allows you to showcase yourself and your business in the best way possible.

Regardless of your skill level today, the best way to really win when speaking is to speak whenever you can, wherever you can, and practice, practice, practice. Get ready, get out there, and speak your mind.

Caterina Rando, MA, MCC, helps entrepreneurs attract clients with ease. She is a business success coach and author of the national best-seller "Learn to Power Think." To find out about her book, presentations, free e-zine and other resources, visit <http://www.caterinar.com>. Caterina can be reached at 415-668-4535 or by email at [cpr@caterinar.com](mailto:cpr@caterinar.com).