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## WELCOME

In keeping with the theme of my last two newsletters, this month's article continues the discussion about speaking as a powerful marketing strategy. In order to be a great speaker you must be able to connect with the audience. Most great speakers talk in such a way that the audience can easily understand the speaker's message. They tell stories, they ask questions, they involve the audience. They don't stand behind a podium and pontificate in seven syllable words! This month's article sets forth 10 keys to becoming a great speaker. See how well you stack up.

## ARTICLES

### 10 KEYS TO BECOMING A GREAT SPEAKER

Are you a great speaker? You are well on your way if you do the following:

1. Connect with the audience quickly – in the first 60 seconds. Often this can be accomplished by asking a question.
2. Speak with influence and confidence (but not arrogance). You can motivate the audience to feel, think, and act differently. You can make a difference!
3. Involve the audience. This can be done by questions and answers, exercises, and role-playing. It helps the audience retain what you are saying.
4. Practice, practice, practice! Rehearse (out loud) your presentation until you know it cold. Never read your notes or your Powerpoint to the audience.
5. Walk purposefully to the front of the room to begin your presentation. The audience will feel your confidence. Once speaking, don't sway or pace nervously. Keep your hands at your sides unless you are gesturing for a purpose. Then make those gestures grand.
6. Vary your tone of voice, smile often and show interest in your own subject. Your body language reflects your comments.
7. Take a deep breath before you begin to help steady your nerves. You can also try walking around the block or isometric exercises to ease any stage fright.
8. Remember to pause periodically. Pausing adds energy to your voice and helps draw the audience in as well as gives them a chance to absorb what you are saying.

9. Don't "graze" with your eyes from one person to another. Keep eye contact with each person in the audience long enough to make a connection, then move on to look at another person.

10. Focus on having a conversation with the audience rather than giving a speech. Just be yourself.

If you are looking for ways to grow as a speaker, think about joining the National Speakers Association. You can find out more at [www.nsaspeaker.org](http://www.nsaspeaker.org). You may also want to check out your local Toastmasters group at [www.toastmasters.org](http://www.toastmasters.org). And, of course, you may wish to hire a presentation coach to help you take your speaking skills to the next level!

## **NEWS & ANNOUNCEMENTS**

**Assessments.** Assessments can be powerful tools for individuals and organizations alike to reach their true potential. Rainmaker Strategies offers the following assessments:

**DiSC Personality Profile** - The DiSC Assessment indicates one's personal communication and behavioral style. It identifies strengths and challenges and makes clear recommendations for increasing overall effectiveness and ability to communicate with others.

**Time Mastery** - The Time Mastery Profile provides an assessment of one's current time management effectiveness and clearly pinpoints the specific actions that will most profoundly impact productivity and effectiveness.

**360 Feedback** – 360 Feedback is a method and a tool that provides each employee the opportunity to receive performance feedback from his or her supervisor, peers, direct reports, and customers in addition to the employee's self assessment. A development plan can be created from the results, allowing the participant a clear path to leverage strengths and develop areas of opportunity.

Contact me at [Barbara@Rainmaker-Strategies.com](mailto:Barbara@Rainmaker-Strategies.com) to find Out whether assessments are right for you and your business.

### **Making Rain Out of Mist Program.**

If you are a lawyer ready to take your business development efforts to a new level, my Making Rain Out of Mist step-by-step practice building program may be just the thing. Consisting of a comprehensive workbook and four audio CD's, the program is designed to help you clearly identify the vision of your perfect practice, including the type of clients with which you wish to work and in what area of law. The program then helps you determine the best marketing strategies to make that vision a reality, and helps you master the subtleties of converting a prospect into a paying client without coming off like a salesperson.

Want to know more? Please contact me directly at [Barbara@Rainmaker-Strategies.com](mailto:Barbara@Rainmaker-Strategies.com) or go to my web site at [www.rainmaker-strategies.com](http://www.rainmaker-strategies.com) and click on the Products link.

Booklet Information. To purchase your copy of my booklet, Business Development: 97 Quick & Easy Tips For Lawyers, go to my web site at [www.rainmaker-strategies.com](http://www.rainmaker-strategies.com) or send me an email at [Barbara@Rainmaker-Strategies.com](mailto:Barbara@Rainmaker-Strategies.com) and I'll be happy to process your order. Cost is \$5.00 for a single copy (plus tax where applicable and shipping).



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