

Public Speaking for extra PR.

I'm Richard Tierney, the Introverted Presenter. I've learned how to use public speaking as a PR tool and I'll show you how you can too.

Some time ago, I started my own creative agency. With little in the way of a marketing budget. I found that by volunteering to speak at events which my target market attended I could gain valuable exposure and this – for me – was a lot better than traditional methods of networking.

I had a head start in that I had worked in events for many years. I had the chance to see the best in the business and – unwittingly – I had learned from all of them. So it really was a case of putting into practise those lessons I had already learned.

If you think you can speak, and I'll tell you how to structure a presentation, then the opportunities which come along can be grabbed and exploited.

These are the three parts of a good presentation:

1. A good opener, think ABC: Attention Grabber; Benefits; Credentials
At the start of your presentation you should grab your audience's attention and then give them a good reason to keep paying attention.
2. A structured story with a beginning, middle and end, or as trainers often say:
 - a. Tell them what you're going to tell them
 - b. Tell them
 - c. Tell them what you told them
3. A great finish which tells your audience EXACTLY what you want them to do as a result of listening to your speech.

Constructing a presentation is NOT done in the order you deliver it.

- First Formulate the **Structure**
A great close which tells your audience in no uncertain terms what you want them to do.
A bullet pointed story which leads up to that end
- Second Write the **Text** of your speech. Every word you will say
- Third Formulate a great opening **ABC**
- Fourth **Repeat** until you are truly familiar with your text
- Fifth Finally, make any **Slides** you might need, and keep them simple

Easy to remember as it spells **STARS** – and you will be a star if you do.

It's been said that learning public speaking is like playing chess. The rules can be explained in a very short time, but you can spend a lifetime perfecting it. The way to do it is to start.

The Introverted Presenter coaches you to be the best you can be when you absolutely have to shine.

For more information please see, www.IntrovertedPresenter.com
or contact me **Richard Tierney** on rt@creativetalks.com or 020 323 999 02

When writing your speech, you'd do well to bear in mind -

GEORGE ORWELL'S SIX RULES

1. Never use a metaphor, simile, or other figure of speech which you are used to seeing in print.
2. Never use a long word where a short one will do.
3. If it is possible to cut a word out, always cut it out.
4. Never use the passive where you can use the active.
5. Never use a foreign phrase, a scientific word or a jargon word if you can think of an everyday English equivalent.
6. Break any of these rules sooner than say anything outright barbarous.

“If you simplify your English, you are freed from the worst follies of orthodoxy. You cannot speak any of the necessary dialects, and when you make a stupid remark its stupidity will be obvious, even to yourself. Political language...is designed to make lies sound truthful and murder respectable, and to give an appearance of solidity to pure wind. One cannot change this all in a moment, but one can at least change one's own habits, and from time to time one can even, if one jeers loudly enough, send some worn-out and useless phrase...into the dustbin where it belongs.”

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