



**Say it!** *Hear it!*

*The Power of Effective Communication*

**SPEECH  
PREVIEW**



Ready2Go  
MARKETING SOLUTIONS

# Say It, Hear It!

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The Power of Effective Communication

## Speech Package Preview

**Congratulations!** on purchasing your very own Ready2Go Speech.

While we hope that you are using this product in conjunction with the Ready2Go Teleseminar, Workshop, Audio Training Program and Special Report, this product alone is a great tool for growing your business.

When it comes to public speaking, chances are you are in one of two camps - you either love it or you hate it. For those of you that love it, FANTASTIC!!! The Ready2Go Speeches will be a powerful tool to use as part of your marketing strategy.

And for those of you that hate it, no worries!! You are a part of “camp majority”. But the good news is that just by purchasing a Ready2Go Speech, you are making a viable effort toward using speaking to grow your business. If you apply the tips you learn in this Speaking Guide, and combine it with a professionally crafted Ready2Go Speech, you are more than half way home!

You understand that speaking is an important part of growing your business. You can do it without speaking, but you’ll do it faster and easier with speaking. Instead of meeting one person at a time, speaking allows you to meet numerous people at once, who want what you have to offer. Speaking also puts you in the position of the expert. You get to provide value and allow the audience to experience you as a knowledgeable, caring person who can help them solve their problem.

And remember, just like with anything new, it takes practice to get better. The more you practice the better you get. The better you get the more comfortable you become. And the more comfortable you become, the more you enjoy it!

Here’s to your enjoyment and success!

A handwritten signature in black ink that reads "Kim".

Kim Clausen,  
President  
Ready2Go Marketing Solutions, Inc  
Kim@Ready2GoMarketingSolutions.com

P.S. Please be sure to tell us about your experiences. We are excited to hear!

## What You Get in Your Ready2Go Speech® Program

With the Ready2Go Speech® you get more than 50 pages of:

- Professionally scripted 30 minute speech on highly relevant topics for your target audience. Easily customizable to any audience by adding in your own unique personality, delivery, stories, anecdotes and applications.
- Speech overview to give you a summary of the key points covered
- Speech outline for you to use as your guide when delivering your speech
- Delivery Tips for each specific speech
- Speaking guide which includes
  - Tips on where to find places to speak
  - Instructions on how to land speaking gigs which include
    - Phone script and inquiry letter
  - Marketing documents such as
    - Complimentary consultation sign up form
    - FREE offer sign up form – for your FREE report, eBook, audio, newsletter, etc.
    - Product order form
  - Guidelines on how to adequately prepare for an awesome presentation
  - Suggestions on ways to get the most exposure with your speaking engagement
  - How to secure a complimentary consultation
  - Guidelines for a powerful introduction
- Delivery Tips – tips of the trade from the pros on how to deliver a great speech

# About Ready2Go Marketing Solutions, Inc.<sup>®</sup>

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## About Ready2Go Marketing Solutions, Inc.®

### Ready2Go Marketing Solutions, Inc. – Instant Information Products to Market Your Business

Ready2Go Marketing Solutions, Inc. provides small business owners with turn-key marketing products, so that they can **spend less time marketing and more time growing their business.**

Ready2Go Marketing Solutions, Inc. offers a suite of **plug-n-play marketing solutions such as fully-developed workshops, teleseminars, speeches, audio training programs and special reports.** These tools are ready-made for coaches, consultants, trainers and speakers to customize and brand as their own saving tons of time and effort.

By creating these completely developed products, we've **eliminated the difficult and time-consuming task of content creation, so small businesses don't have to worry about marketing and selling.** Instead they can now put their marketing on auto-pilot and focus on doing the work they truly enjoy.

Our products include everything small businesses need to deliver value added products to their clients and prospects. It's marketing made easy!

## We Have Common Bonds

Like you, we are business owners and coaches who struggled with the lack of marketing materials to grow our own businesses. We were frustrated by the choices, the availability and the accessibility of quality marketing plans and materials that actually work.

So we did something about it. We went out and crafted marketing strategies that are highly effective, boldly innovative and dazzlingly creative.

We have professional marketers, training developers, copywriters, and speech writers who are poised to provide you with the highest quality products and services to grow your business with more than 50 years of training development, speaking and business development experience.

**Our products are professional grade, developed by experts in the industry** and are easy to follow and implement, GUARANTEED.

Plus, if you need that additional support to help you launch your Ready2Go marketing solution, we have trained coaches on staff to assist you.

For further assistance, contact us at [support@ready2gomarketingsolutions.com](mailto:support@ready2gomarketingsolutions.com) or give us a call anytime.

*Ready2Go Marketing Solutions, Inc.® provides small business owners with completely developed, ready to implement marketing solutions to grow their business. We operate under the strongest ethics and quality standards.*

Read This First

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Before you read the Speaking Guide, there is something that we want you to remember first and foremost, and throughout this process –

**There are hundreds, if not thousands, of clubs/associations/organizations in your area who are looking for speakers every day of the week!**

They just need to know you exist. And the only way they are going to know about you is if you tell them!

The people that you will be contacting are tasked with finding speakers for their club or organization. They are charged with booking new speakers, new topics, and new interests for their club day in and day out. When a confident, articulate, cheery person with a **sought after** topic contacts them, it is like a blessing from above. **So remind yourself of this continually through this process.**

Also remember, if you get turned down, don't think of it as being rejected, just think of it as being temporarily turned down! You're just being temporarily postponed. Doesn't that feel better? **It's not about you**, it could be about a lot of things - the timing, membership requirements, experience level, club demographics, their needs at the time - the list goes on and on. But it's not about you! The club may also have certain requirements that you are not yet able to meet. No worries! Just do what you can as soon as you can to meet those requirements so you can contact them again at a later date to schedule your speaking engagement.

And finally, remember that the Ready2Go Speech topics are **relevant and interesting** topics that people want to know and learn more about. You're not trying to convince them to let you come talk about the molecular breakdown of an atom. You are going to talk to them about something that is compelling and interesting! And these speeches are professionally crafted. So with some practice, and your personal touch, you have a fantastic service to offer the person who books speakers for their club!

**Do you believe it?!?!  
Believing it is the first step to your success!  
And here's to your belief!**

# Speaking Guide

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## WHY SHOULD YOU SPEAK?

*(page 1 of 14 pages)*

Speaking should be considered a foundational part of your overall marketing strategy. If you fear it, loathe it and would rather eat nails, no worries!! Join the rest of the human race!!! But the good news is, there are ways to overcome your fears and dislikes, and over time you **will** grow more comfortable with it – you may even learn to love it! Especially if it's making you money!

### **You get exposure -**

Speaking is a powerful marketing strategy for your business because it increases your exposure. You have the opportunity to get in front of your target market with compelling messages and teachings that position you as the expert.

Ideally you want to be speaking to people who want and need the products and services you provide. Exposure is everything. The more exposure you get with your target market and niche audience, the more successful you will be. And speaking is a foundational strategy to get that exposure.

The audience has an opportunity to connect with you and discover what you do. When you speak, you are seen as a knowledgeable expert who can help them solve their problems and enable them to achieve a specific result or benefit. When you speak to their needs and wants, and provide education and solutions to solve their problems, people connect with you. And when they connect with you they trust you. All long term relationships are built on trust, and speaking is an effective way to begin that trust relationship.

### **It sets the foundation for a long term relationship -**

When a Ready2Go Speech is partnered with other ways for your audience to engage with you, you have the beginnings of a long term relationship. Offer a complimentary follow up session, have them sign up for your electronic newsletter, or give them a download link for a product on your website. Think of creative ways you can capture their contact information by giving them something that is of value such as the Ready2Go Special Report or 6 part Audio Training Program. Once you have their contact information you can start building a relationship with them. And over time, **your audiences will become clients!**

### **You are the expert -**

If you were looking for some help with a specific issue, who would you want to hire? Speakers are generally viewed as subject matter experts. While this certainly varies from speaker to speaker, the very fact that you are in the front of the room distinguishes you from audience members. What a tremendous way to gain "instant" credibility!

You have a captured audience who, before you even begin your talk, is looking to you for insight, guidance, knowledge and direction. As long as you deliver a good talk and develop a connection with the audience, you can position yourself and your products and services as a possible "solution" to their "problem."

*(page 1 of 14 pages)*

## **Speaking Guide Supporting Documents** *(included in your speech package)*

- Sample Letter to Meeting Planner
- E-Zine Registration Form
- Complimentary Consultation Sign Up Form
- Product and Services Order Form
- Sample Introduction

# Delivery Tips

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## Delivery Tips for Speakers

(page 1 of 5 pages)

### 1. Get to know the organization you are speaking with

- a. Ask questions of the meeting planner
- b. Research the organization on the web
  - i. Find out their core values
  - ii. Discover their purpose
  - iii. Know who their members are

### 2. Prior to the meeting

- a. Arrive early enough to check out the room set-up
- b. Make the room yours by imagining that this is your meeting. You are the hostess to the attendees.
  - i. Stand at the lectern or speakers space and look out over the room to get a sense of the room
  - ii. Make sure you can make eye contact with the people who are sitting the farther away
- c. Greet and meet the attendees.
  - i. Speak to people as they enter
  - ii. Introduce yourself
  - iii. Ask questions. Remember, people like to talk about themselves
    1. *What do you do?*
    2. *How long have you been a member?*
    3. *What project(s) are you working on?*
    4. *What's your favorite part of belonging to this organization?*

### 3. Microphone

- a. Test the microphone prior to the meeting!
- b. If the microphone is connected to the lectern, make sure that it is at the correct height for you. Get familiar with the adjustments. Make sure you lean into the microphone to get the most effectiveness from your voice.
- c. If the microphone is a hand-held and you are comfortable holding it, practice the sound quality.
- d. If you are comfortable moving around and plan on doing so, test the microphone for the annoying feedback that interferes with the best of speakers. Find the hot spots in the room if there are any.
- e. If you have a lapel microphone, try it on ahead of time and make sure that your voice is picked up.
- f. Remember, if you turn your head, the microphone will not pick up your voice as well.

(page 1 of 5 pages)

# Speech Overview, Outline and Script

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## Say It! Hear It! The Power of Effective Communication Speech Overview

### Overview

This presentation is designed to share insights about effective communication skills. This is a topic that is of interest and benefit to everyone. It is full of useful and practical tips as well as anecdotes that support the key points.

Since most meeting planners want to know what you are going to talk about, it is best to describe the speech in terms of benefits. Often this is used in promotional materials.

Here is an easy way to discuss the benefits:

*Your people will walk away with three fundamental tools for effective communication. They will pick up some ideas that will help them connect better with other people; listen with intention; and deliver an effective message.*

### Speech Timing

- This presentation takes between 24 and 27 minutes, depending on how much time your introducer takes, the length of the activities, and your skill of using effective pauses.
- If the speech needs to be shortened, do not worry.
  - Take out a couple of the stories. Make sure you adjust the content of the speech so that you do not reference the omitted stories.
  - Reduce the audience interaction activities. In this particular speech, it is not recommended to omit the activity where people identify the person with whom they want to improve communication.
  - If time is really shortened, then you can refer to a point, but don't develop it. It would sound something like this.
    - *There are three vital tools for effective communication. They are \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. Today we will talk about \_\_\_\_\_ and \_\_\_\_\_. And 😊, if you invite me back, I will cover the third point. Or, if you would like more information about this idea, feel free to see me after the program – or give me a call.*

## Say It! Hear It! The Power of Effective Communication Speech Outline

- I. Opening
  - a. Quote
  - b. Audience challenge
  
- II. Purpose
  - a. Importance of message
  - b. Audience challenge – identify a person
  - c. 3 powerful communication tools
    - i. ID the purpose of the conversation
    - ii. Listen with intention
    - iii. Deliver an effective message
  
- III. Identify the purpose of the conversation
  - a. Negative vs. Positive
  - b. Judge less / help more
    - i. Marshall Goldsmith
    - ii. Steven Covey story
  
- IV. Listen with intention
  - a. Examples
    - i. Mother Theresa story
    - ii. President Ronald Regan story
    - iii. Carol and Glenna
  - b. Talk Less / Listen more
  - c. Teenage story
  - d. Asking questions
    - i. Conversation with a teen
    - ii. Home / workplace examples

- V. Deliver an effective message
  - a. Avoid negativity
  - b. Avoid the words *but* and *however*
    - i. I love you, but...
  - c. Avoid speaking when angry
    - i. Give examples
  - d. What you say vs. how you say it
    - i. 7%; 38%; 55%
    - ii. Stop what you are doing right now!
  - e. Challenge audience
  - f. Bonus
    - i. George and Sally
  
- VI. Closing
  - a. Invite audience to contact you
  - b. Quote – John Powell
  - c. Every relationship needs a champion
  - d. Challenge audience

## Say It! Hear It!

### The Power of Effective Communication Speech

*(This is the partial script. The speech package comes with a full 30 minute script)*

#### Thank the introducer

*Transition: Pause – look out over the audience and boldly say,*

The problem with communication is the illusion that it has been accomplished.

George Bernard Shaw said that and I think he might be right. In fact, I'm sure he is right and his statement is worth repeating:

The problem with communication is the illusion that it has been accomplished.

I bet some of you in this room know exactly what he was talking about.

And I bet some of you have had the following experience.

You have completed a conversation with someone, sharing your opinion -- or giving directions -- or stating your desires.

When you walk away, you have the good feeling that what needed to be said had been said – and what needed to be heard had been heard.

And then – at a later date – you realize that what you said was not heard or not interpreted the way you intended.

What happened is that you had the illusion that you had communicated well -- only to discover otherwise.

I see some heads nodding out there, so I know you understand what I mean.

#### Transition

My purpose today is to share with you three tips on how to communicate more effectively...