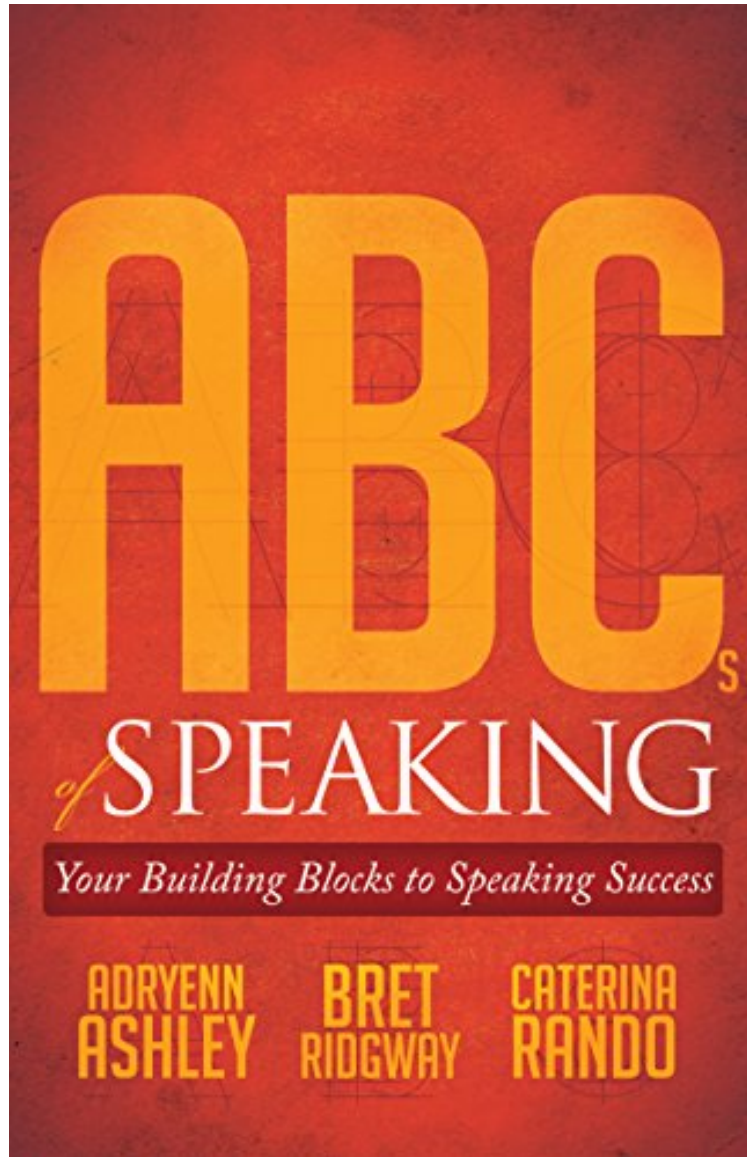


[Read now] ABCs of Speaking: Your Building Blocks to Speaking Success

ABCs of Speaking: Your Building Blocks to Speaking Success

Adryenn Ashley, Bret Ridgway, Caterina Rando
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Adryenn Ashley, Bret Ridgway, Caterina Rando : ABCs of Speaking: Your Building Blocks to Speaking Success before purchasing it in order to gauge whether or not it would be worth my time, and all praised ABCs of Speaking: Your Building Blocks to Speaking Success:

1 of 1 people found the following review helpful. Very effective book to bring your speaking to the next level! By Lisa Kosaki highly recommend this book if you are ready to use speaking or presentations to move your business or personal growth forward. Clearly, the authors are very experienced and have lived through all the bumps in the road

and share with us so that we have a smoother path. ABCs of Speaking offered insight into why becoming a speaker can jump start your career, the ins and outs of the speaking world, the behind the scenes work that needs to be accomplished in order to be successful, and the sales/marketing skills you will need to have under your belt on your speaking journey. My key take ways from the book to use are what a Speaker Sheet is, how to craft one, and why you need one. The second point that helped me was the differences between speaking for free or fee and the reasons to consider both. This book is very easy reading and engaging. It kept my attention and urged me on to learn more and experience more. If you want to bring your speaking to the next level I suggest that you pick it up today! 1 of 1 people found the following review helpful. I bought the book because it listed in the table of contents "getting the word out: your Speaker sheet." However there are no samples of Speaker Sheets in the book; only descriptions of what to include. It would have been appropriate to show a sample or two rather than just verbage. 0 of 0 people found the following review helpful. Literally the BluePrint for building a successful speaking career. By KYR-JMB There are two things that make me love this book.... that should really be a reason for any professional 'help' how to business book: 1. very easy to read and find the specific information you are looking for. 2. relevant based on real life experiences. You know how the so called expert book... best seller in a weekend... kind of thing is so prevalent? Anyone can be a home grown expert with the main goal to help themselves, not actually help the reader with tangible actionable information. This book is not that. It is clear that the authors really are experts. The information is very well organized and I love the 'abc' approach to it. I know for me, as I begin to build my speaking career, this book will not be far away from me at all times. It literally is the blueprint to how to build a speaking career.

Can you make it as a professional speaker? Knowing how to deliver a great presentation is obviously important, but truly understanding how the speaking industry really works is probably even more important. What do you need to know to deal with event promoters? What can you do to take control of the room and not let the unexpected derail your presentation? Should you pursue the fee or free speaking model? What about technology? What do they mean by 'buying units' And so much more. In "ABCs of Speaking" industry insiders Adryenn Ashley (the 'Ardquo;), Bret Ridgway (the 'Brdquo;) and Caterina Rando (the 'Crdquo;) share their combined decades of experience from both the platform and the promoter perspectives. They pull back the curtains and give you a sneak peek into how the speaking world really works. You'll learn how to build a profitable speaking business that allows you to more effectively build your platform and share your powerful message with the world. "ABCs of Speaking" literally covers the world of speaking from A to Z and even if you already consider yourself a professional speaker you're guaranteed to pick up a few nuggets that can help you take things to the next level with your speaking. Get more gigs, make more money and impact more lives today!

'I've been in the speaker and event business for over 13 years and this book really covers the industry in an easy to understand, complete format. It's a great road map to follow to ensure success in an often competitive and complex speaking world.' --- Jessie Schwartzburg, Event Producer and Speaker Consultant, JessieSchwartzburg.com 'As an author and trainer looking to get more speaking time this is 'THE' handbook to have. I don't look at 'The A, B C's' as a read it once and apply. I think it's more of a road guide on what to do before, during and after to make sure you have all of the bases covered. This will definitely be useful for not only myself, but also as a resource I will soon be telling other speakers, potential speakers and those in my coaching groups they must read.' --- Frank Deardurff, That One Web Guy!, FrankDeardurff.com 'For everyone who wants to unleash their public speaking talent, The ABCs of Speaking by Adryenn Ashley, Bret Ridgway and Caterina Rando is the best book for you. It is especially helpful for entrepreneurs who want to learn how they can use the art of public speaking to increase their number of customers, add more opportunities and grow their businesses. I love that the ABCs of Speaking book is comprehensive and very easy to understand. You should all grab your copy now.' --- Veronica M. Brooks, International Speaker, Author and Wealth Life Coach, VeronicaBrooks.com 'If you are an expert in your field (and if you aren't, either become one or find something you ARE an expert at!), you need to be on stage in front of people who can benefit from your expertise. In the ABCs of Speaking, Bret, Adryenn and Caterina provide you with a no-nonsense, get-to-the-point strategy guide that can help get you where you want to be! Be sure to read it A to Z.' --- Joel Comm, New York Times Best-Selling Author of Twitter Power 2.0, JoelComm.com 'ABCs of Speaking is a must-read for anyone interested in making money, attracting clients, and delivering unforgettable speeches. Easy to read, each chapter is clear and concise, offering practical tips to develop your speaking career as a business, not just a hobby. In fact, I'm using Chapter B and its 10 key strategies to increase the number of bookings for my keynote speaking business. From A-to-Z, you'll find everything you need to get started and maximize your speaking experience.' --- Phil Johncock, The Grant Professor, Award-Winning Author, Inspirational Speaker Innovative Educator, PhilJohncock.com 'What an awesome resource for speakers! Save hours of time, lots of unnecessary aggravation and costly mistakes by referring to the 'ABCs of Speaking' before, during and after your next speaking engagement.' --- Ellyn Bader, Director, The Couples Institute,

CouplesInstitute.com "To a great extent I've used speaking to help build Morgan James Publishing. Bret and the co-authors of his new book the ABCs of Speaking provide a wonderful introduction to the world of speaking for anyone looking to add speaking to their marketing mix. The content is clear and concise and I highly recommend it for any public speaker." --- David Hancock, Founder, Morgan James Publishing, MorganJamesPublishing.com

"Bret and the authors of this book are the definition of 'Been There - Done That.' Their experiences watching some of the best speakers in the world do well (and not so well) make this a book that should be on the shelf of anyone looking to take speaking seriously. The best training comes from experience---grab this now!" --- Paul Colligan, PaulColligan.com

"The ABCs of Speaking is a great primer for beginning speakers. This fast-reading book provides a cornucopia of hints for anyone who is looking to start a speaking business." --- Wendy Lipton-Dibner, 3-time bestselling author and internationally recognized authority in business acceleration through transformational speaking, MovePeopleToAction.com

"A must have for aspiring and seasoned speakers. If you're looking for the A-Z of speaking, The ABCs of Speaking is the book to get. Each and every page is chock full of great insights on exactly what you need to do to secure speaking engagements and make money in the process. With everything from defining your ideal audience, putting your speaker sheet together, networking, self staged events, selling from the platform and more, this is a must have for anyone serious about their speaking career. Don't hesitate for a minute. Get a copy for you and anyone you know who aspires to be a well-paid speaker." --- Kathleen Gage, Award-winning Speaker, Author and Marketing Consultant, PowerUpForProfits.com

"In this practical guide to the speaking business, the authors have gifted us with a bucket full of gold nugget wisdom for burgeoning and experienced speakers. Not only do they share targeted key points on how to strengthen your speaking skills, they also give away the secrets on proven methods to put butts in the seats, work with promoters, and fulfill your passion to get your message out to the world. I especially enjoyed the chapter on storytelling and how to craft audience riveting talks from your own real life experiences. Well done!" --- Dr. Dan Strakal, International Award Winning Speaker, Author, and Workplace Expert

"This is the book that every speaker would say 'I wish I had this before I made all of my costly mistakes!' The ABCs of Speaking is a true shortcut/checklist/manual for anyone intending to make a career of speaking from the stage. While it has great information on being an effective speaker, I believe its true gold is in providing precise guidance on the business side of speaking...the step-by-step information you ordinarily would have to learn the hard way. You can't go wrong with this speaker toolbox or handbook! Get this book and you are well on your way to igniting your life as a successful speaker. I'm recommending The ABCs of Speaking to all of my clients who are seeking to expand their speaking." --- Jackie Lapin, Founder, Conscious Media Relations, ConsciousMediaRelations.com

"In the ABCs of Speaking Adryenn, Bret, and Caterina have created a wonderful primer for those of us interested in developing speaking as a component of our businesses or making speaking our business focus. In this relatively short book (and easy read), they are at once comprehensive and specific, giving practical steps and advice in a wide range of topics that speakers, and aspiring speakers, need to know about. This is a reference that I know I will consult over and over again." --- Mary Hiland, Ph.D., President, Hiland Associates, Hiland-Assoc.com

"From soup to nuts, the alphabet soup for your speaking success. An instructional guide teaches you the essential ingredients you need to speak and win today." --- Janet I Muelle, JanetIMueller.com

"This book is brilliantly written and jam packed with everything you need to know in order to succeed in the world of speaking. It has been said that the number one fear people have is public speaking. This book is without a doubt a must-have tool chest for new speakers and a magnificent reference for those already living in that space!" --- Rose Sheehan, Founder and CEO, Golden Egg Global, RoseSheehan360.com

About the Author Adryenn Ashley is a mentor to CEOs worldwide and is directly responsible for adding significant revenue to her clients' bottom line. Adryenn founded Wow! Is Me, Inc. after developing a proprietary social media business system that works with both retail and service based businesses. Her elite consulting clients cover a broad spectrum of industries, including motion pictures, food distribution, artificial intelligence and consulting firms. Bret Ridgway is the co-founder of Speaker Fulfillment Services, an organization dedicated to helping speakers, authors and information marketers. His most recent book Mistakes Authors Make was a #1 bestseller. He is a frequent presenter on the subject of information marketing at conferences and online events. Caterina Rando, MA, MCC, is a business mentor extraordinaire for women speakers, coaches and other entrepreneurs. For over twenty years she has been on a passionate mission to change the world with her brand of economic empowerment that is a combination of running your business with integrity, value-based marketing, staying in action and putting your whole heart in everything you do. She is a sought after speaker, business success strategist, master certified coach, publisher and author of the national bestselling book "Learn to Power Think" from Chronicle Books. Excerpt. copy; Reprinted by permission. All rights reserved.

Chapter D -- Demographics: Knowing Your Audience Without question one of the major contributors to the successful delivery of a speech is to have your audience all feel as if you are talking directly to them. The ability to connect at a 'heart level' greatly increases the bond you have with your audience and leads to a well received presentation. It does not matter if your speech is a keynote presentation or a platform selling situation. If you understand the demographics of your audience then you can better tailor your content in order to connect at a deeper level with the crowd. So what types of information would you want to know in advance of a

presentation about the audience that might help you do a better job? This list is not necessarily all-inclusive, but is a good starting point for you. Is your audience primarily male or female? What is the average age of the audience? Are you talking to teens, baby boomers, senior citizens, etc.? Where are the audience attendees from? Is it a local crowd, a regional gathering, national or international? What is their educational background? What type(s) of businesses are represented in the audience? (For example, you would not want to use a bunch of real estate examples if you are talking with a group of restaurant owners) Is it a G ndash; PG ndash; PG13 ndash; R ndash; or ldquo;F Bombrdquo; type of crowd? Have you delivered a presentation to this same audience previously? If it is a multiple speaker event, who else is sharing the platform and what will they be talking about? Much of this information should be available from the event promoter. Large events that have been held many times in the past also often have sponsorship packets that contain great demographic information about the attendees because they are trying to attract sponsorship money. But you can use this information also to learn more about the audience to which you will be speaking. If you are delivering a keynote presentation, particularly to a single corporate client then you will want to do some research to try to figure out who the ldquo;movers and shakersrdquo; are within the audience. A great way to find this information is to simply call the main switchboard of the company for which you will be presenting. Explain you are delivering a keynote for them at their upcoming event and ask the gatekeeper about the key people who will be attending. You would be amazed at the kind of information you can gather that will enable you to craft your presentation specifically for that company. When you have the ability to acknowledge key people in the audience during the course of your presentation you really can connect at a much deeper level. Remember, the more that you can address the specific pain point(s) of the group you will be speaking to the more receptive your audience will be to your presentation. When they feel that you are talking directly to them you come across as much more professional because you have taken the time to truly understand their needs and to deliver information that will be of benefit to them.