**SMARTtools for Leaders™**

**EXAMPLE**

**Public Speaking Tool—10 Smart Tactics for Public Speaking You’ve Never Tried**

*Build influential relationships during meetings, keynote speeches, and media interviews.*

**Name:** Jane Doe **Date of Event:** 9/15/2017

**Address:** Denver Convention Center **Start and End Time:** 1pm-2pm

1. **WHO: Who is in the audience?** (Number, roles, needs, concerns, industry, etc.)

350 entrepreneurs of small businesses in the “fitness facility” industry from 20 countries. Concerns are how to market their gyms and workout centers in an increasingly digital world.

1. **GOALS: What do I want them to do, after my talk?** (E.g. I want 10% of the audience to give me their business card and request a follow-up meeting; I want to land three new projects.)

To have 15 audience members give me their business card or email me requesting more information about our digital marketing services.

1. **WIFM: Have I clearly stated from the perspective of the listener, “What’s in it for me?”** (E.g.

You may be wondering how to increase revenue; how to improve your hiring success rate, etc.)

There is fear—fear that traditional ways of marketing (e.g. flyers on front doorknobs) don’t work anymore. Ignorance about digital marketing and social media. It’s as much down-side risk protection as upside capture that they will want to know this content.

1. **SURPRISE: Have I offered a perspective that is surprising?** (E.g. Many first-time CEOs think they need to take bold action in the first 100 days, but they are dead wrong.)

My surprise is to share with them that, while traditional marketing accounts of 80% of spend in this niche business, traditional marketing techniques only account for 10% of new membership revenue. So clutching to the ways of the past is a great way to waste a bunch of money.

1. **FEEL, FELT, FOUND: Tell them you know how they feel, how someone else felt, and after following your advice, what they found.** (Eg. You may feel that it’s too hard to hire people to run a rural territory. Janet, a hotel manager in Crivitz, Wisconsin, felt the same way. But after a year of following this approach, her hiring success rate jumped from 50% to 90%.)

Tell the audience I understand how you feel—with all of this change in the area of marketing. Tell the story of Jonathan the entrepreneur in LA who owned 10 gyms with his wife. The couple felt technology was passing them up. So they made a New Year’s Resolution three years ago to go “whole hog” into digital marketing in the social media channels for one year—Facebook, LinkedIn, Twitter, Google+, pay-per-clicks, etc. What they found was that they could spend 20% less in marketing by switching from printing brochures and sponsoring marathons, to digital marketing. Their revenue, which had been flat, jumped over 20% per year over the past three years they have been using digital media to attract new members.

1. **STATS & STORIES:** (Our loan portfolio is improving; our default rate has dropped 3% per year each of the last three years. Mike, who runs our Austin office, recently told me that borrowers who are coming into his office are better prepared and more realistic than ever.)

Traditional advertising in our industry has declined 15% per year the last 3 years.

Digital marketing spend has increased 20% per year the last 3 years.

Customer surveys about “where did you hear about our gym” have shifted from 5% hearing about a gym online three years ago, to 70% hearing about a gym through some online channel.

Offer 3 more stories about gym owners who have made the transition, and were happy they did—NY Gym Co, Lifeofleisure Fitness, and Pump You Up.

1. **MOVEMENT: How do I plan to move?** (E.g. Move to one side of the stage, stop, make a point, walk to another place on the stage, stop, and make a point. Don’t pace non-stop like a nervous lion, or put your hands in your pockets or nervously touch your face or neck.)

Stand on stage at front of room. I plan to mostly stay behind the podium, but walk out (with my lavaliere mic) during the more dramatic points, to stop and talk to the left side of the room. Then walk over and talk to the right side of the room. Then return to the podium to look at my notes.

1. **VOICE: How will I use my voice?** (E.g. Beginners speak too softly, too quickly, and turn their statements into questions, which undermine credibility. Instead, speak a little louder than you think is necessary, a little slower than a normal conversation, and lower your voice at the end of a statement.)

I’m going to use my voice to show excitement for digital marketing. This is a rowdy audience—I can’t be quiet or they won’t take me seriously.

1. **PAUSES: Where should I insert 5-second pauses to emphasize key points?** (To really emphasize a point, expert speakers insert a 5-second pause before and after a key sentence.)

I’m going to use a 5-second pause in my intro right after “There is one, and only one trend in our business that will put you out of business if you ignore it.” [5-second pause] “That trend is the shift from traditional marketing to digital marketing.”

1. **PRACTICE: Have I practiced 5 times?** (Every great speaker practices. A lot.)

Not yet, but I will!