

TRAINING

Public Speaking and Preparing For Success

Watkins Realty Group

Why Work on Public Speaking Skills?

Benefits of Public Speaking

- Builds confidence and self esteem
- Improves your ability to communicate
- Develops your listening, reading and writing skills
- Improves your memory
- Enhances career and financial opportunities
- Increases your knowledge – We remember 10% of what we read, 20% of what we hear, 30% of what we see, and 70% of what we speak.
- Turns you into an “Expert”

Where to Speak?

According to the National Association of Realtors, nothing expands your circle of contacts more than speaking before groups in your community:

- Local Events
- Community and Cultural Organizations
- Professional Groups
- Condominium Boards
- Investment Clubs
- Places of Employment
- Hospitals, Banks, Military

What to Speak About?

Pick a Topic That Fits Your Audience:

- Homebuying for First-Time Buyers
- Buying a Bank Owned Foreclosure
- Using Your VA Certificate to Buy a Home
- Owning Versus Renting
- Selecting a Second Home
- Becoming a Landlord; Income from Rental Properties
- Preparing Your Home for Sale
- Getting Top Dollar for Your Home
- How Do Short Sales Work

Tips for Better Public Speaking

Overview

- Good public speaking is about preparation, confidence and audience interaction.
- Be well prepared with your topic and practice in advance. This will give you the confidence to be free with the material and interact with the audience in a more natural, free-flowing manner.
- Practice using positive body language, including the right gestures, facial expressions and eye contact.

Tips for Better Public Speaking

1. Prepare your Topics

- Pick a topic that interests you. Use humor, stories and conversational language - so you won't easily forget what to say.
- Create an outline of your presentation, using bullet points for key topics to be covered.
- Write a strong opening and closing.

Tips for Better Public Speaking

2. Practice, Practice, Practice

- Rehearse aloud.
- Revise as needed.
- Use a timer.
- Try to control filler words such as "um" or "you know."

Tips for Better Public Speaking

3. Dress for Success

- A significant part of your impact on an audience is based on nonverbal elements -- eye contact, body language, posture, clothing, grooming and accessories.
- Don't overlook the power of a good first impression.
- People make amazing assumptions about your professional credibility and potential performance based upon your appearance.

Tips for Better Public Speaking

4. Know the Audience

- Greet some of the audience members as they arrive. It's easier to speak to a group of friends than to strangers.

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5. Know the Room

- Arrive early, walk around the speaking area and practice using the Microphone (for larger groups), Projector, PowerPoint remote, and any visual aids you may use.
- Ideally, visit the room prior to the day of the event. Walk around, practice, and get comfortable.
- Envision the group in your minds eye, attentive and interested in your presentation.

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6. Own the Room

- Practice walking into the room to begin your talk.
- Walk in with energy and a smile, and introduce yourself.
- When you practice doing this, you want to feel like you “own the room.”
- You are the expert. This is your space. This is your time. And everyone is there to pay attention to what you have to say.

Tips for Better Public Speaking

7. Relax

- Begin by addressing the audience. It buys you time and calms your nerves.
- Pause, smile and take a beat before speaking.

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8. Strong Start and Strong Finish

- Create and memorize your opening and closing.
- These are the two areas the audience will remember the most! Grab them at the beginning with good energy and leave them with a strong impression at the end.

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9. Memorize Transitions

- Memorize your transitions from one section to the next.
- This will allow you to know your key wrap up sentence, which will be your queue to lead you into the next topic.

Tips for Better Public Speaking

10. Practice Positive Visualization

- In your mind, see yourself walking confidently into the room with good energy and a smile. See the audience clapping and reacting favorably to what you have to say.
- See everything going smoothly, just as you planned.
- Imagine yourself speaking, your voice loud, clear and confident.
- Erase all thoughts of self-doubt and the possibility of negative outcomes.
- Program your sub-conscious with a positive message. If you have prepared properly, then all you have to do is “play the movie” from your subconscious and all will flow smoothly.

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11. Realize that People want You to Succeed

- Audiences want you to be interesting, stimulating, informative and entertaining.
- They're rooting for you!

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12. Don't Apologize for any Perceived Nervousness or Other Problems.

- The audience probably won't notice anything awry unless you call attention to it.

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13. It's the Message, Not the Medium

- Focus your attention on your message and your audience, not on your own anxieties.

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14. Gain Experience

- Remember, good public speaking is like anything else – it takes practice!
- Take every opportunity to speak. Experience builds confidence, which is the key to effective speaking.

Tips for Better Public Speaking

15. Prepare, Execute, and Review

These 3 steps should be repeated with every speaking engagement:

- **Prepare** – Start off every planned speaking engagement with solid preparation and practice.
- **Execute** – With your strong preparation and positive mind-set, do your best to confidently execute your game plan.
- **Review** – Finally, review the results and honestly assess what you did well and what you can do better next time. Performing a critical analysis will help you continue to improve.