

TOASTMASTER®



Going Public

How I grew my speaking business.

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You Gotta Have Bones

The five elements of a speech skeleton.

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Recapture
the
Love
for Your Club

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Attitude and Altitude

"Some are born great, some achieve greatness, and some have greatness thrust upon them."
— Twelfth Night, William Shakespeare



Except for geniuses like Shakespeare or Mozart, who seemed to have been divinely inspired, few of us can claim to be born great. The mere mortals who achieve greatness, or have greatness thrust upon them, I find, are not necessarily supermen, nor are they endowed with special talents and intelligence. It is their choice of an appropriate attitude that destines them to greatness.

Nelson Mandela, who passed away in December, achieved greatness because he had what no ordinary individual possesses—an abil-

ity to rise above the bitterness and hatred of apartheid. It was his persistence in adhering to his near-saintly attitude that built his character and elevated him to becoming a legend in our time.

In remembering Mandela, who spent time cutting stone while in prison, it is fitting to relate the well-known parable of the three stonecutters. Centuries ago a traveler saw three stonecutters at a quarry and asked each in turn what

It is Ralph C. Smedley's selfless attitude that formed the cornerstone on which our organization was built almost 90 years ago.

he was doing. The first, without stopping, indicated he was cutting stones to make a living. The second described how he was cutting stones to build a wall. The third spoke about being part of a team that was helping to build a cathedral where people could come from far and wide to worship.

Similarly, as we go through our Toastmasters meetings giving speeches and evaluations, I ask: Are we simply practicing our public speaking skills and improving our English, or are we empowering individuals to communicate and lead—and in so doing, helping to make this a better world?

It is this insight of empowering individuals through public speaking that Dr. Ralph C. Smedley used to build the Toastmasters movement. From the beginning, he insisted that Toastmasters would be a nonprofit association for the benefit of its members. He and his heirs would have become wealthy if Toastmasters had been a commercial enterprise. It is his selfless attitude that formed the cornerstone on which our organization was built almost 90 years ago.

As we benefit from the gift of our founder, let us reflect on the attitude we are carrying as we practice the art of communication and leadership. **T**

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Toastmasters International Mission:

We empower individuals to become more effective communicators and leaders.



WHERE LEADERS ARE MADE

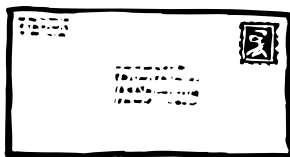
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Daily Conversations

In the article "Following an Advanced Path" (November), Bill Brown presents a well-thought-out path to the Advanced Communicator Silver award. However, one manual that was not mentioned in the story is, in my opinion, one of the most valuable manuals for many Toastmasters. It is *Interpersonal Communication*.

Not everyone gives a speech every day, but most of us have conversations daily, and so interpersonal communication skills are critical. Small talk, coaching, negotiation, accepting criticism and expressing dissatisfaction are valuable skills.

The *Interpersonal Communication* manual can be challenging, but it can also be a lot of fun. Each project calls for an educational presentation, role playing and audience feedback. Even if you do not choose it as one of your first six advanced manuals, it should be on your bucket list.

WALTER BEVERIDGE, DTM

Taconic Toastmasters
Hudson, New York

Avoiding Digital Dependence

Susan RoAné's article "Speaking Face-to-Face" (October) about communicating in the digital age was particularly interesting to me. Before I joined Toastmasters, I could, and did, speak to crowds of thousands without feeling a single butterfly in my stomach. But in a social or networking situation, I was mush. I still struggle with those situations a bit, but I'm no longer the guy standing by himself wishing he were almost anywhere else.

Of particular note in the article was a quote from the best-selling author Daniel Pink: "Everything good in life begins with talking with each other one-to-one." Yet the quote is placed near an image of a woman standing amid five people talking to each other, while she taps away on her smartphone. Let's hope she reads the paragraph about limiting virtual communication!

TOM MAHONEY, DTM

Franklin & Marshall College Toastmasters
Lancaster, Pennsylvania

A Vote for Memorization

Michele Guerin's article "Speed Up Your Speech Preparation" (November) further advances the common phobia in Toastmasters about "scripting" and "memorizing." Writing out a speech and committing it to memory through frequent rehearsals is the best way to proceed. If you memorize a script word-for-word and have a memory lapse, only a few words will be lost. But if you work only from a mental outline, a memory lapse can cost you a large part of the speech.

Fully scripted, memorized text provides an extra layer of protection. It gives you more chances to improve the content, and more opportunities to choreograph vocal variety, gestures and facial expressions. It helps you know how long the speech will run.

Thorough preparation works wonders in cutting down on the word vampires (*ah, um* and the like). It also improves spontaneity and strengthens stage presence.

ANDREW MARGRAVE, DTM

NIH/Democracy II club
Bethesda, Maryland

Newbie Feedback

I love reading the *Toastmaster* magazine on my iPad. I recently joined Toastmasters and my experience has been positive. I am so glad I joined. The organization provides its members with so many resources.

ASHOK SHARMA

A comment in the Toastmasters International app in the Apple App Store

Overcoming Barriers

The cover story, "The Eyes Have It" by Ruth Nasrullah (December), was excellent. She covered a very important aspect of eye contact that is part of intercultural challenges. Eye contact can be considered truthful in one culture, but it can be a sign of disrespect in another. I grew up in India and my parents raised me to look down when adults spoke to me. I expect my children to look at me when I talk to them. It's something I learned in the United States. Articles like Ruth's can help people cope better with cultural barriers. It also makes Toastmasters a truly global organization.

TASNIM KAZI, ACB, CL

Harper College Toastmasters
Palatine, Illinois

A Satisfied Reader

Since becoming a member in 2008, I have found the *Toastmaster* magazine to be informative, helpful and a great read. The October 2013 magazine is one of the best issues I have read. Each story provides outstanding information that all Toastmasters can use and share. Keep up the great work!

W. EARL KITCHINGS, ACB, CL

Lillian R. Bradley Toastmasters
Jacksonville, Florida

Better and Better

The October issue of the *Toastmaster* [on the iPad] was more user-friendly than the September issue. It downloaded faster and worked better. Great job, Toastmasters International!

ASPNET858

Mission Toastmasters
Mission, British Columbia, Canada

DO YOU HAVE SOMETHING TO SAY?

Write it in 200 words or less. State your name, member number and home club, and send it to letters@toastmasters.org. Please note: Letters are subject to editing for length or clarity, and may be published in both the print and electronic versions of the magazine.



Have you checked out the digital *Toastmaster* magazine yet?

If so, please send your thoughts or feedback to letters@toastmasters.org. Your opinion matters.

To find the *Toastmaster* magazine app, visit the Apple App Store, Amazon Appstore and Google Play store.

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Recapture the Love for Your Club

If your club experience is starting to feel stale, try a new club.

Follow these steps to keep the Toastmasters passion alive.

By Nicole Sweeney Etter, CC, CL

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The five elements of a speech skeleton.

A college public speaking instructor shares a powerful organizational tool.

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Software analyst matches wits on *Wheel of Fortune*.

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GOING PUBLIC

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Enjoy the magazine on the go!

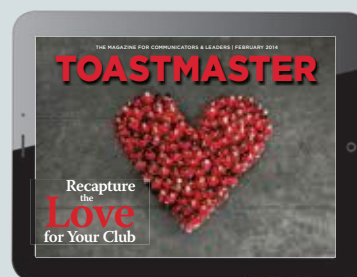
The September through January issues* are available for viewing on these tablets:

- iPad (except for first-generation iPad)
- Android
- Kindle Fire

Simply download the Toastmasters International app for your tablet from the Apple, Google Play or Amazon App stores.

For more information, go to www.toastmasters.org/magazine.

*The February issue will be available soon.



February Digital Content Highlights

- Catch a glimpse of Toastmaster Andy Weissmann as he uses his skills to win big on American TV's *Wheel of Fortune* game show.
- Watch some popular TED speakers as they take to the stage and deliver speeches that went viral.

AROUND THE GLOBE

MEMBER MOMENT



Learning Master: Cyndi Hanson, DTM



Cyndi Hanson, DTM

Cyndi Hanson, DTM, is one of the more than 150 Learning Masters who are providing feedback to World Headquarters staff about Toastmasters' revitalized education program. With a passion for teaching or leading others to acquire new knowledge, Hanson is a staff development director at Western Iowa Tech Community College and a part-time instructor of human resource management at Wayne State College.

Hanson also volunteers for the Society for Human Resource Management, the American Society for Training and Development, and her church. A Toastmaster for 11 years, she is a member of two clubs in Sioux City, Iowa. She has served as club president four times and held both district treasurer and secretary roles.

What made you seek the Learning Master role?

My master's degree is in adult education, training and develop-

ment, and I have been involved in designing training materials for years. The opportunity to contribute to the design of the revitalized program is exciting. I have skills to bring to the table and an ability to maintain a professional distance that goes with large-scale brainstorming and idea exploration.

Why should Toastmasters enhance its education program?

We have a high-quality program, but like all learning tools, it is important to align it to the needs of today's learners. We often think of new technology as changing the way we learn—which it does—but other changes should be addressed as well. Most people have less free time, so efficiency in the time devoted to self-development is important. Reviewing current programs and evaluating new opportunities is one way to continue to have excellent, relevant learning resources to guide our development.

What is the key to the success of this program?

It's crucial for us all to have an open mind about what the revitalized program will look like. While I have found the current program to be extremely useful in guiding my development, not everyone is like me. A program that is structured, yet highly flexible is key. The Learning Master role challenges me to continue to look beyond myself, to engage in conversation with others and to evaluate every activity every day.

How did you become a leader in Toastmasters?

Initially, I accepted an invitation to serve as a club officer. Soon after, I was recruited for an area governor position. Learning about the greater Toastmasters International organization is inspiring; it prompted growth for me. Everything I learned through my district leadership positions has benefited me professionally. I learned how to lead through influence—not authority—and how to inspire, not intimidate.

To learn more about the revitalized education program visit www.toastmasters.org/eduprogram.

In Brief

TOASTMASTERS PUBLICITY

Check out highlights of recent news coverage of Toastmasters events around the world, including an article in *The New York Times* and an interview on National Public Radio. Visit mediacenter.toastmasters.org and select "In the News" on the left.

MARVELOUS MENTORS

Do you know an exceptional mentor who has positively influenced you or another Toastmaster? Send a 200-word description and photo (1 MB or larger) to mentormoment@toastmasters.org.

MEMBER-EXPERIENCE RESEARCH WEBPAGE

For data and interesting facts about members, their experiences and the global organization, visit

www.toastmasters.org/statistics. The page displays maps, infographics and reports that summarize studies, surveys and focus group results.

FUN PHOTOS

Share your favorite photos from club or district events and they may end up in the magazine. Email high-res photos (1 MB or larger) to photos@toastmasters.org. There is no need to display the *Toastmaster* magazine.

SNAPSHOT



Members of Saugeen Toastmasters in Hanover, Ontario, Canada, hold their first summer meeting at Mildmay Rotary Park in Mildmay, Ontario. A history of either the park or the town becomes part of the program. Debera Flynn, club president, is pictured second from left. Visit the club website at www.saugeentoastmasters.com.

INTERNATIONAL INTERPRETATIONS

Driving Laws Around the World

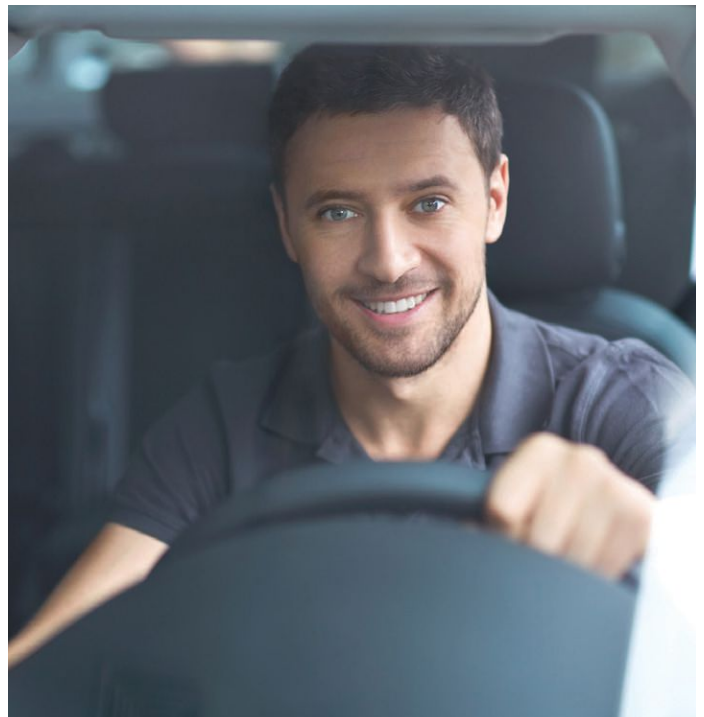
Driving can save countless travel hours, not to mention hundreds of dollars, when compared to airfare. But while most laws require people to pass an examination before getting a driver's license, you may be surprised by the many unusual traffic laws still in effect around the world.

For example, your fashion choice can cause a driving faux pas. In two U.S. states, Alabama and Virginia, it's illegal to operate a vehicle while barefoot, while in California women can't drive wearing a bathrobe or housecoat. And if you want to drive a car in Thailand, you must wear a shirt.

The condition of your car is another consideration. In Switzerland, it's illegal to wash your car on Sundays, while in San Francisco, California, you're banned from wiping your car with used underwear. Russia takes it one step further and prohibits driving a dirty car.

And watch your animals. It's against the law in Alaska to drive with a dog on the car roof, and you can't shoot whales from a moving vehicle in Tennessee—despite the state being landlocked and not near the ocean. South Africa kindly gives animals the right of way.

Sources: "Weird traffic laws from around the world" on www.autos.ca.msn.com and Think Insurance's (www.think-ins.co.uk) "Strangest Driving Laws on Earth" infographic.



WHAT'S THE BUZZ?

The core values of Toastmasters International are integrity, dedication to excellence, service to the member and respect for the individual. What does integrity, one of the four values, mean to you?

"Personal integrity can mean something different to people of different cultures, faiths and social status, and during each stage of life. Anyone can agree to disagree, thus maintaining peace and the integrity of both parties."

Lenore Whelan, ACS, ALB
Arnprior Toastmasters Club
Arnprior, Ontario, Canada

"Integrity is doing one's work with utmost honesty, without lying or hiding. It starts with being on time, and always staying on time. It means doing things the way they are expected to be done, and striving to exceed expectations."

Neerav Gandhi
Humber Lakeshore Toastmasters
Toronto, Ontario, Canada

"Integrity is the strain you feel when you're doing the right thing. When choices are made with integrity, it's like working out. It creates short-term strain distress for long-term improvement. Above all, it is the conscience for future decision making."

Andrew Chiu, ACG
Northrop Grumman Toastmasters
Redondo Beach, California

"I have described integrity to my sons as doing the right thing, especially when no one is watching."

Michael Bostick, ACB, CL
Got Toast? club
Indianapolis, Indiana

Members contributed to the discussion on the LinkedIn Official Toastmasters International Members Group.

QUOTE OF THE MONTH

"The reputation of a thousand years may be determined by the conduct of one hour."

— Japanese proverb

LANGUAGE TIP

What Is Love?

Every culture has a unique way to express love, and knowing what's acceptable can save you embarrassment when building a relationship with someone outside your culture. Read on for tips on how to express your adoration appropriately.

■ "I love you" may be one of the most powerful phrases in the English language, but it can also be confusing to those unfamiliar with its broad usage. In the Czech Republic, for example, the equivalent of "I love you," or *milieu it*, is only used to express intense love, unlike "I love you" in the United States, which is

commonly said to family members, lovers and friends. Instead, Czechs say *mám ti rád(a)* to show love to friends or to express affection for someone when it's not yet a committed serious relationship.

■ Similarly, non-native English speakers may find it puzzling that Americans don't have a specific phrase to distinguish between friendly love and the romantic kind. In Latin American countries, for example, two basic phrases are used: *Te quiero* is used casually by friends, family members and couples, while *te amo* only applies to a romantic partner.



LEARNING FROM OUR PAST INTERNATIONAL PRESIDENTS



JOHNNY UY, DTM
Past International President
2006–2007
Cebu City, Philippines

A Memorable Moment

In 2005, I received a top-of-the-line phone, free of charge, from my new mobile-phone service provider. I began downloading some apps when, without a warning, the phone froze. I called my account officer and complained that I had received "a lemon"—though, truth be told, the problem was probably caused by me trying to download something I shouldn't have.

The account officer asked me to come to the office. When I arrived, she said, "I ordered a replacement phone for you. It should be here in a few minutes." Now, that's customer service.

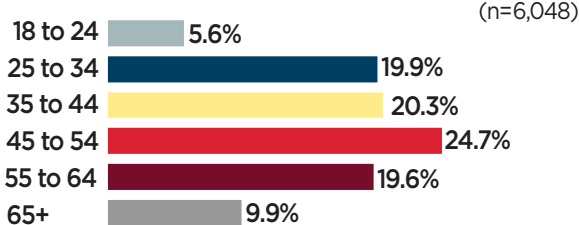
Then I saw it—the poster on her office wall that displayed the firm's tag line: "Simply Amazing!" My experience with this company was indeed "simply amazing." It made me think, what if Toastmasters can provide that same level of service?

That is how I came up with my presidential theme—"Toastmasters: Simply Amazing!"

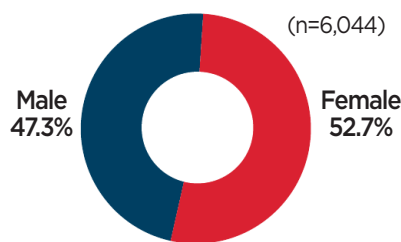
Results Are In!

How well do you know your fellow Toastmasters?
Results of a November 2013 member survey reveal ...

AGE



GENDER



LANGUAGES

Hello!
94%
English

iHOLA!
8%
Spanish

Bonjour!
6%
French

नमस्ते!
(namastē)
5%
Hindi

你好
(Nǐ hǎo)
5%
Chinese
(Mandarin)

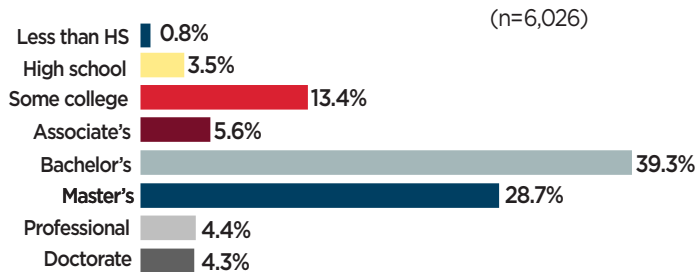
Multilingual
Approximately 28%
of members speak
more than one
language proficiently.
(n=5,849)

15% Survey
Response
Rate

93 Countries
Participated

2.7 Average
Household
Size

EDUCATION



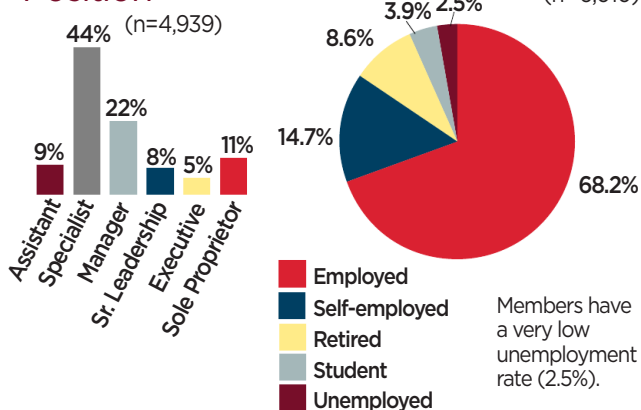
Highly Educated

Toastmasters members are a highly educated population. Over 80% have at least an associate's degree or higher, and nearly all members (95.7%) have attended college.



EMPLOYMENT

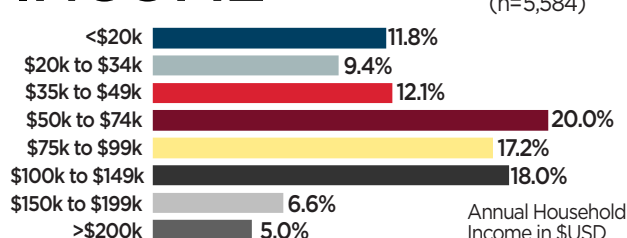
Position



Industry



INCOME



High Earners

Approximately 30% of members earn \$100,000 or more and nearly half (47%) earn more than \$75,000 per year.

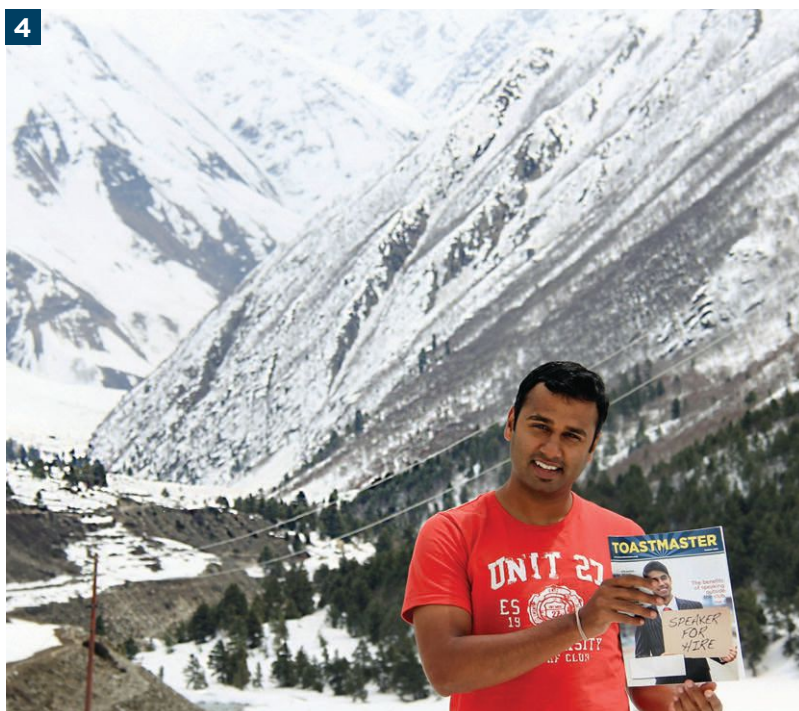
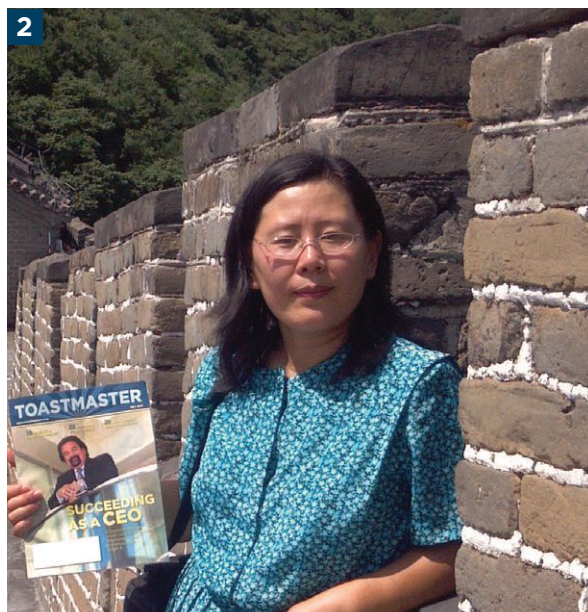


Sampling

A simple random sampling method was implemented to select a representative sample of Toastmaster members for the online survey.

A total of n=6,095 members completed the survey, giving the results a +/-1.2% margin of error with a 95% confidence interval.

TRAVELING TOASTMASTER



1 | JEFFREY ANDERSON FROM VIRGINIA BEACH, VIRGINIA, enjoys Angkor Wat in Siem Reap, Cambodia.

2 | LINDA LI FROM BOCA RATON, FLORIDA, visits the Great Wall of China in Beijing, China.

3 | LAURA THEZINE FROM MIAMI, FLORIDA, awaits a camel ride in Dubai, United Arab Emirates.

4 | KARTHIK DHANDAPANY FROM BANGALORE, INDIA, beats the cold at Chitkul, the last inhabited village near the Indo-Tibet border in Himachal Pradesh, India.



View more photos on your Tablet or on our Facebook page: Toastmasters International Official Fan Page.



PICTURE YOURSELF HERE! Pose with the *Toastmaster* magazine in your exciting surroundings. Email your high-resolution image (at least one megabyte) to photos@toastmasters.org. Bon voyage!

Persistence Pays Off

How my Toastmasters experience led to a speechwriting career.

BY BRIAN JENNER

I first discovered Toastmasters in a prison. I was 21 at the time, and my mother was a Toastmaster visiting a Gavel club based in an open prison (where the prisoners are not locked up in cells). She dragged me along to listen to her give a speech. I found the whole thing fascinating.

Several years later, I was fresh out of journalism school and living in London. I wanted to be a humorist like James Thurber or Peter De Vries. Since I didn't have a newspaper column to show off my skills, I saw Toastmasters as a way to try out my written material. I joined the Grosvenor Square Club in London.

My first go at Table Topics was a disaster. I muttered a few words, and then my mind went blank and I had to sit down. Despite this initial letdown, I continued to participate in club meetings, composing speeches I thought everyone would think were dazzling. Things didn't turn out that way. Words that read well on the page rarely had the impact I hoped for.

Some of my best jokes were delivered to perfect silence. Several times I was struck dumb as I strove to remember my complex, beautifully crafted sentences. But such stumbles didn't matter—most people hardly noticed. It taught me to be less self-absorbed.

I once entered a Humorous Speech Contest with a speech about the eccentric habits of Oxford University dons. I told stories about how they made complex philosophical deductions. I was defeated by a man who spoke about his dogs. It taught me the value of simplicity and accessibility.

But I kept with it. Over time, the club became a valuable source of friends as I struggled to make my way in the big city. When the Internet came along, I set up a website promoting myself as a speechwriter. One afternoon in 1999, the secretary at an international oil firm told me he had heard me speak at a Toastmasters meeting. He had been instructed to find a speechwriter for the chairman of the company, and he found my website. Within a few weeks I had signed a one-year contract.




Watch Brian Jenner's speech-tips video on your tablet.

Speechwriting was hard work, but I had the advantage of having written and delivered more than 30 speeches in Toastmasters, all of which had been evaluated. I advertised in a national satirical magazine, but instead of business speeches, I received requests to write wedding speeches. It was the perfect way to apply my humorous writing skills: Over the years I have saved hundreds of groomsmen from ruining a bride's day with crass remarks. I've also collected hundreds of one-liners to use in speeches for birthdays, retirements and golf dinners.

I'm always surprised when I meet other speechwriters who have never done much public speaking themselves. I've found that a vital part of my speechwriting training has been listening to hundreds of speakers and having to manage audiences as a speaker

myself. Where else can you do that but at a Toastmasters club?

In 2009, I established the UK Speechwriters' Guild (www.ukspeechwritersguild.co.uk). I was able to draw on talented speakers from my old Toastmasters club. They at least understood how to keep speeches to a time limit.

Being a professional speechwriter, it always hurts when I don't win best speech of the evening at club meetings. But it keeps me humble and reminds me that a brilliant speech is within the grasp of anyone prepared to communicate something that is important to him or her. 

BRIAN JENNER is a member of the Cottonwood Speakers club in Bournemouth, Dorset, England. He also runs the UK Speechwriters' Guild. Visit his website at www.thespeechwriter.co.uk.

HOW HAS THE TOASTMASTERS PROGRAM HELPED YOU? Do you have a story about overcoming obstacles and lessons learned? Please share it in this column using 700 words or less. State your name, member number and home club, and send it to submissions@toastmasters.org with "My Turn" in the subject line. For more information, visit www.toastmasters.org/WriterGuidelines.



Andy Weissmann, ACB, ALB:

A Whiz with Words

Software analyst matches wits on *Wheel of Fortune*.

BY JENNIE HARRIS

Thanks to his language skills and puzzle-solving savvy, Andy Weissmann will be taking a free trip to the U.S. Virgin Islands in the Caribbean.

Weissmann, ACB, ALB, was a contestant on the American TV game show *Wheel of Fortune*, in which individuals compete for prizes by solving word puzzles. The episode in which he appeared aired November 28—during

phrase) and “Cottonwood tree” (category: living thing). The most important puzzle he solved was “Adding new photos to my album” (category: what are you doing?), because it won him the trip.

Weissmann’s appearance also resulted in some good publicity for Toastmasters. Host Pat Sajak briefly introduced each contestant, and when it was Weissmann’s turn to talk, he mentioned

a nervous or shy person, but looking at the tape [of the show] I realized I may have been a little. I was really pumped up when we were taping our episode. At times I lost focus—and paid the price!

What was the selection process for becoming a contestant?

[Approximately] 700 audition videos were submitted [for the Chicago tryout], and 70 people were chosen to audition. There were two rounds of auditions. In the first round, each person stated their name and where they were from, and called out letters and showed enthusiasm.

We were also given a test with 16 puzzles. We were to answer as many of the puzzles as we could in five minutes. Forty people were let go after this round, and I was ecstatic to be chosen to stay.

The second round was basically mock games with six sets of five people. The judges wanted to see if we could focus on the board as well as be excited and upbeat. They said that not everyone from that group would make it. Two weeks passed and I received a letter saying I was chosen as a contestant.

Toastmasters has been a tremendous help in giving me the confidence to even want to audition.

the big Thanksgiving Day holiday in the United States. A division governor and member of Logistically Speaking Toastmasters near Chicago, Illinois, he came out on top, walking away with \$7,500 and a trip to St. Thomas in the U.S. Virgin Islands, a prize package totaling \$15,224.

In the show, three contestants try to solve a blank word puzzle on the game board. Each tries to fill in the blanks one letter at a time until one of them pieces the answer together. The contestants take turns spinning a big wheel that determines how much money they’ll receive for each correctly guessed letter. In addition, each round offers a different category that relates to the subject of the puzzle.

Some of the puzzles Weissmann solved included “Everyone is invited” (category:

his involvement with Toastmasters, describing what the organization does and how it benefits people. Later in the show, Sajak said of Weissmann, “He’s happy, he’s confident, he’s a *Toastmaster*!”

A software analyst, Weissmann had wanted to participate in the popular show since his brother was a contestant in 1983. He sometimes watched it at home and enjoyed trying to solve the puzzles. He was on the show’s mailing list for years, and in the spring of 2013 he was invited to Chicago to try out.

What was it like to be on *Wheel of Fortune*? Did you feel nervous?

The whole experience, from getting the recording date [the shows aren’t filmed live] to completing the taping, was absolutely amazing. I am not typically

What was the toughest puzzle you had to solve on the show?

The last puzzle was the toughest. I needed to really focus and think, because anybody could have won the whole game on that puzzle and gone to the bonus

round. The category was “quotation.” I was fortunate to be able to get it: “Mighty Casey has struck out” [from the 19th-century poem “Casey at the Bat”].

What were the show’s hosts, Pat Sajak and Vanna White, like?

They are both very friendly. Vanna actually came in the contestant’s room looking casual, with her hair pulled back and jeans on, to encourage us to just have fun. I have always said that Pat is extremely funny and quick-witted, and I am impressed by that.

Was there any way you could prepare for the show?

I watched *Wheel of Fortune* every night from April until the taping in October. There is definitely a strategy. Each puzzle’s category tells a lot about which letters might be in the puzzle. For example, the answer to the show’s category “What are you doing?” will almost always be a verb ending in “-I-N-G.” I learned much from watching the shows ahead of time and tried to apply what I learned to my actual episode.

How did your Toastmasters training help you?

Toastmasters has been a tremendous help in giving me the confidence to even want to audition. It really helped me speak with inflection and authority.



Andy Weissmann appeared on American TV’s Wheel of Fortune game show where he won a prize package worth \$15,224.

What other skills are helpful for a contestant?

Patience and focus. Also, it helps to challenge yourself with puzzles and word games.

What did your club members say?

My home-club members were excited. Our public relations officer sent an email to members in District 54. I received many congratulatory emails—even some from people asking to borrow money!

How will you spend your prize money?

I will use it to pay a couple of bills, but I’ll bring some with me on the trip to St. Thomas!

Will this experience become fodder for a future speech?

Definitely! 

Check out a clip of Andy’s episode of Wheel of Fortune at <http://ow.ly/rTqDD>.

JENNIE HARRIS is junior writer for the Toastmaster.

Going Public

How I grew my speaking business by 500% in six months.

BY CAREN NEILE, PH.D., ATMS

Does the following scenario sound familiar? For a decade or so, I averaged maybe two paid speaking engagements a month. But I had never handled my speaking career in a professional manner. Everything was catch-as-catch-can, word-of-mouth, seat-of-the-pants. I had my niche, but I never promoted myself. I never called or emailed to thank a client afterward. I never even kept track of what I'd done for each group I spoke to.

Then, when the sinking economy threatened my full-time job, I decided the time had come to make a serious living out of speaking. The question was: How?

Needless to say, the more professionally I began to treat my business, the busier I became.

The techniques I describe in this article will not work the same way for everyone. They depend on geographical area, speaking topics, luck and many other factors. But they worked for me, and with a little tweaking, they can work for you, too.

Get the Word Out

First, I contacted a free local newspaper and asked the editor to publish a story about me and the public speaking I do. Free newspapers are always looking for material, especially if you offer a good local angle, a photograph and, sometimes, a news release. (Techniques for writing good news releases are available all over the Internet. The best advice I can give you from my years as a newspaper editor is that the more your release resembles a ready-to-print article, the better chance it has of running.)



Taking a professional approach to your speaking career will pay off.

Writing to the editor was one of a handful of steps I took that first week, and I quickly forgot about it. But it led to the biggest payoff. After the article appeared, my phone began to ring with people looking for a speaker for their women's club, religious group, service or fundraising organization. A few groups didn't want to pay me, and had I been a novice speaker, I would have gladly taken those volunteer jobs for practice. But mostly, people were happy to discover a speaker who had the imprimatur of a newspaper article. In other

did some cold-calling to groups that were similar to the ones I had already spoken to. I mentioned the other organizations that had hired me, giving references when they were requested. I also mentioned the newspaper article. One woman who hired me from a cold call told a colleague about me, and I got a job from that woman as well.

Make Yourself Known

Okay, you're thinking, *But could two newspaper articles have that much impact?* I was feeling the same way. So I took a bold

thing people sometimes forget: You can always send folks you casually meet to your blog, and let it do the talking for you.

The nice thing about a blog is that it works as a kind of "elevator speech": If you put the address of your blog on your snappy business card (What? You don't have a business card? Read no further until you get one!), then people can look at it, or your website, and be blown away at their leisure. Because my blog is neat, simple and clearly written, it says volumes to prospective clients I might meet on the fly about the kind of speaker I am.

I am not a fan of Facebook or Twitter, but certainly I might have used those platforms to my advantage as well.

Get Organized

In addition to everything else I started doing, I started to keep great records. From the beginning, this made it easier to schedule, confirm, thank and generally pay attention to clients and gigs. Needless to say, the more professionally I began to treat my business, the busier I became.

Six months after putting my plan into motion, I am averaging 10 paid speaking engagements per month instead of two. Which isn't to say that I have no more problems. Just today, I realized I mistakenly double-booked engagements for one day later this week. I've worked it out, but the experience gives me pause. When was the last time I had too many speaking engagements? Let me see ... Oh, yes. Never. **T**

CAREN S. NEILE, PH.D., ATMS, is a frequent contributor to the Toastmaster. She has presented at two Toastmasters International conventions and is an affiliate professor in the School of Communication and Multimedia Studies at Florida Atlantic University. Visit her website to learn more: www.publicstoryteller.com.

Because my blog is neat, simple and clearly written, it says volumes to prospective clients about the kind of speaker I am.

words, if the paper thought I was worth writing about, I must be legitimate.

After the phone calls and emails eased, the main newspaper that distributed the free paper picked up the story, and the phone started ringing all over again.

Reconnect

Next, I contacted all the organizations I had worked for as a speaker in the past. I asked everyone I spoke to if they would like me to speak on a different topic than I had spoken on before, or speak on a variation of the topic. It sounds simple, perhaps, but I had never bothered to ask that question. Some people who couldn't use me again soon recommended me for another group. One place I hadn't heard from in years told me it could fit me in for a weekly presentation, but only as a summer replacement. However, that has led to ongoing work.

Make Phone Calls

This is the hardest step, but my success with the first two steps gave me confidence. I

step. I emailed that same editor with the following offer: "How would you like a column on my topic?"

He replied a day later with a good news/bad news message: "Sure, I'll take a column from you twice a month. But I can't pay you."

Initially I wasn't too happy about doing something for nothing, until it hit me: How could I complain? This was free advertising, twice a month! Now I am no longer just a speaker about whom a newspaper or two happened to publish a story. Now I am a columnist in front of the public on a regular basis. A bona fide expert! So the calls started coming in from this development as well.

Use New Media

I started a blog a few years ago and, after the first blush of excitement, I barely posted anything. When I began ramping up my business, however, I began to write again on a weekly basis. Here's the sad truth about blogging: Unless you have a large network of people who read your blog regularly, it's pretty useless as a marketing tool. However, there's one little

CLUB EXPERIENCE





Recapture the Love for Your Club

If your club experience is starting to feel stale, try a new role or club.

BY NICOLE SWEENEY ETTER, CC, CL

In the beginning, the Toastmasters experience can seem rosy-colored and butterflies-inducing. Everything is new and you feel giddy and full of energy. But eventually, you settle into your club and get comfortable. And then, a time may come when you start to feel a little restless.

Toastmasters isn't meant to be a "till death do us part" commitment. Or is it?

While some members breeze into a club for just a season, or stick with it until they make it through the basic manuals, others keep coming back week after week, year after year.

There are many ways to keep the Toastmasters passion alive and avoid the seven-year itch. (Actually, it's more like the 18-month itch, which is the average stay for a member.) Here are a few happily-ever-after strategies to help members avoid a rut.

Start Seeing Other People

If your club experience is starting to feel stale, try a new role or club. It simply might not be the right one for you.

"Join another club," suggests Joyce Feustel, DTM, a member of Timberline Toastmasters in the Denver area, as well as two advanced clubs. "You'll meet a whole new group of people with new stories, and you'll have a whole new group of people who will hold you accountable. And [this new group] may catch things that your other club members might have missed."

Even if you choose to remain active in your home club, you can join an advanced or specialty club. A new club will infuse energy into your Toastmasters experience, energy that you might be able to bring back to your home club. Consider visiting one new club a month until you find another club that you want to join.



A new club will infuse energy into your Toastmasters experience.

"You don't realize all the different ways of doing Toastmasters until you see [what] other clubs [do]," says Feustel.

Attending conferences is another way to rekindle your passion for Toastmasters. Or try connecting with other members worldwide on the LinkedIn Official Toastmasters

Lesko, DTM, of Traveling TasteMasters in Stafford, Virginia, cites a favorite quote attributed to various Toastmasters leaders: "If you get out of Toastmasters all that you can get out of Toastmasters, then you'll never get out of Toastmasters."

"Regardless of [the quote's] origin, I tend to agree with it and that's why I

When experienced members take a step back, it prompts newer club members to step forward.

International Members Group. On that networking site, you might be inspired by the enthusiasm of other dedicated members and discover new ways to spice up your home-club experience.

Also, consider serving for a term as area governor. You'll automatically gain exposure to other clubs, while earning leadership credit at the same time.

Deepen Your Commitment

You get out of Toastmasters what you put into it. Challenge yourself with a new leadership role; it will keep your membership experience engaging and fun and allow you to give back to your club. John

remain in Toastmasters," says Lesko, past district governor for District 27. "What I'd like others to say when speaking about Toastmasters would be worded differently. I say, 'When you give to Toastmasters all that you can give to Toastmasters, then you'll never stop giving, for you'll have gotten so much from Toastmasters.'"

Take a Step Back

Sometimes taking a step back from a leadership role can help you refuel. Merinda Air, ACB, of Sydney, Australia, has served in many club officer positions over the years. She considered taking a

break from club leadership. Instead, she sought out and joined an advanced club, while also continuing as vice president education in her home club. As a new member at a new club, Air had fewer responsibilities and attended meetings just to have fun. Her strategy worked; she now serves as area governor.

Justin Gobel, CC, CL, of Beaches Speeches in Toronto, Canada, says if you're feeling burned out, it's better to scale back than to quit entirely. Gobel was so busy volunteering as a photographer for a district conference that he hardly had time to enjoy it himself. He vowed that at the next conference he would recruit help so he could enjoy at least one workshop in its entirety.

Similarly, when Gobel became overwhelmed when serving as both vice president education and vice president public relations while coping with the stresses of his mother's dementia, he realized he needed to let something go.

"If you are feeling overwhelmed, it's best to speak to other club executives," Gobel says. At Beaches Speeches, other members pitched in to take part of the load off of him. As a result, Gobel feels more committed to Toastmasters than ever.

Air says that when experienced members take a step back, it prompts newer club members to step forward. These new leaders can sometimes reinvigorate the club with a fresh perspective as they nurture their own professional development by taking on leadership roles.

Can Toastmasters be a lifelong passion? Feustel has no doubt. "They better have it in nursing homes, or at least in assisted living facilities," she quips. "I get so much out of Toastmasters that I can't imagine ever leaving it." **T**

NICOLE SWEENEY ETTER, CC, CL,
a freelance writer and editor, was the founding president of Marq Our Words Toastmasters club in Milwaukee, Wisconsin. Learn more at www.nicoleetter.com.

When Membership Leads to Friendship

Forming lasting relationships is an added benefit.

BY MOIRA BEATON, DTM

Most of us join Toastmasters to improve our communication and leadership skills, but sometimes we gain another kind of benefit—long-lasting relationships. For me, I gained a life partner.

Every January, Toastmasters clubs in Scotland hold a tribute, called Burns Supper, honoring the life of the national poet Robert Burns. I first met Neil MacLure, ACB, CL, in 2005 at such a ceremony, for which he “piped in the haggis”—he played the bagpipes in a procession where the traditional dish of haggis is delivered to the table. That was the start of a great relationship. Within six months of that meeting, I moved to Edinburgh where Neil lived and joined Capital Communicators. The club grew so much that together we founded a new club, Waverley Communicators. I joined Toastmasters to improve my speaking skills, but I didn’t expect it to change my life. I am not the only one.

Bonds that Heal

In April 2013, Sheila Fraser, DTM, a member of Linlithgow Speakers in Linlithgow, Scotland, suffered a brain hemorrhage. She lost her sight and her memory and was hospitalized for several months. Doctors said her chances of leading a normal life again were low. Six months later, Sheila represented her area at a division Humorous Speech Contest, presenting her speech “True Dream or Not True Dream,” about her illness and the months she spent in the hospital.

Today, contrary to expectations of the health professionals, Sheila has regained her sight and most of her memory, and has returned to work. A Toastmaster for 12 years, she credits much of her recovery to her network of friends in District 71. “Toastmasters visited me regularly when



Over time, the relationship between mentor Neil MacLure (right) and mentee Eu Jin Teh developed into a friendship.

I was in the hospital,” says Sheila. “They encouraged me to look forward by telling me I would get back to Toastmasters and deliver speeches again.”

Fellow club member and friend Jim Boyd, CL, was a regular visitor. He remarked that there “must be good material in here for a humorous speech.”

“It was a throwaway remark,” says Sheila, “but it was enough to trigger something in me.”

Creating the speech was part of her recovery. The project gave her something to focus on, and it helped her prove her abilities after the brain hemorrhage. And, since it was for Toastmasters, she knew she was doing it in a safe environment.

Sheila’s Toastmasters network also helped her husband, Stuart. He drove more than 100 miles every day to visit

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Showing the Heart of a Toastmaster

Book highlights members' pride and passion.

BY TAMMY A. MILLER, AS, PID

What do you get when you ask members from around the world to share their Toastmasters experiences? In the case of Accredited Speaker Sheryl Roush, DTM, you get a book called *Heart of a Toastmaster*.

Roush put out the call for autobiographical stories in early 2012. She spread the message through social media, newsletters, emails, fliers and phone calls. More than 200 members submitted stories, and Roush compiled 146 of them into a book. *Heart of a Toastmaster* was available in August, at the International Convention in Cincinnati, Ohio.

The book's contributors include new and longtime members, district officers, World Champions of Public Speaking and Past International Presidents. The writers describe how their experiences in Toastmasters helped them overcome fears and adversity, and forge lasting friendships with mentors and club members. They share how they developed the confidence and skills to pursue their dreams, flourish at work, and inspire and lead others.

Many of the stories are dramatic and deeply personal. In "Turning Difficulties into Opportunities," Charles Fleisher, ACB, CL, writes of how, as an 18-year-old, he broke his neck in a car accident, suffering a permanent spinal injury. Today he gives motivational speeches to audiences of teenagers. "Toastmasters is largely responsible for me being able to turn that tragic event into a positive message," writes Fleisher, who is from Shrewsbury, New Jersey. "It has provided me with the communication skills necessary to share how individuals can turn their difficulties into opportunities."

In the story titled "Little Did I Know," Roush recalls attending her first



Sheryl Roush shared her book Heart of a Toastmaster at the International Convention last August.

Toastmasters meeting 26 years ago in San Diego, California, during a particularly painful period: "Little did [club members] know that I had just filed for divorce from an abusive and alcoholic husband." Toastmasters helped her reclaim her self-esteem. It was a place, she writes, where "I would find my voice, my passion and my purpose."

Memories of Helen Blanchard and Others

The first story in the book is one of my favorites. It's by Helen Blanchard, DTM, Toastmasters' first female International President, who passed away last May at age 86. She recounts how she applied for

membership in 1970 under the assumed name of "Homer" Blanchard, because at that time women weren't allowed to join Toastmasters. "Homer" was eventually changed to "Helen," and she embarked on a long career of leadership roles, including serving as 1985–86 International President. Helen inspired many people with her grace and compassion.

In my own story, "Changing the Lives of Employees," I write about one of the most exciting responsibilities I had serving on the Toastmasters Board of Directors: speaking to businesses and organizations about the numerous benefits of club membership. Through my contribution to *Heart of a Toastmaster*, I wanted to

provide hope to people by letting them know that Toastmasters can help transform their future.

Haydee Windey, CC, of Coquitlam, British Columbia, Canada, says crafting a story for the *Heart of a Toastmaster* book was exhilarating; she compares the experience to “wrapping a gift for others to share.” Her gift is the story titled “Stained Glass” in which she explains how Toastmasters gave her “a new public voice” that she uses to motivate people.

Charles Fleisher, ACB, CL, writes of how, as an 18-year-old, he broke his neck in a car accident, suffering a permanent spinal injury. Today he gives motivational speeches to audiences of teenagers.

Windey runs an English tutorial school in British Columbia for elementary and high school students.

Celebrating Diversity

Prakash Kabe, DTM, addresses a difficult topic in his story: how he faced racism and exclusion as a young man after his family relocated from India to Halifax, Nova Scotia, Canada. He says in “A Journey of Self-Acceptance” that he didn’t feel like he was part of a community until he joined Toastmasters, where members “celebrate their differences.”

“The acceptance I felt at Toastmasters has led to self-acceptance,” writes Kabe, of Mississauga, Ontario, Canada. “The message I got growing up was that if you were not of English, French, Irish or Scottish descent, you did not belong and there was something wrong with you. Fortunately, Toastmasters had a different message for me, one of inclusion and belonging.”

Several contributors write about conquering anxiety issues, including Wendy Fedan, ACB, CL, of Cleveland, Ohio. In “From ‘I Can’t’ to ‘I Can,’” Fedan

dives into her experience with social anxiety disorder and how Toastmasters helped her push far beyond what she ever felt was possible.

Fedan, who now leads women’s retreats, says writing her story was easy, because she continually tells people how Toastmasters changed her life.

The 15-chapter book includes stories about leadership, career success, mentoring, and the magic of the International Convention. Distinguished Toastmaster

this publication, and the lives it continues to touch, is humbling,” says Roush.

This book is about changing lives. It is about the people from around the world who make up the membership of Toastmasters International, and about how our organization helps them find their voice, serve others and turn their dreams into reality. **T**

Heart of a Toastmaster (Item B123) can be ordered at www.toastmasters.org/shop or at www.heartofatoastmaster.com.

TAMMY A. MILLER, AS, PID, is a member of the State College club in State College, Pennsylvania. She served as an international director from 2005 to 2007. Her website is www.tammyspeaks.com.

Roy Crawford, of Albuquerque, New Mexico, shares his journey from singing karaoke at a district conference—“My speaking experience in Toastmasters helped me become bold enough to try it”—to recording a country music CD that is now sold around the world.

Jan Vecchio, a resident of Seaforth, New South Wales, Australia, describes the change she has seen in herself throughout the past 16 years. She grew from a member who was initially “almost unable to say my own name without turning red with embarrassment, and shaking, quivering and sweating” to one who eventually earned a DTM and served as a district governor.

“I never believed I could be a leader and never imagined the possibility of such,” Vecchio writes in “Magical Transformation.”

A Fulfilling Project

Heart of a Toastmaster is the ninth book in Roush’s *Heart Book Series*, which includes *Heart of a Mother* and *Heart of the Holidays*. She says members around the world have responded very positively to *Heart of a Toastmaster*. “To be a catalyst for

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You Gotta Have Bones

Every speech needs a structure of five core elements.

BY MICHELE CALDWELL

Remember the old song lyrics, “The hip bone’s connected to the leg bone; the leg bone’s connected to the knee bone”? Well, a speech is like a human. It’s gotta have bones. We all have a skull that protects our brain, a rib cage that protects our organs. We have bones in our feet to help us keep balance, and bones in our hands, arms, legs, face and back. Our bones provide a structural base for keeping our individual traits in place.

A speech is very much the same. Of course, the topics, the quality of research, the tone of voice, content, delivery, power, humor and passion of any given speech vary greatly from speaker to speaker, much like how personalities and physical features vary from person to person. But the structure of any given speech should be similar, just as the skeletal design is similar among individuals.

Five essential elements make up the skeleton of a great speech:

- a goal
- a power statement
- main points
- an introduction
- a conclusion

Goal

In my experience as a public speaking instructor at the University of Cincinnati and the University of North Carolina at Charlotte, I have found that students are most resistant to this

step. And yet, it is the most powerful organizational tool they can use. A goal is never stated in your speech, but it is your guide to organizing a clear and meaningful message.

Think of the goal as the border of a puzzle: Once you have assembled all the straight-edged pieces into a frame, all the weird-shaped pieces seem to fall into place. A goal is as essential for a best man’s speech as it is for a high-stakes sales campaign.

There are four essential elements to an effective goal:

- It should be one complete sentence.
- It should be specific.
- It should have only one idea.
- It should contain purposeful language.

Here are some examples of effective speech goals:

- “I want my audience to know the four reasons they should vote for me for team leader.”





A good speech needs a skeleton—an organizational structure that provides a foundation for the talk.

- “I want my audience to know the three reasons Russ and Natalie are the perfect couple.”

I even used a simply stated goal when writing this article: “I want my readers to understand the five steps required in organizing a speech.”

Each of these goals focuses on the message to the audience in a complete sentence. Each goal uses a specific number to guide the length of the speech. A speaker must realize that discussing everything there is to discuss is impossible, impractical and irresponsible, especially with rigid time limits. Therefore, each goal contains only one idea with deliberate language that pilots the speech’s purpose—whether it is to persuade, entertain or inform.

Here is an example of a poor speech goal that is not a complete sentence, is unspecific and has more than one idea: “To show that my dad is a good man with a lot of exciting experiences and a lot of meaningful relationships.” If a speaker were making a tribute to his or her father, a better goal might look like this: “I want my audience to understand the three reasons my father is a good man.”

Power Statement

The power statement is the most important sentence in your speech because it previews what you will say. Vocally outlining what you are going to say helps the audiences manage the verbal message. The power statement is a direct result of your speech

goal; it is the fulcrum of your message. To formulate an effective power statement, you may need to do some brainstorming. The power statement should be one complete sentence that highlights the three or four things you want to say about a particular topic. Allow your speech goal to guide you. Say it out loud, and then let your power statement flow from that.

Your power statement should be concise; just establish the major headings of your speech so the audience knows what is coming. Here are some good power statements:

- “The four reasons you should vote for me for team leader are because I am dependable, experienced, enthusiastic and trustworthy.”

SPEECH ORGANIZATION

- “The three reasons Russ and Natalie are the perfect couple are because they love each other, they laugh with each other, and they learn from each other.”
- “The three reasons my father is a great man are because he has had many exciting experiences, he has had many meaningful relationships, and he has many admirable traits.”

Can you see how the speech goal and the power statement are dependent on one another? The beauty of assembling a speech goal and then a power statement is that once this is done, you’ve already established your main points.

Main Points

The main points make up the bulk of your speech. But your power statement has already told the audience what your speech will be about. Your main points should be consistent with your power statement and be said in the same order, because your audience now has expectations about what you will say.



Five essential elements make up the skeleton of a great speech.

A speaker must realize that discussing everything there is to discuss is impossible, impractical and irresponsible, especially with rigid time limits.

Imagine you are the best man or the maid of honor at your sister’s wedding. Your power statement is, “The three reasons Russ and Natalie are the perfect couple are because 1. they love each other, 2. they laugh with each other, and 3. they learn from each other.” The power statement will be the last sentence of your introduction, which we will discuss later.

Your first main point is they love each other. Then you can fill in all the reasons, examples, stories and details appropriate to this heading. You could talk about how they met, specific examples of how they have displayed their love, or an anecdote highlighting how all of their friends and family are jealous of their romance.

Your second main point would be they laugh with each other. Here, you could offer a funny story, a significantly humorous event, or even a statistic that shows how couples with a sense of humor are more likely to stay married.

Finally, your third main point is that they learn from each other. Here, you could offer an example of how they have grown since meeting, or you could make a humorous recommendation to audience members who are single to find a partner for a healthier and longer life. Whatever details you feel are appropriate to add beneath each main point will make your speech unique and suitable for the occasion.

Introduction

Many people believe that constructing an introduction is the first step to planning a speech, because it is the first thing a speaker says. But formulating an introduction before formulating the message is a grave mistake. Your introduction has the power to grab the audience’s attention.

Knowing what the rest of your speech is about can lend great inspiration to this phase of speech planning. Knowing your

full message also helps to assemble an introduction that is thematic and makes sense with what you will say in the body. An introduction can come in many forms: a suspenseful story, an appropriate example, a shocking statistic, a fact or statement, a relevant quotation, a stimulating metaphor, or even a joke or a song. The list of creative introductions is endless. However, every introduction should:

- Grab the audience’s attention.
- Set a tone. (Is the speech humorous, somber, serious or urgent?)
- Establish credibility. (Why should the audience listen to or believe you?)
- Lead into your content. (Your power statement should be the last sentence of your introduction.)

Conclusion

A popular saying regarding speech preparation is, “Tell ‘em what you are gonna tell ‘em, tell ‘em, then tell ‘em what you told ‘em.” This refers to the power statement as a preview of what you will say, the main points as your actual message, and the conclusion as a reiteration of your power statement. A conclusion should be satisfy-

ing and obvious. The audience should know when the speech is ending and, if applicable, when to applaud. Nothing is more uncomfortable for an audience member than missing an applause cue. The conclusion should briefly reiterate what you just said and be circular to your introduction.

Here is a thorough example. Suppose you are scheduled to deliver a speech persuading an audience to join a local Toastmasters club.

Formulating an introduction before formulating the message is a grave mistake.

Goal: "I want my audience to know the three reasons for joining Toastmasters."

Power statement: "The three reasons you should join Toastmasters are because you will increase your self-confidence, grow

as a public speaker and become a more influential leader."

Main Point 1: "The first reason you should join Toastmasters is because you will increase your self-confidence." (Add reasons, examples, stories, statistics, facts or other details supporting this heading.)

Main Point 2: "The second reason you should join Toastmasters is because you will grow as a public speaker." (Add details supporting this heading.)

Main Point 3: "The third reason you should join Toastmasters is because you will learn how to become a more influential leader." (Add information to support this claim.)

Introduction: A riveting testimonial from a current member.

Conclusion: Restate the benefits of joining Toastmasters and add either another riveting testimonial or a reference to the first testimonial.

A deliberate and guiding speech goal, a controlling power statement, consistent main points, an attention-grabbing introduction and a satisfying conclusion are the five most essential structural elements of any good speech. A well-organized speech helps your audience follow your message and provokes them to walk away remembering the key points.

I teach this method every quarter to anxiety-ridden, fear-filled college students and by the end of the course, they always tell me that learning how to organize their thoughts using this simple format was one of the most useful things they learned in college. One engineering student likened this format to the structural elements every building must have to stand. Whether the metaphor is a skyscraper or the human body, a good speech requires a specific organizational format. Every speech has gotta have bones. **T**

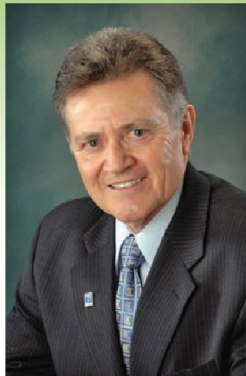
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Delivering a jaw-dropping moment in a presentation is certain to grab your audience's attention. At TED2009, Bill Gates released mosquitos during his talk about reducing deaths caused by malaria.

9 Proven Ways to Spread Your Ideas

What the most popular TED talks have in common.

BY CARMINE GALLO

One of the highest compliments someone can pay a speaker these days is to say, “You really ought to give that presentation as a TED talk.” There’s good and bad news in that observation. The good news is TED presentations (including the TED Conference, TEDGlobal and TEDx) have a reputation for being very good. The bad news is if you give a TED presentation, the expectations will be very high. TED is a nonprofit organization hosting annual conferences devoted to “ideas worth spreading,” and its website shares videos of speakers from its various events. As of November 2012, TED talks have been viewed collectively more than one billion times. You will need to step up your game if you hope to keep your audience’s attention and make your message go viral.

For my new book, *Talk Like TED*, I viewed more than 150 hours of TED talks, interviewed some of the most popular TED speakers, and studied the latest research in the area of cognitive science and persuasion. In the last 10 years we’ve learned more about how the brain processes information than we’ve learned throughout all of civilization to date. That means we know what *moves* people—and we can prove it!

In order for your presentation to become a successful TED talk, you must obey the following nine rules of public speaking. The most popular TED talks all share these elements:

1 Unleash the master within.

Dig deep to identify your unique and meaningful connection to your presentation

topic. Passion leads to mastery, and passion lays the foundation of an extraordinary presentation. University of Waterloo economics professor Larry Smith gave a popular TED talk titled, “Why You Will Fail to Have a Great Career.” He said the formula for success is simple—follow your passion and you’ll have a great career; don’t follow it and you won’t. Smith’s presentation is notable for the fact that he doesn’t use any slides. He commands the attention of his audience through the passionate expression he brings to the topic.

You cannot inspire others unless you are inspired yourself. You stand a much greater chance of persuading and inspiring your listeners if you express your ideas enthusiastically and passionately to make meaningful connections with your audience.

2 Tell a story. Tell stories to reach people's hearts and minds. Bryan Stevenson, the speaker who earned one of the longest standing ovations in TED history with his 2012 presentation, "We Need to Talk About an Injustice," spent 65 percent of his presentation telling stories. Brain scans reveal that stories stimulate and engage the human brain, helping the speaker connect with the audience and making it much more likely that the audience will agree with the speaker's point of view. Facts and data are must-have elements in a presentation that is intended to inspire action, but remember that you cannot reach a person's head until you touch his or her heart. Stories connect us.

call an emotionally charged event, a heightened state of emotion that makes it more likely your audience will remember your message—and act on it. When Bill Gates released mosquitoes at TED2009 in his talk about reducing childhood deaths caused by malaria, it made such an impact that the presentation was even covered on *NBC Nightly News*. I'm not suggesting that you release insects in your next presentation, but you might want to think about revealing a demonstration, story or video that will leave a lasting impression.

5 Use humor—even if you can't tell a joke. The brain loves humor. Give your audience something to smile about.

It's nearly impossible to be bored if you're exposed to mesmerizing images, captivating videos, intriguing props, beautiful words, and more than one voice.

3 Teach your audience something new. The human brain loves novelty. An unfamiliar, unusual or unexpected element in a presentation jolts listeners out of their preconceived notions, and quickly gives them a new way of looking at the world. Reveal information that is either completely new to your audience, packaged differently, or fresh and novel in how it solves an old problem. Robert Ballard, the explorer who discovered the sunken *Titanic*, told me, "Your mission in any presentation is to inform, educate and inspire. You can only inspire when you give people a new way of looking at the world in which they live."

4 Deliver jaw-dropping moments. The jaw-dropping moment in a presentation is when the presenter delivers a shocking, impressive or surprising moment that is so moving and memorable that it grabs the listener's attention and is remembered long after the presentation is over. Jaw-dropping moments create what neuroscientists

Humor lowers defenses, making your audience more receptive to your message. It also makes you seem more likable, and people are more willing to do business with or support someone they like. The funny thing about humor is that you don't need to tell a joke to get a laugh.

Educator Sir Ken Robinson brought the house down at the annual TED conference in 2006. His presentation, "How Schools Kill Creativity," has been viewed more than 20 million times. Robinson makes humorous, often self-deprecating, observations about his chosen field: education.

"If you're at a dinner party and you say you work in education—actually, you're not often at dinner parties, frankly, if you work in education." Robinson makes very strong, provocative observations about nurturing creativity in children, and he packages the material around humorous anecdotes and asides that endear him to the audience. Lighten up. Don't take yourself (or your topic) too seriously.

6 Reduce cognitive overload. A TED presentation can be no longer than 18 minutes. Eighteen minutes is the ideal length for a presentation. Researchers have discovered that "cognitive backlog," or too much information, prevents the successful transmission of ideas.

TED curator Chris Anderson explained it best:

It [18 minutes] is long enough to be serious and short enough to hold people's attention. It turns out that this length also works incredibly well online. It's the length of a coffee break. So, you watch a great talk, and forward the link to two or three people. It can go viral very easily. The 18-minute length also works much like the way Twitter forces people to be disciplined in what they write. By forcing speakers who are used to going on for 45 minutes bring it down to 18, you get them to really think about what they want to say. What is the key point they want to communicate? It has a clarifying effect. It brings discipline.

Clarify your key points. Keep it short.

7 Build visual and multisensory experiences. The brain does not pay attention to boring things. Deliver presentations with components that touch more than one of the senses: sight, sound, touch, taste and smell. It's nearly impossible to be bored if you're exposed to mesmerizing images, captivating videos, intriguing props, beautiful words, and more than one voice, which will bring the story to life. Nobody is going to ask you to build multisensory elements into your presentation, but once audience members experience it, they'll love every minute of it.

Bill Gates releasing mosquitoes was a "multisensory" experience. Musician Amanda Palmer started her TED2013 presentation by standing on a milk crate as she spoke about her first job as a "human statue" on street corners. Incorporating a video into your presentation is also "multisensory." Don't make it

PRESENTATION TIPS

complicated, but remember to go beyond the slides every once in awhile to keep your audience engaged.

8 Practice verbal delivery and body language. Practice relentlessly and internalize your content so that you can

Jaw-dropping moments create what neuroscientists call an emotionally charged event, a heightened state of emotion that makes it more likely your audience will remember your message—and act on it.

deliver the presentation as comfortably as if you were having a conversation with a close friend. True persuasion occurs only after you have built an emotional rapport with your listeners and have gained their trust. If your voice, gestures and body language are incongruent with your words, your listeners will distrust your message.

It's the equivalent of having a Ferrari (a magnificent story) without knowing how to drive (delivery).

Dr. Jill Bolte Taylor practiced her now famous 2006 presentation, "My Stroke of Insight," 200 times before she delivered it live. Put in the practice time.

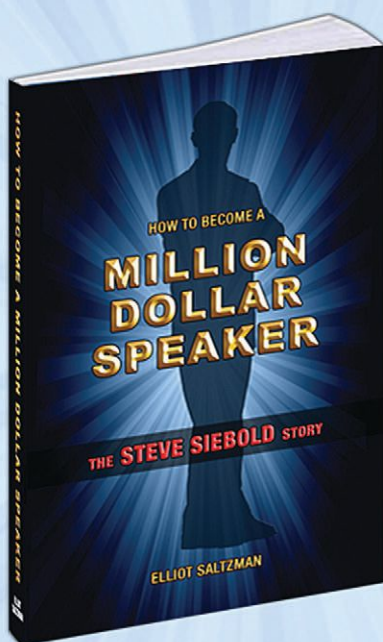
9 Be authentic, open and transparent. Most people can spot a phony. If you try to be something or someone you're not, you will fail to gain the trust of your audience. When Facebook COO Sheryl Sandberg took to the TED stage in 2010, she told the audience that she was conflicted about leaving her kids to travel to

the conference. She had decided just that morning to open her presentation with that remark. Sandberg, who admitted she felt "guilty" when her daughter didn't want to her get on the plane, came across as vulnerable, transparent and authentic. Her presentation, "Why We Have Too Few Women Leaders," has been viewed more than 3 million times, and it set the stage for her bestselling book, *Lean In*.

Make no mistake. Your ability to persuasively sell yourself and your ideas is the single greatest skill that will help you achieve your dreams. Follow these nine rules and you'll astonish, electrify and inspire your audiences, and your message will spread. **T**

CARMINE GALLO is author of the book *Talk Like TED: The 9 Public Speaking Secrets of The World's Top Minds*.

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continued from page 19



From left, Anthony Day, Michael J. Clarke and Phil Heath share laughs at a themed district event.

her in the hospital, but soon realized that with so many Toastmasters visiting her, he could plan his visits around theirs and spend valuable time catching up on tasks at work and home.

And when Eu Jin's sister Jo Way Teh, CC, arrived from Malaysia to study in Edinburgh, she too became a Toastmaster and friend. We met Eu Jin's parents when they visited, and a few years later,

I joined Toastmasters to improve my speaking skills, but I didn't expect it to change my life.

Mentors Matter

A different type of relationship helped Eu Jin Teh, ACB, ALB, develop from a shy, young engineering graduate to a confident speaker. He recounts his first visit to Capital Communicators: "The members made me feel so welcome that I wanted to come back," he says. "The thing that struck me was the confidence of the Toastmaster of the evening. When he told me he had been a member for less than a year, I thought, 'Wow, I want to be like that.'"

At the time, my partner, Neil, was pioneering the club's mentoring program. Eu Jin was immediately interested. "At home in Malaysia, there is a mentoring culture," says Eu Jin. "You are expected to have someone more experienced guide you." When Neil asked who he would like as his mentor, he chose Neil.

Over the next six years, a friendship developed between Eu Jin, Neil and me.

when my son traveled to Malaysia, he spent several days in their home.

Eu Jin says Neil helped him prepare speeches and encouraged him to take on meeting roles. Under his mentor's guidance, Eu Jin entered speech contests (some of which he won), and became club vice president education and then area governor. In 2012, he started a new club—Haymarket Toastmasters in Edinburgh.

Eu Jin's continuous development at Toastmasters made him more confident at work. It encouraged him to speak up at meetings and deliver seminars. It even helped him propose to his fiancé earlier in 2013, and he later used his Toastmasters skills to write his wedding vows.

"Toastmasters has helped me overcome years of conditioning in a traditional mindset where you are acutely aware of how others see you," says Eu Jin. "In Toastmasters, I've made many

friends, but they're different from my other friends. They acknowledge when you want to grow, push boundaries and do something challenging."

Close Friendships

We're not the only members who have formed close friendships. Known throughout District 71 as the Yorkshire gang, Michael J. Clarke, DTM; Anthony Day, DTM; Phil Heath, DTM; and Michael's partner, Gillian Caldicott, ACG, CL, have been friends since 2001.

Michael says Gillian wondered why he came home from Toastmasters meetings inspired and looking like he had a good time. She attended a meeting and enjoyed it so much that she joined too. Gillian and Michael met Anthony and Phil in Toastmasters, and now they're all best friends. In April 2002, Anthony and Michael chartered a club together, Leeds City Toastmasters in Leeds, United Kingdom.

When they are not organizing district conferences, chartering clubs or being involved in district matters, they meet socially every six weeks. They host dinner parties at each other's homes, go to the theater and generally support each other.

"Sometimes we've fallen out," says Michael, "but we always found ways to resolve our differences, as nothing has seemed important enough to break our friendship. To maintain that friendship, I'd say respect is the main thing—that, and having a great sense of humor."

As William Arthur Ward once said, "A true friend knows your weaknesses but shows you your strengths; feels your fears but fortifies your faith; sees your anxieties but frees your spirit; recognizes your disabilities but emphasizes your possibilities."

Whether you find a loved one, a friend, a business associate or a valuable support network, it's an unexpected gift, thanks to being a Toastmaster. **T**

MOIRA BEATON, DTM, is club vice president public relations of Waverly Communicators in Edinburgh, Scotland. She is also a freelance writer and communication coach. Learn more about her at www.moirambeaton.com.



Defining Love

Let's just figure out the square root of
pi times infinity instead.

BY JOHN CADLEY

I love my wife. I love my children. I love my siblings. I love my cat. I love my country. I also love football, a crisp fall day, a nice steak, a good joke. I *don't* love getting beaten at tennis six-love-six-love.

What's going on here? The word *love* communicates innumerable states of being—and a tennis score as well. As lovers of words (there's that word again), Toastmasters strive for clarity. Yet every day we use a word with so many meanings it's virtually meaningless. "I love you." What does *that* mean? I want you? I need you? I

The word love communicates
innumerable states of being—
and a tennis score as well.

admire you? I was hoping I could borrow \$500? *What?* Call me a killjoy but when the Beatles sang "All You Need Is Love," I wanted to ask—could you be more specific?

The word started out as *lufu* in Old English, *luve* in Old Frisian, *luba* in Old High German, *lof* in early forms of the Scandinavian languages and *lubet* in Latin. At least they all agreed the word should start with "l." It appears in the earliest English writings, but that wasn't until the eighth century. It took the previous seven centuries just to figure out what they were talking about. A caveman said to his wife, "I love you." Then he said, "And boy, do I love a nice rack of woolly mammoth ribs"—at which point she cracked him on the head with a dinosaur bone. This was the moment humankind decided that *love* needed to have more than one definition.

The Greeks were on to it. They had different words for different kinds of love. *Agape* was spiritual love, *Eros* referred to romantic feelings, *Philia* described mental love like loyalty and friendship, *Storge* denoted affection, and *Xenia* meant hospitality—in other words, a continuum that went from *I worship your being* to *Would you care for a stuffed mushroom?* We don't use those Greek words any more. They make you think too much. Even the Greeks don't.

I went to Greece once and the hotel manager said, "We love having you here." To which I replied, "Is that *agape*, *philia*, *storge*, *xenia* or *eros*?" He said, "I'm sorry, sir, but we have nobody working here by those names. You're in room 314. Elevator's on the left. Have a nice day."

The English language's profligate use of this four-letter phenomenon extends even into the realm of physics: "Love makes the world go 'round." Really? Isaac Newton said it was the gravitational pull of the sun. He just never said it around his wife.

What, then, are we to do? Continue using the word willy-nilly? Not if we care about linguistic precision. For instance, let's look at romantic love. Neurobiologists tell us that when people "fall in love" they are, in fact, experiencing certain chemical interactions in the brain—so compelling that it frequently causes them to enter into a lifelong, legally binding relationship called "marriage." The effect lasts anywhere from 1½ to three years. Marriages, on the other hand, are supposed to last forever. Obviously, we have a problem.

Therefore, I propose that henceforth the phrase "I love you" be replaced with, "Dearest darling, my brain is currently flooded with pheromones, dopamine, norepinephrine and serotonin, causing me to believe we will be blissfully happy for the rest of our lives when in fact we've got three years tops before the honeymoon is over and we're on our own. Will you marry me?" Not the kind of thing you'd find in a love song but at least everybody's on the same page. (I showed this paragraph to my wife and told her I thought it was really funny. She crossed her arms and asked, "Funny how?" I guess *funny* has different meanings too.)

I don't know. Maybe we can't define *love* after all. You can say it's selfless and unconditional but I'm still waiting for a simple "thank you" from my kids for spending \$7 million on their education. You can say it's a form of affection when my cat drops a dead mouse on the living room floor, but affection is not what I'm feeling. You can say it's romance but ... well, we've already seen where that goes.

Strange, huh? *Love* is the most powerful word in the English language and we can't say for sure what it means. You gotta love it. **T**

JOHN CADLEY, a former advertising copywriter, is a freelance writer and musician living in Fayetteville, New York.

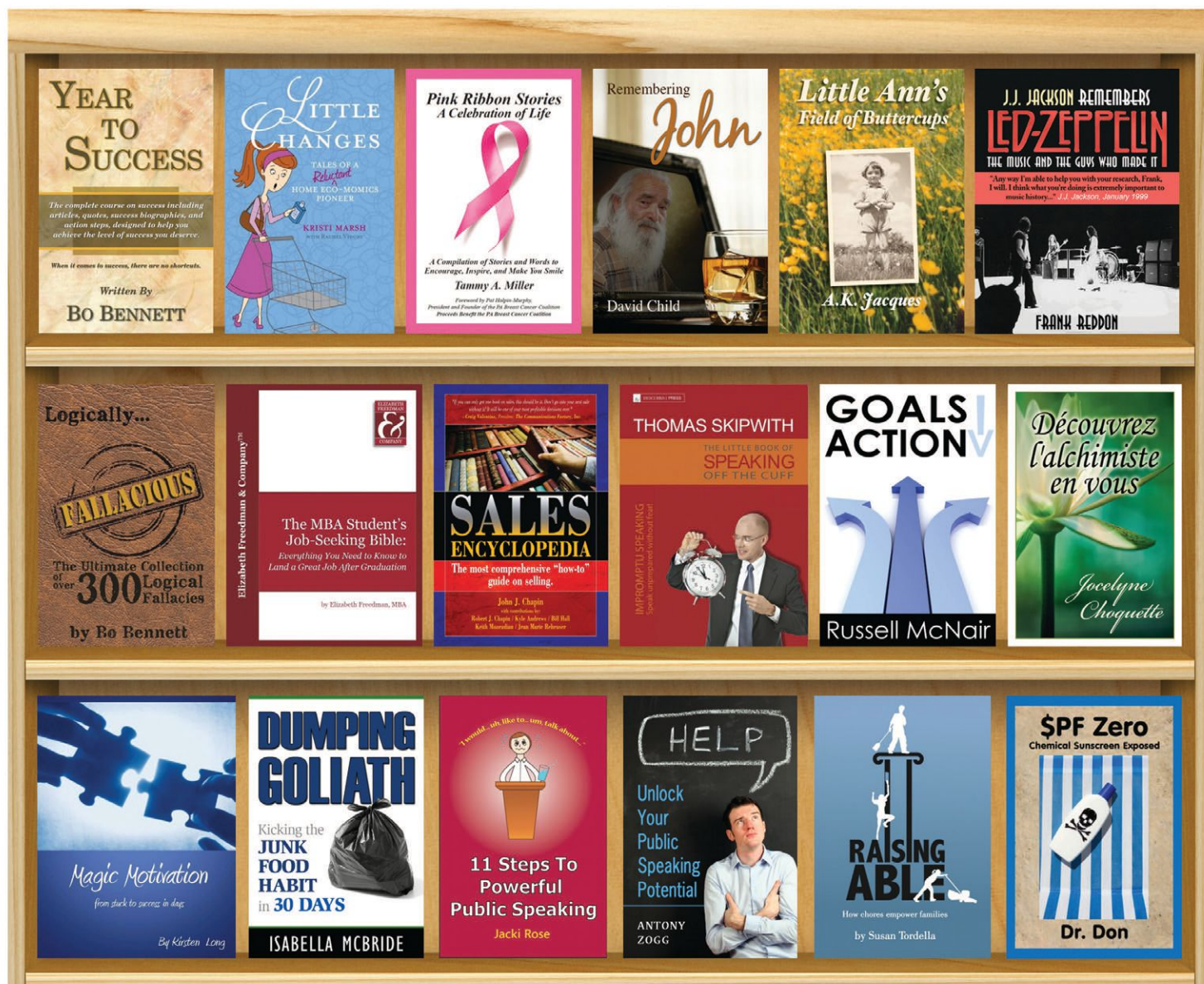
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