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**Using Public Speaking to Increase your PR Network**

**By Ana Ventura**

**Using Public Speaking to Increase your PR Network by Ana Ventura**

The first time I was assigned an oral presentation as a college freshmen, I figured it would be an easy A. But much to my dismay, as I stood in front of the classroom, my palms became drenched with sweat and I couldn't remember a word of the material I had so laboriously researched.

You might be wondering, "So what does this have to do with my PR campaign?" Surprisingly, it might be more than you think. Let's say your company had decided to sponsor a charity event, and the director of the organization asks you to say a few words at the event. Whether this invitation is spur of the moment or planned, if you don't have a few good public speaking skills under your belt, you could end up doing more harm to your company's face than good.

Public speaking is not an easy task, and one that takes a fair amount of practice and confidence. Many people perceive speakers that give off a certain air of knowledge to be experts on the topic being covered. Even if you aren't really an expert, it doesn't hurt to sound like one, right?

The first thing you should take in account when planning a speech is who you will be presenting to. Demographics and psychographics are two things that should be looked at carefully. Demographics deals with such issues as age, sex, socio-economic status and education level, while psychographics leans towards the ideologies and beliefs systems of the audience. Obviously, presenting to a group of high schoolers will necessitate a different tone and speech type than would a presentation to a

group of science junkies at a physics convention.

You also need to look at the message that you wish to convey to your audience. This will lead to figuring out what sort of speech you need to work on. There are different types of speeches, including demonstration, informative, or persuasive. If you expect an audience to listen, you have to give them a reason. Play off their motivations— always remember that humans act and direct their behavior according towards wants and needs.

However, it doesn't matter how much you appeal to someone's emotions if you have no credibility. Establishing credibility is

important because it builds trust between you and the audience. Some common ways to portray credibility is by the use of facts, statistics, narratives, and defining the jargon that your audience might not be immediately familiar with.

During the deliverance of your speech or presentation, it is key that you order your points in a way that will make sense to the audience. Chronological, spatial, and cause and effect ordering are a few examples of ways that work well.

Along with the points you make in your speech, good visual aids will oftentimes reinforce the ideas for your audience. An image or graph makes your key concepts much clearer for the listener.

Finally, speech deliverance is of utmost importance because let's face it— no matter how much preparation you put into your speech, it won't matter much if you forget every word once you're up there.

The four main delivery formats used in speech making include impromptu, extemporaneous, manuscript, and memorized. If you've done all this preparation, chances are you're not giving an impromptu talk. So let's look at the other three. You already know what a memorized speech is, and you might have guessed that a manuscript is one that is simply read allowed verbatim. Extemporaneous speaking, however, involves very few notes and memorization. This is sometimes harder than the other forms, but at the same time usually involves fewer blunders and allows for more eye contact with the audience.

By the end of my college career, I could stand in front of fairly large audiences with enough confidence to glide through my points

with ease. Granted, I did stumble across some unexpected pitfalls every now and again, but the more I spoke the easier it was to gracefully ease my way out of those hairy situations.

Making public presentations and speaking part of your PR campaign can reinforce your image as a trustworthy and intelligent person, especially concerning whatever it is you're trying to sell. Over time, your charisma and demeanor will reflect the confidence involved in public speaking. Sales will start rolling in.

Ana Ventura specializes in helping businesses, organizations, and individuals get media coverage. She is a PR expert at [DrNunley'shttp://FullServicePR.com](http://FullServicePR.com), a site specializing in affordable publicity services. Reach Ana at <mailto:ana@fullservicepr.com> or 801-328-9006.

### **Public Speaking Tips For Kids**

**By James Masterson**

Public speaking is one skill that kids should enhance. Aside from practice, public speaking for kids requires personal coaching. Personal coaching includes the development of self-confidence and the effort on helping kids to improve their public speaking skills. For beginners it is important that they undergo this kind of learning to have a better public speaking approach.

Kids have their own skills and abilities on how to deliver a presentation. It is up to the coach to bring out that natural skill in them. The kid only needs to listen and internalize all the things that the coach will teach.

If you are the kid being trained, you will be introduced to an approach in public speaking that can be convenient to you. The coach will not attempt to change your style and be different to other speakers; although speakers seem to be more effective if the audience finds him unique in his public speaking.

The coach will try to enhance your own skills and talents that are already present in you. You can expect comments and feedback from your coach during the training process. He will provide you the much needed guidance and specific knowledge for the coach is obliged to produce a better result in your training. Here are some reasons why you will need a personal coach:

- You may ask for a coach if you need help on a specific presentation that is very important to you.
- If you want to concentrate on specific communication and speaking issues that are covered in general workshops and seminars.
- If you have encountered sessions and workshops that progress slowly and are too standard or maybe do not get your interest.
- When you are too busy to attend trainings because you cannot choose just one that can answer your

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needs.

–If you are not comfortable in the team setting or you may feel that your speaking skills are on a much higher level.

–If you have undergone public communication and speaking lessons before and you may need additional knowledge and enhancement.

–If you have found you work much better and develop faster with a personal approach.

Getting a personal coach does not mean you are a slow learner or have poor communication skills. There are many reasons why will you need to have a personal coach, as mentioned in the above list.

Coaching can be just like that, like any sport where a team needs a coach to perform well and be guided on the executions. For a child that wants to be trained in public speaking as early as in his early childhood, it could be better if the child is already trained on how to address and interact to other people by means of public speaking.

James Masterson is Stand out, Be Recognized and Be Remembered keynote speaker. [Click Here To read his latest advice](#)



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