
25 Ways to Use Public Speaking for IMPACT in Your Work and Life

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Are you holding yourself back from public speaking because you think it's only presenting to a huge (scary!) audience?

As Roger Love says, all speaking is public speaking. Whether it's for personal or professional reasons, being able to connect with others and establish a rapport is essential.

But often we hesitate when we hear the words speaking or presenting. In many cases, that's because we think that speaking means a live audience in an auditorium. Scary!

However there are many ways to use speaking in your professional life that are simpler and easier to start with and can launch you on your way to something more.

This report will give you twenty five ways, and some of them you are already doing.

The different ways described fall into five general categories. The categories are:

1. Face to face interaction
2. Live but voice only
3. Recorded audio or video
4. Real time video
5. Speaking to an audience

Each one of these categories has multiple options but first, did you notice that there is a progression in the five categories?

The first one, face to face, is something that you're already doing. The list progresses from the easiest to the most challenging. You can decide where on that scale you aspire to.

1. Face to Face Interaction

The first category is face to face, and includes:

- sales conversations
- networking events
- speaking to an employee or employer
- impromptu speaking
- brainstorming/problem-solving situations

Think about your current work. Whether you're currently an employee or a business owner, you're having conversations.

Perhaps you're called on to contribute to a brainstorming session with your co-workers.

Perhaps you're an entrepreneur attending a networking event.

Maybe someone calls on you unexpectedly to speak off the cuff at a meeting.

Maybe you have appointments booked with potential customers where you must show up prepared and ready to deliver information, answer questions and make sales.

Think about it. In any of those situations, you're speaking to an audience, even if it's an audience of one.

2. Live But Voice Only

In many situations, the person we're speaking to can hear us but can't see us. Some of the ways described in the first category also apply to this category because we may be speaking on the phone or on a VOIP service such as Skype.

The ways in this category include:

- Telephone conversations for different purposes
- Teleseminars
- Telesummits
- Webinars

Telephone is self explanatory.

Teleseminars are when you deliver information to a group of people who are listening in on a conference line.

Telesummits are when you are one of several people delivering information on a theme, and usually there is only one person speaking each day. The theme can be anything, marketing, health, relationships, social media.

Webinars are when the participants have visuals, usually in powerpoint or something similar, but again they only hear you.

3. Recorded Audio or Video

In this category, there are seven options. They are:

- Audio recordings or series of recordings
- Podcasting
- Recorded testimonials
- Recorded interviews either as interviewer or interviewee
- Sales videos
- Content delivery
- Training

All these options are prepared in advance using various technologies.

Audio recordings or an audio series can be produced and edited using a program such as Audacity (free download at sourceforge.net). These recordings can then be made available on a website for play or download.

Podcasts are also recorded and then made available through syndication with either a free or premium tool. Podcasting has recently had a resurgence in popularity and is a great way to make your recordings available.

Recorded testimonials are a more personal way to give or receive feedback about business offerings. Again, audacity is a great tool for this.

Interviews work well when you want to have a recording of you interviewing someone or being interviewed by someone. A great tool for this is Zoom (zoom.us). You'll need at least a Pro account to record. You can download and save in both video and audio formats. Cloud space is limited so the download option allows you to delete after saving to save space in your Zoom account.

Making a sales video is a popular option for a lot of marketers. It may seem more personal than written content or audio only but your choice will depend on the message and who your audience is.

Training videos are used by course creators to deliver information and work well in situations where the participants want to work at their own speed.

4. Real Time Video

In real time videos your audience can see and hear you. Depending on what technology you use, you may also see and hear them.

Uses for this include:

- Content delivery
- Video conferences
- Live interviews
- Facebook Live for quick stories

There are now several options for delivering content in real time video or organizing a video conference to bring people from different locations together for discussion.

The method for the real time video depends on the purpose. It may be part of a training course, it may be a private meeting, You may want to do an interview with a live audience. It may be a Google Hangout. Fit the choice of technology to the occasion.

Note that the uses for real time video and recorded video may overlap.

5. Speaking to an Audience

Yes, here we are at the category speaking to a live audience. But even here there are different options. They are:

- Workshops or seminars
- Teaching as part of a retreat
- Q and A session
- Book launches, author talks or open mic nights
- Hosting or chairing a speaker event
- Being one of several speakers at an event
- Doing a keynote address

A workshop is a great way to start speaking to an audience because there is a lot of interaction, activities, or breakout sessions possible in a workshop or seminar environment. Out of an hour long workshop, you may only be speaking for 20 minutes or so.

You might be invited to teach a portion of a retreat or do a Q and A session after another presenter in your area of expertise.

Many authors use book launches, author talks or open mic nights to publicize their books.

You could host or chair a speaker event, a meeting, or other public function. This requires you to make introductions, or improvise in between sections of the event. These transitions are easier than you might think by simply picking up on something the previous person said and using it as a bridge to the next item on the agenda.

Finally there is the keynote address, you on stage speaking to a live audience. These can range from 15 to 20 minute speeches after dinner to hour long presentations to a company.

However as you can see, there are many steps from the first category to the final option in the fifth category. The journey is really yours to decide.

What is true is that speaking to an audience and feeling a connection to them is one of the most uplifting, energizing and exciting experience you can have.

***When you come to the edge of all you know
And you're ready to step off into the darkness,
Faith is knowing one of two things will happen,
You will have solid ground to stand on,
Or you will be taught to fly.
~ Patrick Overton***