

Six Very Good Reasons Why Public Speaking Can Be A Great Way To Market Your Business

By Dale W. Hutchings

Whether you are just starting out or have been in business for years, if you are looking for an easy, inexpensive, market-focused (and perhaps even a revenue-generating) strategy to promote your business, think about public speaking. Yes, I know for some of you the idea of speaking in public is frightening, however, this can be overcome.

(I should know, I was one of those people.) Got your curiosity, but still not sold on the idea? Read on. Here are six very good reasons why public speaking can be a great way to promote your business:

1. *It's An Excellent Way To Demonstrate Your Expertise.* Talking about your profession, or the benefits of the products and services you offer will greatly enhance your credibility and position you as an expert in your field for potential customers.

2. *It's An Easy Business Marketing Strategy To Implement.* Basically, all you have to do is develop an educational talk/presentation you want to give; rehearse the speech a few times so you remember whatever facts, figures and examples you want to stress; and then get on the phone and start calling various organizations to schedule a talk before their membership. Numerous professional, business and civic organizations (Rotary, Kiwanis, Lions, etc.) are always looking for speakers. All it takes is a little digging and you will find endless opportunities to speak in public.

3. *It's A Great Mechanism In Branding Your Business.* Regular public speaking gives you tremendous visibility and strong name recognition over time. Set your sights on a presentation that presents a problem for the audience and then give them suggested solutions to the problem by using your products or services. But don't stop there. Always provide the audience with a handout in support of your educational presentation. Give them something to walk away with to remember your recommendations and also you. (A simple notation at the bottom of the handout stating you were responsible for the information provided will achieve this.)



4. *It's A Wonderful Means Of Team-Building To Market Your Business.* Frequently in providing business marketing consulting, I encourage many clients to pursue a "Team Marketing" strategy. TM is a concept whereby people of various professions that complement one another come together as a team to help one another in marketing their perspective businesses. One such initiative I often suggest is doing a seminar or educational symposium together that will mutually benefit everyone. For such a function, it is the responsibility of everyone in the group to present a short talk about some aspect of their business or field that would be of interest to the audience. This teamwork offers many benefits: one of the most important of which is building a sense of trust and understanding among group members that can spark other marketing efforts to further benefit everyone on the team.

5. *It Can Be An Opportunity To Generate Additional Income.* After you have done a number of talks where people frequently praise you, with a comment like: "You are a very good public speaker. In fact, you are so good I would pay to hear you speak," don't take such flattering words lightly. Many companies, educational institutions and business associations regularly seek and hire speakers for conferences and other functions and pay them well for their talks. Or, if you have been giving free seminars for a while and are getting great evaluations, maybe it's time for you to start charging for your seminars. You don't have to charge a lot of money. Even a half-day seminar for a small fee per person can generate substantial additional income for you over time.

6. *It's An Outstanding Way To Enhance Your Personal Growth & Have Fun.* Public speaking is a skill many people fail to develop because they just cannot get beyond their fear. However, anyone who does public speaking on a regular basis will tell you the process of achieving this skill greatly builds self-confidence: not only in your ability to share information related to your products, services or profession, but to other aspects of your life. You will also come in time to look upon public speaking not as a task or challenge, but something you truly enjoy.

Sure for many people being a good public speaker doesn't come naturally. But that's okay. There are various resources available to help you improve your speaking abilities, and yes, deal with your fears. For example, both the National Speakers Association (www.nsaspeaker.com) and Toastmasters International (www.toastmasters.org) offer you the opportunity to speak before groups, along with receiving constructive evaluations and unconditional support. These organizations also are great places to network and develop contacts. You also might want to consider enrolling in an acting and/or drama class through a local community college or adult education program. Either will help you tremendously in getting over your fears of speaking in public. And that's important because as you have just learned: *public speaking can be a great way for you to grow professionally while your business grows prosperously.*

