

SPRING 2011/WSN 32

TIPS FOR A SUCCESSFUL SPEECH

- Tell a story—not a sales pitch
- Keep it to 30 minutes
- Practice several times before going live
- Don't read your speech
- Use a PowerPoint to stay on track
- Write your opening and closing so you're guaranteed to start and finish strong

The Gift of Gab

Last month I was invited to speak at a SBANE breakfast about a new B2B niche we've created and the tremendous impact this has had on our business. It was a great crowd for 7:30am! I'm always amazed at the responses from the audience—people who genuinely appreciate the advice we share and want to either do business with us or connect us to people who could be great prospects or referral sources.

Every time I speak I'm reminded that as the leaders of companies, we really need to be out speaking every chance we get. Public speaking is a great, low-cost way to build exposure for our businesses. All you need is a great story and, as my grandmother used to say, "the gift of gab."

Happy Marketing,

April Williams McCrory
President & Visionary



April will be speaking at RIBX 2011
on Tuesday, May 3 at 1pm, Platform B.
We invite you to join us! Go to
ribx.wordpress.com for more info.



Peter Seronick recently spoke to
the Tulsa Art Directors Club

IN-PERSON SPEAKING ENGAGEMENTS ARE ONE OF THE MOST EFFECTIVE WAYS TO GENERATE LEADS AT INDUSTRY EVENTS.

— MARKETINGSHERPA'S BUSINESS TECHNOLOGY BENCHMARK GUIDE

A Story Worth Telling

Ralph Lawrence had planned on spending his retirement on the golf course. That was until his granddaughter Autumn was diagnosed with infant leukemia. When she was a toddler, Autumn underwent a bone marrow transplant. Watching Autumn struggle with her IV pole while trying to play like a normal little girl broke Ralph's heart.

So he invented the MoveAround™ IV Buggy, which allows patients to have easy mobility while keeping items like stuffed animals and juice boxes conveniently close. With her new IV Buggy, Autumn's spirits lifted and within a week she was eating again on her own, quickening her recovery.

To help Ralph spread his story of hope and share information about his life-changing product, North Star secured speaking opportunities throughout the state, which led to other opportunities in the region. As a result, Ralph has received numerous purchase orders for the IV Buggy, as well as donations to help continue his big-hearted work.

Until next time,
The North Star Team



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