

# Increasing Business by Communicating Your Credibility



**Willie Crawford Interviews Felicia Slattery on His Radio Show... “Willie Crawford Teaches Real Internet Marketing**

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**This ebook is a transcript of a recorded radio show hosted by Willie Crawford, founder of The Internet Marketing Inner Circle.**

**During the call, Felicia Slattery shares the importance of developing your “Signature Speech” even if you are not a professional speaker. You can learn more from Felicia at: <http://SignatureSpeeches.com>**

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**Willie Crawford:** Hi, everyone. This is Willie Crawford and I'd like to welcome you to another episode of [Willie Crawford Teaches REAL Internet Marketing](#). Today I have as my special guest Ms. Felicia Slattery.

Felicia J. Slattery lives her life with energy, passion, and enthusiasm because she realizes each moment is precious. During Christmas week of 2004 while just 34 weeks pregnant with her second daughter, she contracted a rare and horrifically painful, pregnancy-related disease. She came within four to eight hours of death.

As she spent the days, weeks, and months recovering physically, mentally, and emotionally from the trauma, she realized her life – and all of our lives – are a gift. After more than a year of healing and soul searching she decided to put her communication and public speaking talents to use to create a positive impact on the world.

As a mom she wanted a professional career she could run at home to be with her two “angel babies.” That’s when her coaching and consulting business was born.

A teacher and trainer for more than a decade at businesses, colleges, and universities all over Chicago, Felicia J. Slattery is a published author, popular public speaker, and communication consultant and coach to entrepreneurs around the world.

She teaches teleseminars as a keynote speaker and offers private coaching, as well as various written and home study programs to service-oriented entrepreneurs on improving their communication skills. Then they can present their best image and see increased cash flow to succeed at work and enjoy happy and fulfilled personal lives.

Felicia J. Slattery holds two Master’s degrees: one in adult education and training; and another in communication. She knows the value of just one life and seeks to serve her clients as they serve others.

Her enthusiastic passion for communication is contagious because she knows that one important message delivered with power can transform a life. You can learn more about Felicia on her Web site at [www.CommunicationTransformation.com](http://www.CommunicationTransformation.com).

I need to confirm that she has joined us on the call today.

**Felicia Slattery:** I am here Willie. How are you?

**Willie:** Hi, Felicia. I am doing absolutely great. Thank you very much for joining us.

**Felicia:** Thanks for having me. I'm excited to be here.

**Willie:** I am too. I like the way you called them your "angel babies." I believe I met them in Orlando.

**Felicia:** We were in Chicago. That's where my husband and I met you. I live here in the Chicago area. I said, "That's a no-brainer event! Willie Crawford is going to be there!"

I went and told my husband, "Bring the girls over so I can get a chance to see them and visit with them." They came by, we were having dinner, and they got a chance to meet you.

**Willie:** I didn't realize a lot of your story at the time. Since that time I see that you're all over the place and extremely busy. I realize we're very fortunate to have you on the show today. Even at that seminar you were giving people tips, sort of teaching and coaching them on how to put their best foot forward when they were speaking.

I remember when you were brought up on stage. I know a lot of people are like me. They've learned part of what they need to know, but not everything. Part of what you teach, though, is what you call a "signature speech." Why don't you tell our listeners what exactly a signature speech is and why we should have one?

**Felicia:** That signature speech is something that I teach people. A lot of people's first question is, "What is that? Is that like your

three-second elevator speech or is that some kind of intro that you do?” It’s not really.

A signature speech is a full-length persuasive presentation. It is anywhere from a 30- to 45- to 60-minute presentation that you prepare so that you can market your business to a live audience that’s filled with your ideal target market.

One of the things you want to remember when you’re putting together your signature speech is that nobody wants to listen to a 25- to 45-minute sales pitch. People turn off in a hurry. It is definitely a persuasive presentation.

**Willie:** It’s a persuasive presentation but it’s not a sales pitch. I know many of us who are marketers are taught to have that elevator speech. It’s basically when somebody asks you what you do, to be able to very quickly tell them what you do; yet you’re saying this is 20 to 45 minutes. It’s a regular speech, then.

**Felicia:** That’s right. It’s a regular speech.

I’ve been a speech teacher for the last decade. There are a couple of different formats that we teach: persuasive speaking, informative speaking, and speaking to entertain.

At the end of your speech your goal is for somebody to do something; for somebody to sign up to get a free report or free e-course; or you want to try to sell them an e-book or get them to sign up for a class. You want somebody to do something when you’re done talking to them.

When we’re giving a speech to market our business, obviously we want people to do something. We don’t want them to just walk away and go, “Wow, that was good.” We want to be able to interact with them later on. We want them to do something. That’s what makes the presentation persuasive; but you definitely want to include information in that speech.

Willie, I saw you give a speech that was very close to what I teach as a signature speech. I’ll bet you didn’t know that!

**Willie:** No, I didn't know it! I find myself actually giving quite a few presentations to local civic groups. I'm a member of the local Glazer-Kennedy group. I've been invited to lots of different groups; lots of different business organizations. I do give a lot of presentations. I'd never really thought of them as signature speeches, but I guess that's what they will become as soon as I learn more from you.

**Felicia:** That's right.

**Willie:** A lot of our listeners probably don't think of themselves as speakers. For someone who is not a speaker, will they have an audience?

**Felicia:** They will, Willie. I don't know if you thought of yourself as a speaker before you got started. I'm going to turn it around and ask you. Did you think of yourself as a speaker before you stood up in front of your first audience?

**Willie:** I did, but the reason I did was because I was invited as a speaker at the very first seminar I ever attended.

**Felicia:** That's great!

**Willie:** I'd never even been to one; never seen what was involved in putting on a presentation. I actually didn't even have slides. I spoke from notes. Because I'd been very visible on the Internet, I was invited to a seminar down in the Keys where I knew I was expected to speak. My situation is unusual.

**Felicia:** You said something in your answer that was interesting, that I want other people to know. You're an expert at Internet marketing. That's why you were invited to come and speak. You know what you're doing in your business. You are the established expert and continue to be year after year.

Anyone who has a business is an expert in whatever it is that they do, right? They obviously wouldn't have started a business in that.

For you listeners today, what do you know? What are you interested in? What do you teach people to do in your business? How do you serve folks in your business?

Whatever it is that you serve people, that you show people to do – whether you do it on a one-to-one basis or an Internet marketing basis – you can teach people how to do that in a live situation; in a live audience. You can stand up in person or even do it as a teleseminar.

I teach people how to use their signature speech in a teleseminar format. They don't have to be live and in person in front of an audience, although that's a great way to be. There is an audience. This is the way I teach my folks.

They think, "Well, gosh. I'm not a speaker. I don't want to be a speaker. I just want to be a copywriter. I just want to be a graphic designer. I just want to be a virtual assistant or coach. I'll market my business online so I can get new clients. I don't want to go out into the world and be a speaker."

You don't have to grow up to be a professional speaker. All you need is this one speech; this signature speech that you can go out and deliver time and time again to audiences that are filled with your ideal target market.

To start, you say, "What kind of questions do I get a lot?" Willie, suppose somebody says to you, "Internet marketing? What is that?" I'm sure you get that question from people who don't know what it is.

From people who do know what it is you probably have a list of frequently asked questions. That's a really great place to start with your signature speech. These are the questions that people want to know about.

When they hear your area of expertise and they're interested in knowing more about it, those frequently asked questions are a wonderful place to start so that you can answer what people want to know most. As you know, Willie, the best way to create any kind of product is to give people what they want.

**Willie:** Absolutely. In fact, knowing what they want and even telling them that you're going to give it to them practically writes your sales page or your Web page for you. You're telling them, "I'm going to give you what you want." I do that all the time.

A lot of our listeners are going to say, "Okay, I'll give this speech; but do I sell it? Why do I give it?"

**Felicia:** That's one of the things. People think, "Why am I going to do this speech?" and "Is it going to cost me anything?"

When we're online, there are all these different ways that we can pay to drive people to our Web sites. We think, "Gosh. Is this something else I have to pay for?" The answer is no. It should never cost you any money to deliver your signature speech.

Willie, I know you travel around the world to give speeches. Obviously, it costs you to get on an airplane and stay at a hotel. I teach people, "You can deliver this speech in your community." It's going to cost you whatever it costs to put the gas in your car to get to the place.

Other than that, you should never have to pay any kind of advertising fee or pay an organization so that you can give your speech. If you do, they're probably not the best organization for you because the audience is not ideal.

What you're looking for is an audience of people who are hungry for your information and who are there freely – out of their own will – to say, "I've heard about this speaker coming and I really want to know more about whatever topic it happens to be." They are there, excited to hear you.

Very often, when I deliver my signature speech in my community, I get some little benefits. You get free breakfast or free lunch because they thank you so much for coming. Most organizations that I teach people to go to don't have a budget to pay someone. This is kind of the beauty of putting together a signature speech.

Let me tell you, Willie, there are organizations around the world that have spots open for speakers and don't have speakers to fill those spots. They wish they could find someone in their area and community who would be willing to come and talk to their group for free for a half hour to an hour about something that would be interesting to the members of that group. They can't find people.

There are a lot of professional speakers out there. I charge in the thousands of dollars to deliver a keynote presentation. However, when an organization in my community that's filled with small, home-based business owners – those are the people that I serve – calls me and says, “Can you come and give a speech?” I say, “Yes, I can!” I'm happy to do it for free because I know I'm going to get something out of it. I speak for free and I also am never charged. No one else should be charged, either.

Another one of the cool benefits that you sometimes get is free membership to different organizations. For example, I belong to the Chicago Women in Publishing organization. I got a year-long membership for just speaking to their group. They said, “Thanks. In appreciation, we'd like to give you this.”

You get little gifts and free food. That's a good thing. You end up with a whole bunch of people who know you and love you. After you've just been put on the stage as an expert, they trust you because they've heard you speaking to them. There are tons of amazing benefits from it, all free.

**Willie:**

I agree with you 100%. I mentioned that I was at the local Glazer-Kennedy group. I met the owner of the local newspaper there and now I have media contacts. I don't need to worry about my press releases getting through. I can just call and say, “Be looking for this.”

One of the guys whose job it is to find speakers for the local Rotary Club in a city that's not even my city – in a neighboring city – asked me to come and speak. I know how powerful this can be.

Because I'm used to speaking from stage, I also ask, “How should I structure my presentation to get the results I want, and at the same

time deliver value?” I get the feeling I’m going to learn that from actually studying some of what you teach. I’m looking forward to that.

You said you’d give it for free, though. How do the people that you teach make money from it then?

**Felicia:** Willie, I know you know the answer to this, but we’ll tell your listeners. Actually, you follow pretty closely the format that I teach. It’s called “motivated sequence.” I’ll bet you didn’t know that.

**Willie:** No, I didn’t.

**Felicia:** I’ve taken the motivated sequence organization pattern. I didn’t create this. This is a pattern that’s been around for hundreds of years. It actually goes back to Aristotle. We’re talking about thousands of years here. This is a pattern.

I’ve taken it and said, “Let’s make this for right now, real life, everyday; for folks who have a business they need to market.” I’ve just adapted it to business use. Basically, the money comes in two ways.

It can come immediately. I deliver my speech about once a month or so in my community. Since January I have not left an event without money in my pocket, and the organizers had nothing to do with it. I didn’t get paid for my speeches.

Because of the format that I follow and the way that I present my speeches, at the end of the speech people are saying, “I want that! I need that!” They sign up. They want my stuff: whatever I happen to be promoting at the event. That’s the first way.

The second way is in the follow up afterwards. I teach people a number of different ways to follow up. The most powerful way to follow up is to collect the names and e-mail addresses of every person in the room.

You know the power of an autoresponder. Those who are listening online right now typically know what an autoresponder is. You get

them and now you've got this whole room full of people that you can enter into your autoresponder series. You ask them first, obviously.

With local audiences, most of those folks have never heard of Internet marketing. They don't understand the way we do business. They don't understand that when they sign up for something they might have to double opt in.

I explain what this double opt-in process means. I explain that they're going to get an e-mail and they have to click a link in that e-mail to make sure I entered their information correctly, that they really do want it, and so forth.

The cool thing is, now that they've double opted in, I've got extra people; however many that are in the audience. I usually get a 100% conversion rate on adding people to my list.

I take them step by step through exactly what they need to know. Then I tell them the benefit of signing up for the free information I'm going to provide after the meeting. Who would say, "No, I don't want that"? I've just explained to them for an hour the things that they need to know, and then say, "I'll give you more in-depth information. Who wants it for free?"

They say, "Oh, I do!"

I get 25 to 50 new leads after every presentation. Then, the magic and the money come in the follow up. You let them know who you are and they get a chance to know you even more.

Those people are on your list for as long as they remain. As long as you continue to provide useful information in your e-mails and in your contact; you pay attention to what it is that they want; and offer them products and services that they're interested in, they'll stay on your list and buy from you. It's that simple.

**Willie:**

Each one is probably more valuable than 100 random visitors who drop in on your site, don't really know you, and think, "Let me see what this person has to say." They've already seen you. They've

already been sold on you, actually.

**Felicia:** Yes! Willie, that's what I love about this.

When I was first getting started, I heard people say, "You can't make any money on the Internet until you have a list of subscribers of at least 1,000. You're never going to make any money until you have at least that. That's a tiny list. That's nothing."

I remember during one of the big marketer's campaigns, he talked about having a super-tiny list of 8,000! It's making me laugh because my list is less than 2,000. I have less than 1,500 people on my list.

I make a pretty nice living because of what you just said. More than half of the people who are on my list I've met face to face at events. Maybe I didn't shake all of their hands, but after delivering a presentation for an hour, people feel like they know me. They have a sense of who I am.

They know exactly what I'm about because I just spent my speech telling them. They're already engaged with me and they're already interested in what I have to offer. When I follow up and say, "I've got this class coming up and this is what it's about," they say, "Yes! I want that!"

I ask, "Would you like to coach privately with me?" All I have to do is say once, "Hey folks. I have an opening in my coaching practice," and I get a deluge of e-mails because they know me. They've met me.

You're absolutely right, Willie. You don't need a huge list to make a nice living. It's fabulous.

**Willie:** I have one client with less than 500 subscribers, who makes over \$10,000 a month from that small list. I have one friend with a database of less than 5,000 who makes over a \$1 million a year from that list. What he does is very concentrated. They're on the list for a specific reason and that's what he provides them. It's extremely powerful.

The other thing you mentioned was that you follow up with them. I've been to so many business meetings where I've collected a stack of cards and I know the majority of people in the room go home, stick those cards in their desk drawer, and never look at them again.

It has to be refreshing when you actually follow up with someone. They probably didn't even expect it. They want you to, but that so distinguishes you from all the other business people in some of these meetings who don't ever follow up.

**Felicia:** Exactly. Willie, I actually make a special point of explaining what I'm going to do to follow up; how I'm going to follow up, what they should expect, and when they should expect it. I go all out so they know, "Listen, this is not the last time you're going to see Felicia Slattery."

**Willie:** I like it. I like it a lot.

**Felicia:** In fact, that's one of the things that I teach people how to do. I give the folks who sign up for my classes all of my handouts and everything that I use so they don't have to re-invent the wheel. They can just replace their information with mine and use it themselves. It's so, so powerful.

I've only been to two events where there were Internet marketers speaking. Frankly, I was shocked at how I was the only one. I spoke at my second conference.

I wasn't like you, Willie. I wasn't invited to speak at my first, but I got to speak at my second. I was shocked. No one had said, "Hey, everybody. I would like to follow up with you afterwards. I'd like your name and information." Nobody else said that.

I said, "Listen, folks. This is how I do my business. I would like to follow up with you later, so could you please give me your information?" All of them did because I asked. It's that simple.

**Willie:** Every now and then you'll have a speaker say, "Everybody pass

their card to the middle of the aisle,” or whatever. An Internet marketer will say, “Yeah, he’s building his list.” They often do that without really pointing out what benefit they’re providing to the people whose business cards they’re collecting.

Maybe 10% of the room will pass their business cards in, but they don’t get everybody in the room like you said you do. That’s incredible. It’s something that I will find myself doing from now on when I go to speak at local groups.

The groups I speak to are solo entrepreneurs, small business owners who spend tens of thousands of dollars to grow their business. They are people who want to talk to me. They tripped over themselves when I was at the last business meeting because they thought I could solve some of their problems. It’s very powerful.

**Felicia:** That’s it exactly.

**Willie:** What does this signature speech have to do with credibility? We said that it sort of builds your credibility.

**Felicia:** That’s right. One of the things that we’ve been kind of talking about in the last couple of days here since you invited me to be on the show is this thing about credibility.

Actually, Willie, I have two signature speeches now. I had been doing a signature speech for over a year. Organizations that I’ve spoken to have invited me back and said, “Can you talk about something else?”

I said, “Okay, sure. I can talk about something else.” So now I have two signature speeches, but people only really need one.

My first one is all about credibility. I call it “Credibility and Cash Flow: How You Can Increase Business by Communicating Your Credibility.” That’s my whole first speech. Actually, you saw a little bit of that when I was called up to the stage; when we met at that seminar in Chicago.

**Willie:** Was that the “Three Cs?”

**Felicia:** It was the Three Cs! Yes! Look at you! You remembered! That’s awesome!

It was the Three Cs – that would be the letter “c” – of credibility. The first “c” of credibility is competence. It shows that you’re an expert in your subject area.

The second “c” of credibility is character. Character is defined as the audience’s perception of your honesty and impartiality. Do the people sitting there think you’re honest? Do they think you’re impartial?

The third “c” of credibility is charisma. That’s the audience’s perception of your likeability and enthusiasm. Woo-hoo! I always have to do that when I say “enthusiasm.”

I think you can tell I get excited about this stuff. I just love it. Other people ask, “How can you be so excited about public speaking and communication?” I don’t know; I just am.

**Willie:** I’ve seen the importance of all three of those “Cs.” In fact, I’ve spoken in Malaysia and Singapore where they actually play pumped-up music and get people up and on their feet before the speaker comes to the room. They want that energy. They want that charisma. You can actually feel the energy in the room. It’s extremely effective.

At seminars and conferences where the speaker lacked charisma and didn’t have the audience, they were taking breaks or whatever in the middle of his presentation.

**Felicia:** Exactly. When you give your speech, your credibility shoots up. Firstly we talked about competence. They would never ask somebody to stand in front of a room if that person didn’t prove to the event organizer that they knew what they were talking about.

Just by virtue of the fact of you being invited to stand in front of the room you’re already perceived as that much more credible than

someone else, because you're the speaker. You're the person they invited in.

Then I talk to people about different ways that they can boost their honesty and impartiality, and their likeability and enthusiasm. The easiest way to boost your enthusiasm is just to pick something about your business that you get excited about; even if people are not excited about it.

I have all kinds of folks that would take my classes, such as people who are tax attorneys. How much more boring can tax attorney stuff be, right? However, they pick something that they're interested in and folks are drawn to that. They want it.

They say, "Wow. This person is really excited about this. Let me see if I can get what this is all about." Audiences are drawn to that excitement and that passion. That's one way to boost your charisma right there.

Speaking in front of the room shoots your credibility through the roof, just by virtue of the fact that you get invited. Then when you're up there and giving valuable information that people want, need, and can use immediately, that is what's going to make them remember you, love you, and want to do business with you later.

**Willie:** We're talking about having a signature speech that we're going to present to a group. It's going to establish all of these things about our credibility, show them we're honest, and boost our image in their eyes.

People will be listening to this call and say, "Well, that sounds great. When I get invited to speak someplace, I'll write my speech then." You sort of emphasize that you shouldn't wait until then. Is that right?

**Felicia:** Never wait. Let me tell you why. Number one, you never know when you're going to get an opportunity to speak.

I remember very clearly that Sunday when Ken McArthur was up there. I had talked to him just the night before. We just chitchatted

for a while and he was asking about me and my business; and I found out a little more about him. I'd never met him before.

When he said, "Felicia, come up here," I had no idea he was going to do that and I had no idea what he was going to ask. When he said, "I have to tell these people some things. What do I need to do to be credible?" I went ding, ding, ding, ding, ding!

I just pulled out part of my signature speech, and boom! Right there, on the spot, I was able to deliver fabulous information. He was so impressed that he invited me to speak at his next event. What kind of amazing opportunity is that?

People in the audience came up to me afterwards. They all wanted to shake my hand. They asked, "Who are you? What's your Web site? Can I get your business card?"

Having your speech ready to go at a moment's notice is super important, even when you're not at events. There are so many different opportunities that you can have.

First, other speakers can cancel. I have five reasons why you should have a speech ready right now. You mentioned the Rotary Club and other local groups. Speakers are people too. They have things come up in their lives.

If another speaker cancels and the person in charge of signing people up to speak at the Rotary Club knows that you're somebody who can give a speech, your phone is going to ring.

The second reason is that event planners sometimes procrastinate. Those folks at the Rotary Club are volunteers. They're not going to spend all of their time trying to line up speakers for the next 12 months.

Sometimes they don't have a chance to get on the phone and find somebody. Then it's a couple of weeks before they have to have somebody speak. They're thinking, "Oh no. What am I going to do? What am I going to do?" They just start calling down their list of contacts. Again, if they know you're somebody who can speak, your phone can ring.

When your phone does ring and Willie Crawford says, “Can you be on my Blog TalkRadio Show?” you want to be able to say, “Sure! I would love to do that!”

When a decision maker calls you, you don’t want to have to say, “Oh. Well, I think I could maybe put together something. Let me get back to you on that.” You absolutely, positively want to say, “Yes. I can give a speech. Here’s the topic of the speech and here are the points that I’m going to cover in that speech.” You want to be ready when that phone rings.

You can use it at networking events and in your 30-second intro. When you shake hands with people at networking events, even if you’re not the speaker you can say, “My name is Felicia and I give speeches to groups of small, home-based business owners about how they can get more credibility and get more clients.”

If they’re a small, home-based business owner their ears perk up and they say, “Really? How?” They want to know. It’s a fabulous way to use your 30-second intro.

There are other opportunities at networking events. Sometimes people will go around the room round-robin style and you’ll get a couple of minutes to speak about your business or whatever it is that you do. Use a section of your signature speech at that point as well.

There are so many different uses for the signature speech. You don’t want to wait until somebody possibly might call you and say, “Can you give a speech?”

You want to start putting out the word right now today: “I’m an expert in this topic and I can give a speech on it. I can’t wait to come and talk to your group.”

**Willie:**

That’s excellent advice. Always be prepared. I’m looking over at the chat room, which is also a part of my screen here on my computer as I run the show. Alan Bechtold is saying something about you rocking.

**Felicia:** Thanks, Alan! You rock too!

**Willie:** He is so right. People here are talking about getting on stage and speaking. I'm very comfortable with it because when I was in the military for 20 years, I often had to get in front of groups of hundreds of people and explain the plan. You just got used to it. At first you had no choice, but eventually you did it because you sort of enjoyed it.

I know and have read that many people fear public speaking more than death itself. How do people get over being nervous speaking in public? How do you help?

**Felicia:** That thing about people being more afraid to public speak than dying was actually a study that came out in 1971. People are still talking about it. I don't know how exactly true that is today.

When I talk to people about public speaking, I get one of two reactions. They go, "I can't wait!" or "Oh, I never want to do that." They're so scared.

For the people who are scared or nervous, is this something that you can't use in your marketing bag of tricks? Absolutely not. This is one of those things that is just like any other skill. Public speaking is a skill. You can get over being afraid of that.

One of the things that I try to remind people of is that a lot of us can remember learning how to drive a car. I remember the first time I got behind the wheel of a car.

My parents never wanted to practice with me. The first time I ever got behind the wheel of a car I was in my Driver's Ed class and I almost hit a parked Ferrari. That was not good.

I wasn't very good at driving the first time I got behind the wheel of a car, just like a lot of people aren't great the first time they stand up and give a speech. However, after you've driven for a while, you get great experience, you get really good at it, and you probably don't even think twice about it anymore.

It's the same thing with public speaking. You've got to get out there and do it. Practicing, delivering it, and just getting out there is the first step in getting past your fears.

I have a few different exercises that I walk people through. I call one of them a "visualization-meditation." We don't have time to get into all that right now. Basically, it's just a way where people can close their eyes and visualize themselves.

We just got past the Olympics. A lot of Olympic athletes and world-class athletes use this visualization-meditation technique. They close their eyes and visualize themselves going through their event – whatever that event happens to be – perfectly, flawlessly, exactly the way they planned it and want it.

Speakers can do that as well. You close your eyes and visualize yourself going through your presentation perfectly, flawlessly, feeling comfortable and calm all the way through your presentation. You're visualizing that.

What it actually does is create muscle memory. Your body doesn't realize that you haven't done this before. If you close your eyes and work through it in your brain, there are connectors that go off in your brain.

I'm not going to get into all the science. There are things that happen in your brain that go, "Hey, wait! We've done this before!" You feel more comfortable and more confident.

There's one other thing that I want to kind of leave with you before we go off of being nervous. I've been a speaker for over 30 years. I started, literally, when I was seven years old. Standing in front of audiences is something I've done for a very long time and I love it.

I spoke this past Sunday. It was the first time I took out a particular speech in front of a new audience. I was nervous! Being nervous is normal. It's your body's fight-or-flight response kicking in.

Some people think, "I could never do it because I always feel nervous." You're going to feel nervous. Unless you stand up and

speaking every single day, and you're delivering the same speech to a similar audience so that it all feels exactly the same, your body's fight-or-flight response kicks in and goes, "Wait! This is different! This is not right." All those nervous things happen to you.

With me, my mouth gets dry. Sometimes my lips stick to my teeth. I know that's going to happen so I keep a bottle of water with me. When that happens I just take a sip of water. Do you think anybody in the audience cares that I took a sip of water? No! It's no big deal.

**Willie:** I'm the same way. Alan mentioned on the chat that he and I are sort of addicted to the high of getting onstage too. If we're sitting in the audience, we actually want to be onstage.

I watch professional speakers. When I'm sitting up close to the stage, I can actually see them shaking a little when they first start, until they get into the groove. I even smile when I see that. It tells me that until they get comfortable with that crowd, it's natural to be nervous. There's nothing wrong with that.

**Felicia:** Absolutely.

**Willie:** There are people like me, though, who are so comfortable giving speeches that it really is no big deal. Even if I thought that maybe the audience wouldn't like me, it wouldn't faze me. I would still get up and do it. It's a part of what I do and I enjoy it.

For someone like me, though, who is a seasoned speaker, do I still need a signature speech?

**Felicia:** I think you do, Willie. Let me tell you why.

There are people who are comfortable speaking and who get into the front of the room. I've got a Master's degree in this stuff. It's not something that I said, "I think I'm going to throw together a speech and stand in front of an audience." This is something that I've studied and I know a lot about.

There are a lot of nuances to it. Just like with Internet marketing,

there are a lot of nuances. I'm sure somebody can throw up a Web site, put up an autoresponder series, and maybe make money.

**Willie:** Or they wonder why they're not making any money.

**Felicia:** Right. They say, "I put up my Web site. Why are the people not there?"

It's the same thing with a speech. Some people say, "I tried giving a speech once and it didn't work." Well, okay. I didn't do it right!

You may feel comfortable giving a speech. Are you following a specific format that I teach? It can be the motivated sequence in the modified way that I teach it. A statement of reasons is another one of the persuasive organization patterns that I teach. If you're not following one of these two patterns or if you're missing any piece of this format, you're not getting the results that you want.

I know we're busy people. Why would you waste your time doing something when you can't get the maximum results? Why get just half of the results you can get when you can get all of the results? That's why I think it's for anybody; even seasoned speakers.

In fact, that's probably something I'll be working on later: "So You Think You're a Speaker." Let's teach you the signature speech so you can really get all of the benefits from speaking.

**Willie:** We're talking about actually speaking for free. I know there are different types of speakers. There are speakers who only speak for a set fee. Then there are speakers who speak and make their money from selling stuff in the back of the room. Do you think that we all need a free speech, even if we make our living from speaking?

**Felicia:** I think so. Again, it's just one speech that you're going to deliver for free. You're going to deliver it to audiences of your ideal target market. When you're a professional speaker, think about who your ideal target market is.

If your ideal target market is decision makers and people who hire folks to give speeches, then you want to find audiences of those

people. Have one speech that you deliver to that group for free that's filled with information they can use on the spot.

The way we work through the presentation is that at the end, you offer them something that they definitely are going to want. Then they'll remember you.

They'll remember you firstly because if you're a professional speaker, you're probably pretty good at this thing. You may very likely get invitations on the spot to fill up your calendar for the next year. It happens to me all the time.

Every time I go to an organization to speak, I know I'm not speaking to people in my professional-speaker role. I'm not saying, "Come and hire me." I'm talking to them in my communication-consultant-and-coach role, saying, "This is how you get more business." Every time, I get invited to speak to other groups.

It's definitely a powerful tool, even for people who charge thousands of dollars for a keynote presentation. Not every organization has thousands of dollars, but there are organizations that need to hear your message and that you can benefit by delivering your message for free.

**Willie:** I agree 100%. We're getting a few people in the chat asking if you have a training program for that. I told them yes, you do, and gave them the URL for your site.

I actually created a redirect link so you can see who comes to you via the show itself. That's at [www.SignatureSpeeches.com](http://www.SignatureSpeeches.com). That's something that's easy to remember. Although, when I did the bio at the beginning I told them that your regular URL is at [www.CommunicationTransformation.com](http://www.CommunicationTransformation.com).

**Felicia:** Right. That's my main site where they can see a whole lot more about me. They might want to take the class. May I talk a little bit about that right now?

**Willie:** Sure. Absolutely.

**Felicia:** I'm teaching a class on this. We've been talking about the signature speech. Hopefully, people have gotten some good tips on this so far.

**Willie:** I have.

**Felicia:** I'm happy to stay with you for a while more and give you a few more tips.

I have this class coming up. I call it the Signature Speech Workgroup. Like Willie said, you can find out more about it at [www.SignatureSpeeches.com](http://www.SignatureSpeeches.com). Basically, it's a six-week class.

When I first started this it was actually a four-week class. I was just teaching people how to go out in their community. There were four modules. At the end of the four modules they would have a speech done, ready to deliver in their community.

Not only would they have a speech ready, we'd talk about getting over the fear of public speaking, about what goes into the body of the speech, and where they can find information to put into the speech. We'd talk about introductions, conclusions, visual aids, and all these kinds of things.

The last session of the initial four was when I would tell people, "Now that you've got this speech, where are you going to deliver it?"

That's the biggest question I get: "Where the heck am I going to go?" We can talk more about that a little bit later. I'm happy to give your listeners a few tips. We spend a whole session on that in this program.

After I did that, I had a lot of people who had taken the class saying, "Can I do it online? Is there a way that I can deliver my speech online?" The answer, obviously, as you know, is yes! There are all kinds of way that you can do it online. So I added two more sessions. Now it's six sessions.

How do you tape the signature speech? There are some things about the signature speech that you do live with an audience in person that you need to tweak a little bit when you're in a teleseminar and you're on the phone. I tell people what those tweaks are because they are important. If you don't know them, you're not going to get the results that you need. I talk about that.

Then we talk about different places and different ways that you can find different audiences around the world; and you don't have to leave your house, which is so cool. It's six sessions now.

At that same event where you and I met in Chicago, one of the other speakers was Richard Butler. Richard Butler actually came all the way from Ireland to speak in Chicago. He's a world-renown expert in NLP: neuro-linguistic programming.

NLP is kind of a cool thing. It was something I personally wanted to learn more about this year, so I'm excited. I talked him into doing two bonus sessions of NLP for everybody in this program. Hurray!

It fits so well with the signature speech and he was excited to give it because NLP is a way that people can create even better and stronger rapport with their audience.

At the end of the presentation, not only will they have followed the formula that I give them, they're going to have the non-verbal cues and techniques that Richard will teach them. Audiences really aren't going to be able to resist. That's why I'm excited about it.

Altogether, it's going to be eight sessions. There are two options in this. My coach keeps saying, "You should be charging way more for this!" Someday I probably will because I keep getting told, "It's worth a lot more than what you're offering it for. You should be charging at least \$5,000 for this." I'm not, so go there now because it's going to probably keep going up.

There are two options. There's a basic level where you can just take the classes and participate and everything. It's all fabulous. There's an extra option because some people want my help.

For the folks who want my help, you can join with the VIP membership. I'm going to give them an hour on the phone. At any point during the program and for up to 30 days after the program, I'll answer every question specifically about their speech.

In addition to that, I'm going to give them another hour of my time. They can send me their speech once it's done. I will look at their speech and give them a written critique – a written evaluation – of what works and what doesn't; what they need to change, how they need to change it, and why. That's the VIP upgrade and it's worth way more than what I'm charging. I know that because I get paid a whole lot of money to do that in the corporate world.

So that's the class. It starts this Tuesday night. That's the day after Labor Day here in the U.S. Of course, I'm going to record everything. Wherever people are in the world – if it's in the middle of the night, their time – they can listen to the recording immediately after we hang up. Everybody gets all of that stuff; all kinds of wonderful bonuses.

As I mentioned earlier, I give them all of my stuff. Everybody in the class gets my signature speech. They get a copy of my notes. I never write my speeches out word for word. They're going to get all my notes.

They're going to get my PowerPoint so they can see what a PowerPoint looks like that actually gets results. They're going to get my handouts that I give that get results. They're going to get specific instruction on what to offer at the end and how to offer it. You can get those 80-100% conversion rates that I typically get every time I go out into a live audience. All this stuff is involved in that program. I can't wait. I'm so excited. I love it.

**Willie:** I can't wait to actually take your course. I will have listeners who will hear the recording probably after it starts. Will they be able to sign up and just join in and listen to the recordings of whatever session they missed?

**Felicia:** They can come in any time. We'll take them whenever.

**Willie:** I know that there will be people who will stumble across the show in the archives maybe sometime in the middle of next week and they will have missed Tuesday.

**Felicia:** Anybody can come and they won't miss anything. The recordings are right there. It's going to be eight sessions, eight weeks. At any point along the way, if somebody wants to come in and catch up, I set up a private group forum where people can go on, ask questions, and catch up with everybody else in the class. Of course, I'll be on there and answering questions as well.

If anybody comes in, even a little bit late, who has some questions that are about stuff that we already covered, of course I'm happy to answer those questions. Nobody will miss a thing.

**Willie:** Good. Being a professional speaker – I guess I can call myself that – I have studied neuro-linguistic programming. My friend John Childers actually calls speaking the world's highest paid profession.

You can make a lot of money from being a professional speaker if you get it down right. Most people don't realize that everything you do when you're onstage needs to be for a reason.

You mentioned that if we talk to the person's subconscious mind with our body language and our choice of words and things, people don't realize often why they're so excited about what you have to say; but they respond the way you want them to.

It's a very powerful skill once you learn it. It's one that you need to use ethically, actually, because it can be very powerful when you use it properly.

**Felicia:** Absolutely. It can. The NLP and public speaking together is a powerful, powerful tool. When you use it ethically, it's a win-win situation for everybody involved.

**Willie:** Absolutely. When I listen to you talk about this system that you use, I sort of wonder how you pieced it all together. How did you figure it out?

**Felicia:** I mentioned that I've been teaching this stuff for a long time. It's funny. I was a competitive speaker in high school and in college. I was on a national championship speech team.

I'll bet you didn't know there was such a thing as a speech team. We're not televised like the basketball and football players are!

**Willie:** They're not in the Olympics yet.

**Felicia:** No, we're not in the Olympics yet. I don't know why. Some people say, "Oh, it's like debate." Well, sort of; but it wasn't debate. I was a competitive speaker and my team and I were national champions year after year after year. This is something that I know. I've lived it. It's in my blood.

By the way, in every job I've ever had, I've always stood in front of audiences and given speeches. When I started my business in 2006 I wanted to do something that I could do out of house.

I had two little girls. At the time they were one and three. I was Mommy. That was what I did full time. I needed something that I could do at night after they went to bed.

Instead of flipping on the T.V., I would flip on my computer and I'd learn stuff about how to run a business online and where to find clients that way. I ran after that for about a year. I learned as much as I could learn. I did a whole lot and did okay.

However, things really broke open for me when I said, "Duh! You know how to do speaking. Go out and start talking to people." As soon as I started to do that, my whole business changed.

Everything came together for me. I said, "I've got to teach people how to do this. I've got to quit just teaching the college students who don't care about how to do this."

I want to teach people who are trying to put bread and butter on the table; who want to pay their mortgage and not lose their house. That was the situation I was in at that point. I went out and was able

to save the house and pay the mortgage just by going out in my community and delivering a speech that gave audiences what they needed and what they wanted.

**Willie:** You were using a skill and knowledge you already had and just took for granted.

**Felicia:** How about that?

**Willie:** You knew you had extensive training in it, but it was something that you had and just took for granted. I watched you sort of coaching Ken, coming up on stage, talking about the Three Cs and things like that. I can see you've worked with a lot of different people at a lot of different levels.

What kinds of people have you worked with to help them create signature speeches?

**Felicia:** Willie, it runs the gamut. I've talked to a lot of people who call themselves coaches. A lot of coaches have taken my class. Also, I've had virtual assistants, massage therapists, hypnotherapists, graphic artists, Web designers, authors, and copywriters.

I've got a lot of artists and musicians. Those are things that you would think, "God bless you. I don't know how I would do it, but you're the artist and you're an expert."

All of these people have come back to me – even people in the health field – and said, "This is great! I had no idea!" They can find their audience. I teach them where to go to look for it. They know their stuff. You're an expert in whatever you're an expert in.

People come from all of these different areas and fields. They follow my steps and put together a speech. They all come back to me and say, "This is great! I love this!"

For any person who does a service for other people or has a product that other people might be interested in, it's good for them to put together a signature speech.

**Willie:** I love this because I know there are people right now – especially with the economic downturn – who are saying, “What can I do to earn a living?” Maybe they’ve been laid off from their regular job; they have skills. To just get out and start giving presentations would be one thing they could do.

When they get that signature speech together, though, it naturally shows them how to position themselves in front of the right people. They can find people willing to pay them probably a lot more than they were making in the job that they just left.

**Felicia:** Absolutely. That’s it. You’ve defined your area of expertise and you’re speaking to the audiences that are hungry for your message. John Childers is right. It is one of the most – if not the most – well-paid profession in the world: public speaking.

The cool thing is that you don’t have to be a professional public speaker to benefit from that power. You can just have your one signature speech where you’re marketing the thing that you love to do.

I love to speak; that’s my thing. For those who aren’t loving it and are still back at the I’m-still-a-little-nervous part of it, you don’t have to be a speaker.

Get out once a month, every six weeks, or every other month. Then just revel in the leads that you get and work those folks. Talk to those people one to one about doing what you do best. Talk to them after you’ve presented to them. It’s really super-powerful stuff, Willie.

**Willie:** Even the people who say that they don’t like speaking, all like talking about whatever it is we’re passionate about, whether it’s a hobby, kids, or something. You’re teaching us to take that interest and to speak on that. That’s extremely powerful.

We’re down to about eight minutes. There may be people on the call who are wondering, “Where do I begin?” What are some things that they could do to begin putting together their own signature speech before their heads even hit the pillow tonight?

**Felicia:** The first thing they want to do is know who their audience is. Who do they best serve? You've got to be clear on that. We talk a lot in Internet marketing circles about choosing your niche. I don't care if you have a niche or not.

In a speech, you need to know who you're talking to when you put this together, otherwise nobody is going to want to listen to you; it's too helter-skelter. That's number one: know and be able to address your audience.

Then think about who they are. Somebody just signed up for my class over the weekend after I gave my signature speech. He said, "I'm a pretty technical guy and I'm going to be talking to non-technical people. What do I do?"

Make sure you're talking non-technical language. You don't want to ever talk over the heads of your audience. You want to speak to them in whatever language is good for them. I said, "If you're talking to technical people, speak your technical language if they understand it."

It depends on your audience. Make sure you know who they are. You pick a topic that's going to be sexy to them; that they're going to like. Not in a XXX kind of way, but in a way that people go, "Oh, I want to know more about that!" that's the first thing.

Then when you put together your speech, there are four things to keep in mind. Number one is that you want to start off with something powerful. Never start with "Hi, my name is Felicia Slattery," especially since nobody else's name is Felicia Slattery.

You don't want to start with that. You want to start with something called an "attention getter" that's going to make people sit up and go, "Oh! This is going to be good!"

This past weekend the theme of the event that I spoke at was a boot camp. I started with a military cadence. I had a whole bunch of people line up on the outside of the room and we marched in. It was just so funny. I sang, "I don't know but I've been told..."

They repeated me and we marched into the room.

I was the last speaker on the last day. After that entrance people were sitting on the edge of their seats waiting to see what came next. Start with something powerful.

The next thing is that you want to have no more than three to five main points, even if you've got an hour. If you have more than three to five main points, you're going to lose people.

The next thing you want to do is make it interactive. Come up with a way that you can involve your audience. There are a couple of simple ways. Ask them questions and get feedback from the audience. That's a fabulous way to make it interactive.

The last thing that you want to do is finish your speech strong. Just as with any Web site where you want the next action of the person on your Web site to be clear, you want the next action for your audience to take to be clear.

That's how I get the 100% conversion rates, Willie. There's no doubt in their minds what I want them to do next. I tell them. You want to finish strong and lead them right into the path that you want to lead them to.

**Willie:** I watch so many speakers on stage give a presentation and finish, and the audience gets up and leaves having not been told what to do next. If you don't tell them what to do, they can't do what you want them to do. They don't know what it is!

That makes perfect sense. It makes absolutely perfect sense.

During a typical, 30-minute signature speech, how much stuff should we try to fit into that presentation?

**Felicia:** As I mentioned, you just want to have one signature speech. There's a big difference between 30 minutes and 60 minutes, right? Here's the key: tell stories. Fill up your speech.

Practice your speech out loud. People say, "I'm not going to

practice out loud.” You have to practice the thing out loud because you won’t know how long these things will go.

Practice it out loud until you have an opportunity to deliver it over and over again. Then you’ll know how things are going to run. What you want to do is fill it up with tips and techniques that the audience can use immediately, right away.

When people are done listening to this conversation that we’re having today, I think I’ve given them some tips and techniques that they can use right away. I do that every time I speak. You want people to know exactly what they need to do.

Then you want to fill it out with stories. In 30 minutes you want to include fewer stories than you do with a 60-minute presentation. Maybe you tell a few more details in the 60-minute presentation. It’s the same helpful tip: you either condense it for 30 minutes or spread it out for 60 minutes.

**Willie:** I like that. You basically set up a framework. You base how much of that framework you use – you contract and expand it – on the time you have available.

**Felicia:** Exactly.

**Willie:** Story telling is one of those things that you can use to flex a lot. I like that quite a bit. I do use that sometimes in my presentations, but I need to work at it. You will definitely see me on your calls. These are teleseminars, aren’t they?

**Felicia:** Yes, it’s all telecourse. They’re about 75 to 90 minutes. I like to start on time and end on time so people can kind of plan their lives around them.

**Willie:** That’s very important. Again, for people who want to check out Felicia’s telecourse or anything that she has online, you can go to [www.SignatureSpeeches.com](http://www.SignatureSpeeches.com).

We’re down to only about two minutes to go. What I should really do is ask you if there’s anything that you want to throw out there

that I haven't brought up yet. That way we can make sure we covered stuff that you like to cover in your presentations.

**Felicia:** I'd like to give some valuable information. We've talked about a couple of places that people can go once they have their speech together. I just want to reiterate that the Rotary Club, Kiwanis, and those service organizations in your community are some of the best places to find audiences.

A lot of those folks meet week after week after week. They love to have speakers come. They like to hear business topics and personal topics. Those service organizations are a fabulous place to start delivering your signature speech.

**Willie:** Do you know how I find those places? You go to the local Chamber of Commerce and say, "May I have a list of your members?" Every civic club and even garden clubs and things are members of the local Chamber of Commerce.

They'll give you a list and it will have contacts for the business meetings and things like that. In one spot you've got a list with all those different types of organizations.

I'm sure there are lots more, but that's how I do it when I go into a new city.

**Felicia:** That's how I teach people to do it, Willie! You can come teach that segment in my class!

**Willie:** I am a member of the local Chamber of Commerce. I wanted people to say, "He's a business man, a real business person." That's how I get out there and get noticed.

We're down to a minute to go. What I really want to do is just encourage people to go over and check out your main site at [www.CommunicationTransformation.com](http://www.CommunicationTransformation.com). They can sign up to your list and stay in touch with you that way.

They can also find out about your upcoming teleclass and sign up for things even after the teleclass is in progress. There are lots of

great ways to stay in touch with you, learn from you, and learn all about signature speeches.

You also teach people that they can take their articles and turn them into signature speeches or roll them into them somehow.

**Felicia:** Actually, Willie, that's where my second signature speech came from. I've written a ton of stuff on public speaking and this whole thing we've been talking about. When that Chamber organization came back to me and said, "Can you come and talk to us again?" I said, "Sure."

I just pulled out three of my articles. Do you remember I talked about three to five main points? Those were my three main points. It was done.

I know you're a man who has a couple of articles that you may have written in the past, so your speech is probably done.

**Willie:** That's excellent.

We are out of time. I want to thank you for joining us. I want to tell people that they can find you on your Web site. Again, that Web site is [www.CommunionTransformation.com](http://www.CommunionTransformation.com). You'll also see Felicia hanging out at places such as Twitter. Check her out.

Thank you very much for sharing some extremely valuable information that you will see me using.

**Felicia:** Thank you, Willie. I was excited to be here. I really appreciate it.

**Willie:** Thank you. Bye-bye.

**Felicia:** Bye-bye.

# Additional Recommended Resources

Audio recording of this call:

<http://BlogTalkRadio.com/WillieCrawford/>

While on that site, please bookmark the show as “a favorite.” It really helps our ratings.

Communicate With Willie In Real-time On Twitter

<http://Twitter.com/WillieCrawford>

Easy Pushbutton Traffic - Use to automatically submit your videos to over 30 video sharing site. You'll find Easy Pushbutton Traffic at:

<http://EasyPushbuttonTraffic.info>

Viral Document Toolkit - Used to create this PDF and to make it rebrandable.

You'll find VDT at: <http://ViralDocumentToolkits.com>

The Internet Marketing Inner Circle

<http://TheInternetMarketingInnerCircle.com>