

# TOASTMASTER®

September 2008

## The Power of Publicity

Be savvy and proactive in promoting your club.

**Host a Club  
Open House**

**VPPR: When You  
Promote It, They Will Come**



**Meet Jana Barnhill, DTM, AS**  
Toastmasters' 2008-2009 International President

# Vision...



# Reality



**BOB PROCTOR** is a world-renowned speaker and motivator with more than 40 years of experience. He is author of the international bestseller, *You Were Born Rich* and was featured in the blockbuster hit, *The Secret*. Bob is one of the highest paid platform speakers in the world today.

Now you have an opportunity to work directly with Bob and his company, LifeSuccess Consultants, the world's premier provider of personal success training, seminars, and coaching services.

This is the *one* company that can turn your vision into your reality. Our connections in the industry allow us to offer you the most extensive programs with the best curriculum. By working with Bob Proctor you will gain the access, influence, and experience you need to succeed in your own business.

Contact us today to learn how you can join our international teaching team  
• *Special offers available for Toastmasters*

Contact [paul@bobproctor.com](mailto:paul@bobproctor.com) or 561-833-4404



**Publisher** DANIEL W. REX  
**Editor** SUZANNE FREY  
**Associate Editors** BETH BLACK  
 PAUL STERMAN  
**Editorial Assistant** JAMIE REYNOLDS  
**Graphic Design** SUSAN CAMPBELL

## TI OFFICERS AND DIRECTORS

**Founder** DR. RALPH C. SMEDLEY (1878-1965)

## 2007-2008 OFFICERS\*

**International President** CHRIS FORD, DTM  
 Ottawa, Ontario, Canada  
**Senior Vice President** JANA BARNHILL, DTM, AS  
 Lubbock, Texas  
**Second Vice President** GARY SCHMIDT, DTM  
 Clackamas, Oregon  
**Third Vice President** PAT JOHNSON, DTM  
 Victoria, British Columbia, Canada  
**Immediate Past President** JOHNNY UY, DTM  
 Cebu City, Philippines  
**Executive Director** DANIEL W. REX  
 Mission Viejo, California  
**Secretary-Treasurer** NANCY LANGTON  
 Mission Viejo, California

## 2007-2008 DIRECTORS\*

VAL ALBERT, DTM Saratoga Springs, New York	JOHN RICH, DTM Beeton, Ontario, Canada
ALENE HAYNES, DTM Houston, Texas	MICHAEL SMITH, DTM Bloomington, Illinois
LEE HOLLIDAY, DTM Johns Creek, Georgia	RICHARD SNYDER, DTM Upland, California
CHARLOTTE HOWARD, DTM Oklahoma City, Oklahoma	JUDY SOUTHWICK, DTM Inver Grove Heights, Minnesota
LAUREN KELLY, DTM Trabuco Canyon, California	MARTHA TINKER, DTM West Des Moines, Iowa
GARY MULL, DTM Riverside, Ohio	TEVIS THOMPSON, DTM Martinez, California
MOHAMMED MURAD, DTM Dubai, United Arab Emirates	DIETMAR WAGENKNECHT, DTM Lake Bluff, Illinois
KRISTIN NICHOLSON, DTM Rockville, Maryland	MARGARET WAN, DTM Saint Petersburg, Florida
SUEZY PROCTOR, DTM Tacoma, Washington	GEORGE YEN, DTM Taipei, Taiwan

\* 2008-2009 Board members not determined as of print date.

## TOASTMASTERS INTERNATIONAL

P.O. Box 9052 • Mission Viejo, CA 92690 U.S.A.  
 (949) 858-8255 • Fax: (949) 858-1207  
 Voicemail: (949) 835-1300  
[members.toastmasters.org](http://members.toastmasters.org)

## CONTACTING WORLD HEADQUARTERS

For information on joining  
 or building a club, visit: [www.toastmasters.org](http://www.toastmasters.org)  
**Article submission:** [submissions@toastmasters.org](mailto:submissions@toastmasters.org)  
**Letters to the Editor:** [letters@toastmasters.org](mailto:letters@toastmasters.org)  
**To change address,  
 log in to:** [members.toastmasters.org](http://members.toastmasters.org)

## • ADVERTISING INQUIRIES ONLY •

For information about advertising, please contact:

**Melissa Austin Associates**  
 2600 Ladybird Dr. • Calabasas, California 91302  
 Phone: (818) 225-0466 • Fax: (818) 225-0675  
[maaaustin@earthlink.net](mailto:maaaustin@earthlink.net)

The TOASTMASTER Magazine (ISSN 00408263) is published monthly by Toastmasters International, Inc., 23182 Arroyo Vista, Rancho Santa Margarita, CA 92688, U.S.A. Periodicals postage paid at Mission Viejo, CA and additional mailing office. POSTMASTER: Send address change to The TOASTMASTER Magazine, P.O. Box 9052, Mission Viejo, CA 92690, U.S.A.

Published to promote the ideas and goals of Toastmasters International, a non profit educational organization of clubs throughout the world dedicated to teaching skills in public speaking and leadership. Members' subscriptions are included in the \$27 semi annual dues.

The official publication of Toastmasters International carries authorized notices and articles regarding the activities and interests of the organization, but responsibility is not assumed for the opinions of the authors of other articles. The TOASTMASTER magazine does not endorse or guarantee the products it advertises.

Copyright 2008 by Toastmasters International, Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Not responsible for unsolicited material.

Toastmasters International, The TOASTMASTER, and the Toastmaster International Emblem are trademarks of Toastmasters International registered in the United States, Canada and many other countries. Marca registrada en Mexico. Printed in U.S.A.



## The Courage to Conquer!



✿ I know what it is to be so paralyzed by fear that you cannot breathe. Many years ago, Bob and I were flying to the 1985 Convention in a small plane. Along the way we were sucked into a horrific storm. We spent the next two hours being tossed about by high winds and pelted by rain. The storm was too strong for the small aircraft; we couldn't get around it. The strength of the wind would not let us. We couldn't get above it. In fact, two attempts to do so resulted in the plane stalling. We were at its mercy. Finally, we ran out of gas and crash landed, coming to a stop after wrapping a wing around the kitchen of a small rural home.

For years after that accident, I could not step onto a plane without strong medication. I was at the mercy of my fears. Then I thought about what we do in Toastmasters. As our vision statement so aptly states, we give people the courage to change! How so? Week after week we come together in our club meetings. We stand before each other and practice what we are uncomfortable doing. We may struggle at first, but our fellow members look at us and say, "You can do this! Try it this way." So we practice some more. Little by little we let go of our notes. We step away from that lectern. Each time we do, we build more confidence. That confidence eventually transforms into courage. That courage allows us to conquer our fears.

That is why I have chosen as my theme this year **"Toastmasters: The Courage to Conquer!"** We all come to Toastmasters with something we want to conquer. It may not be on the scale of a plane crash, but the fears are just as real! We may have a fear of speaking to clients, of leading a meeting, of believing in ourselves.

Fellow Toastmasters, I am honored beyond words that you have placed your faith in me to lead this organization this year. I would be lying if I said I didn't have just a little bit of fear! But as Peter McWilliams wrote:

*"Come to the edge," he said.  
 They said, "We are afraid."  
 "Come to the edge," he said.  
 They came.  
 He pushed them...  
 They flew.*

My challenge to us all this year is to come to the edge of our fears. Allow our fellow members to push us. With that push we will fly, giving us The Courage to Conquer!

*Jana Barnhill*

Jana Barnhill, DTM, Accredited Speaker  
 International President



## FEATURES



### Meet Toastmasters' 2008-2009 International President Jana Barnhill, DTM, AS

Our new president shares her theme and goals for her term in office.

PAGE 8



### The Power of Publicity

Be savvy and proactive in promoting your club.

By Joe Cooke, ATMB

PAGE 16



### Set SMART Goals for Speaking Progress

What's your dream and how are you going to achieve it?

By Dena Harris, ACB, CL

PAGE 24

#### The Toastmasters Vision:

Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs, people throughout the world can improve their communication and leadership skills, and find the courage to change.

#### The Toastmasters Mission:

Toastmasters International is the leading movement devoted to making effective oral communication a worldwide reality.

Through its member clubs, Toastmasters International helps men and women learn the arts of speaking, listening and thinking – vital skills that promote self-actualization, enhance leadership potential, foster human understanding, and contribute to the betterment of mankind.

It is basic to this mission that Toastmasters International continually expand its worldwide network of clubs thereby offering ever-greater numbers of people the opportunity to benefit from its programs.

## ARTICLES &amp; DEPARTMENTS

### 3 Viewpoint: The Courage to Conquer!

By International President Jana Barnhill, DTM, AS

### 5 Letters to the Editor

### 6 Profile: Fashion with Fido

Toastmaster promotes pooch projects.

By Julie Bawden Davis

### 12 Opt to Be an Outstanding Orator

Is your focus on not looking really bad or on looking really good?.

By Richard R. Bonner, CC

### 14 Can We Talk?: Ingrid Betancourt's Amazing Eloquence

When authenticity and character are more important than technique.

By Florence Ferreira

### 20 VPPR: When You Promote It, They Will Come!

Tips for VPPRs on promoting their clubs worldwide.

By Craig Harrison, DTM

### 23 How To: Hosting a Club Open House

Boost membership in your club by hosting a party.

By Lindy Sinclair, DTM

### 27 Manner of Speaking: Get Paid to Speak

How to get started on the path to professional speaking.

By Jane Atkinson

### 30 Tribute: In Memory of Past International President Jo Anna McWilliams, 1948-2008

Do you have something to say? Write it in 200 words or less, sign it with your name, address and club affiliation and send it to [letters@toastmasters.org](mailto:letters@toastmasters.org).

## LETTERS

### Grammar Dispute

Marc Delesciefs' letter and the editor's response to it (July) neatly encapsulated one of the problems facing the *Toastmaster*. This is the magazine of Toastmasters International and ought to reflect the international nature of the organization, including differing from American grammar and usage in favor of a broader view where necessary.

The editor's statement is correct only within the USA and other places that share its usage of English. It is incorrect when looked at from the point of view of English speakers away from the United States.

The editor was correct with the comment "Grappling with grammar rules is always a challenge," particularly when the "mistake" she is correcting is seen as being proper usage by a large number of English speakers. It would have been so easy to let the letter be published without comment. I ask the editor to be more internationally aware in the future.

Brian Duckworth, DTM • Mercury's Motivators  
Buderim, Queensland, Australia

### The Power of Podcasts.

I have been a Toastmaster for about 1½ years. I have wondered why so much of Toastmasters' communication is written. This is ironic, considering our organization promotes giving one's voice potential. For example, I would much rather listen to a DTM *talk* about how to deliver a humorous speech than to *read* about it in the magazine.

I brought this issue to my club in February. The result: TOTV Radio (a.k.a. Toast of the Valley Radio), a "live" mobile podcast at the end of each meeting – during the meeting! The impact has been phenomenal. It has helped promote our club to potential members, while at the same time communicating with

current members. It has energized the end of our meeting. As part of the Reports section of the meeting, the Radio Host (now a regular meeting role) calls into our service (<http://hipcast.com>). The Radio Host talks about the highlights of the meeting and interviews other Toastmasters in the room.

Members of our club say that recording a TOTV Radio episode has an edgy, Table Topics feel to it – propelled by the awareness that the episode will be published instantly to our podcast stream.

We have even pushed the envelope and have recorded a couple of video podcasts!

Members have a variety of options for listening to TOTV Radio. They can subscribe via iTunes. They can subscribe via Google, Yahoo or a host of other personal Web pages and news readers. They can go to our Web site (<http://www.uppervalleystoastmasters.org/>) and listen to the stream. They can even subscribe via e-mail using our Feedblitz account. We track subscriptions and "hits" to our podcast using Feedburner.

Join us and take your club to the airwaves! Energize the power of your voice with the Internet!

G. Scott Graham, ACB, CL • A Toast of the Valley • Fairlee, Vermont

### Present Information – Not Special Effects

Sally Herigstad's article ("Giving Effective Financial Presentations with PowerPoint," July) was excellent. Her suggestion on going easy with transitions cannot be emphasized enough. It seems that many PowerPoint presenters love to get overly creative with transitions. They accomplish nothing but are distracting and waste time.

In the movies, transitions denote major scene changes. In the old days,

a fade-out/fade-in gave additional information. When the hero and heroine embraced and headed for the bedroom, the "fade" meant a scene change – usually to the next morning. The audience knew, or thought it did, what happened during the fade.

The PowerPoint presenter should provide a verbal fade to introduce the next topic while leaving the last slide on the screen. Stay with the "flip" and go to the next slide like the old days with slide projectors. PowerPoint should be used to present information, not theatrical effects.

Bob Ziller, CC • New Richmond Toastmasters  
New Richmond, Wisconsin

### Keen on Green!

One thing I've always noticed at Toastmaster meetings is the large amount of paper (for agendas, Table Topics, etc.) and plastic water bottles that are used. These items then wind up in the garbage at the end of meetings. As a suggestion, at the end of the meeting, appoint one person to collect the discarded paper, and one person to collect the plastic water bottles. The appointed people will take the items home to their recycling boxes.

Mitch W. Klinger • Woodbridge Toastmasters • Woodbridge, ON, Canada

### Welcome Advice

Hats off to Aileen Storoshchuk for writing the wonderful article "Small Steps to Successful Speech Writing" (July). I have been a Toastmaster for less than a year and am exactly at the point she describes – pondering how to write and deliver speech three in the Competent Communication manual.

The article is very perceptive and offers tremendous analysis, advice and encouragement for people on the foothills of Competent Communication.

Stephen McClelland • Tube Talk Toastmasters  
Camberley Surrey, United Kingdom

**Toastmaster promotes pooch projects.**

## Fashion with Fido

Tell Jo Jo Harder she's really gone to the dogs, and she'll take that as a compliment. This Florida Toastmaster is proud of her canine-related accomplishments, which include creating and hosting America's Top Dog Model Contest and writing her newly released book, *Diva Dogs: The Style Guide to Living the Fabulous Life*.

Harder, who started her career as a fashion designer and stylist, created the dog model event in 2005. She says it is considered "one of the hottest and most stylish dog contests" in America. "I started the contest and decided to write the book after doing research about the increasing popularity of dog events such as parties and parades, and finding that it was an untapped market," says Harder.

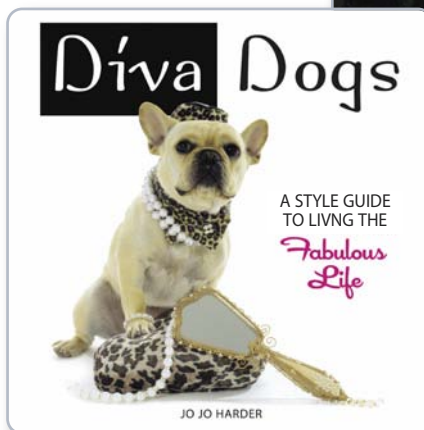
After the dog model contest boomed in popularity, she sought the assistance of Toastmasters and eventually joined the Boca Raton Toastmasters club. "I had heard about Toast-

Less than a year after becoming a member in October 2007, Harder has found the experience invaluable.

"I am much more at ease and confident about speaking now," says the author, who regularly appears on television and in front of audiences of more than 400.



▲ Jo Jo Harder and her Italian Greyhound, Romeo.



**"Toastmasters was the best investment for success that I've ever made."**

masters over the years, and decided it was time to join and improve my speaking skills when I realized that my business was growing quickly and I was required to speak at more and more events," she says. "From the moment I walked in the door, I was impressed by the professional, nurturing atmosphere of the [Boca Raton] club and decided to join."

"Toastmasters was the best investment for success that I've ever made. I've learned to be comfortable speaking in any setting and to any-sized crowd, and I owe it all to Toastmasters."

Karen Novek, a member of the Boca Raton club, has been impressed with Harder. "Jo Jo is very elegant and proper, but she was initially a

little nervous about public speaking and as a result appeared somewhat reserved and shy," says Novek, who became Harder's mentor. "Since joining, she has become an incredible speaker who uses gestures, body language and vocal variety to her advantage."

Harder's initial idea for the dog contest and book took root when she was talking to a friend a few years ago about how they had both spent their Halloween holiday.

"My friend told me that she was invited to doggy parties where you dress up your dog and go out and parade them around, and then she suggested that I think about styling doggy events. I was intrigued," says Harder, who grew up with dogs and has a 10-month-old Italian greyhound named Romeo.

After attending the popular annual pet parade on Worth Avenue in

# Lights, Camera, Action – Are You Ready for Television?

**N**ot long after she started America's Top Dog Model Contest, Jo Jo Harder found herself in demand on the interview circuit. As an expert in canine fashion, she was invited on TV to talk about the subject. If you, too, are an authority in your field and may have TV appearances in your future, Harder has some helpful suggestions to make the most out of such opportunities. These are drawn from her own experiences and the lessons she learned along the way. Using the information and skills provided by Toastmasters, Harder has developed a personal plan to prepare for what she calls a "red carpet" interview. Consider her top tips:



- **Be prepared and know your subject matter.** "Research your topic if necessary, and practice," says Harder. She says she prepared for a live interview on The Morning Show, Channel 10 Miami, which included bringing along three dogs, with thorough practice sessions with a partner. "Despite the short lead time – only two days – the interview went amazingly well," she says, "and I've since had more TV appearances." Besides knowing her subject and practicing, Harder also prepares "concise opening and closing remarks that make a memorable impression."
- **Get all the facts about the TV program.** The more information you have, the more confident you will feel. Find out air time, the basic format of the show, where the interview will take place, and the producer's name and contact information. Also, inquire about the topic of discussion and how long you will be expected to speak.
- **Look professional.** Harder recommends wearing tailored business attire, such as a suit. "Bright, rich colors look best on TV, such as navy and royal blue, magenta, buttercup, hunter green and cocoa brown. Avoid white, ivory and pastels, except for blouses and shirts under a jacket. And definitely avoid bold prints, plaids and checks. Jewelry should not be large, dangling or shiny." And if you are offered the services of the studio's makeup professional, Harder says to accept. Even if you normally do not wear makeup, matte lipstick and translucent powder can help eliminate a "washed out" look under the bright lights. Hair should be well groomed and nails neatly manicured. Make a final check of your appearance in the restroom prior to going on the air.
- **Maintain composure.** Once in front of the camera, Harder says to sit comfortably with legs crossed away from the camera and hands arranged calmly in your lap. "Look at the person interviewing you. Smile appropriately, matching your look with the content of the interview. Keep answers short and to the point. Recognize that anything can happen during a television interview, so be prepared for unexpected changes, and maintain your composure at all times."

Florida's Palm Beach, Harder became truly inspired.

"I had never seen dogs dressed so unbelievably well," she notes. "There were hundreds of dogs on the runway being judged for different categories – such as best tail wagger."

Soon after starting the Top Dog Model Contest, Harder began writing *Diva Dogs*, which highlights glamorous high-fashion photos of dogs entered in the event, as well as spectacular dog "spaws" (dog party themes with photos and planning tips), "petiquette" rules, and an international and national resource guide of 150 boutiques, stores and bakeries that cater exclusively to dogs.


The winner of the dog contest and the remaining 11 finalists appear in an annual calendar. The 2008 champion, Maia, a pug from Minneapolis, Minnesota, graces this year's cover dressed to the hilt in a black satin gold-trimmed cape and matching crown.

"Jo Jo is definitely a doggy dynamo," says Sherry Frankel, president of the Worth Avenue Association, which holds the annual pet parade. She met Harder three years ago when she invited her to be a judge at the event.

"She has tremendous vitality and enthusiasm and is such fun to be around. Her ideas are great, and her

contest is professionally done and incredibly organized."

Novek, the fellow Boca Raton Toastmaster, adds of Harder: "When she talks about something she loves, her passion really comes through. Every time she gives a speech, you learn something new."

For more information about Jo Jo Harder and America's Top Dog Model Contest, visit [www.americastopdogmodel.com](http://www.americastopdogmodel.com). 

**Julie Bawden Davis** is a freelance writer based in Southern California and a longtime contributor to the *Toastmaster*. You can reach her at [Julie@JulieBawdenDavis.com](mailto:Julie@JulieBawdenDavis.com).





Meet Toastmasters' 2008-2009  
International President  
**JANA BARNHILL, DTM, AS**

**N**ewly elected International President Jana Barnhill is a Distinguished Toastmaster in more than one sense. Not only is she the fourth woman President in the organization's history, she is also one of a handful of women who have earned the prestigious Toastmasters Accredited Speaker award – and she has twice competed in the World Championship of Public Speaking, placing second in 1996 and third in 1993.



She is married to Toastmasters Past International President and Accredited Speaker Robert “Bob” Barnhill, DTM, and joined Toastmasters 24 years ago because she says her husband “seemed to have so much fun at these meetings, I wanted to check it out.” He took her to their first conference and she was hooked.

Bob and Jana live in Lubbock, Texas, where they run a professional speaking and training business called L.I.V.E. Speakers, Inc.



---

### **Explain why you chose your theme – “Toastmasters: the Courage to Conquer!”**

---

I have always been inspired by the Toastmasters Vision Statement, which concludes with the words: “...people throughout the world can improve their communication and leadership skills, and find the courage to change.”

I have watched so many people come into Toastmasters, and as they have developed their confidence, that confidence has expanded into courage – the Courage to Conquer! Currently, my home club consists of many doctoral students from China and Taiwan. Those young men and women have left behind everything they know to come to a new land with a different language, different customs and a different culture. That takes courage! They have all shared how Toastmasters has helped them develop that courage.

I have seen Toastmasters instill in others the Courage to Conquer a new job, a new relationship, even a devastating illness. Personally, there were many times in my life, before Toastmasters, when I simply lacked the courage to do something I wanted to do, or to say something I wanted to say.

Author James Allen wrote, “Whether you be man or woman, you will never accomplish anything in this world without courage.” I believe we all want to accomplish something. We all have challenges we wish to conquer. I know of no other place that instills that needed courage like Toastmasters!

---

### **Give us an example of when Toastmasters gave you the Courage to Conquer.**

---

I had been a Toastmaster just a short while when my grandfather died. I have two older brothers, but my aunt told my parents that she wanted me to speak at the funeral. I couldn’t believe it! And I didn’t want to do it.

But when I mentioned it to one of my fellow members, he said, “Jana, you can do it! We’ll help you!”

They did. I practiced at my club and they really provided me the encouragement I needed to be able to stand in front of all those people and honor my grandfather.

---

### **How has Toastmasters benefited your career?**

---

Actually, I wouldn’t have the career I do were it not for Toastmasters. I never joined this organization to become a professional speaker! It just evolved. I did well in the speech contests and then became familiar with the Accredited Speaker Program. I became friends with Sheryl

**“There are few things as gratifying as seeing new members come into our organization and watching their transformation.”**

Roush, an Accredited Speaker sister, who at the time was a trainer for the seminar company CareerTrack.

You couldn’t even secure an interview with that company unless you were recommended by one of their trainers. Sheryl was kind enough and had enough confidence in me to recommend me, and I was hired! That was my first experience as a professional speaker. Today, my husband, Bob, and I own our own company, L.I.V.E. Speakers, Inc. Starting your own business, by the way, also took some Courage to Conquer!

---

### **What are some of your hobbies and interests?**

---

Bob and I are theme park fanatics. There isn’t a roller coaster out there we haven’t found the Courage to

Conquer! We plan to ride all the world's top-rated roller coasters and we joke that when we are 90 years old, we will still be going to Disneyland – and the younger people better not get in our way!

I am also a nut about Christmas. I go all-out decorating inside and out. As of now, we put up nine Christmas trees inside. One of them creates fabulous memories

**“Serving as an officer, at any level, can and should be one of the best experiences of your life. That doesn’t mean it’s easy. There are many times when doing the right thing takes a great deal of courage!”**

every year, because every ornament on it was given to us by Toastmasters. This past year we had our outside lights and decorations choreographed to music, which played through people's radio stations. It made the local news and we were told there were nights that the line of cars to see it was more than 11 blocks long.

Fortunately, we have wonderful neighbors who never complained! I loved it and can't wait to see what the man who designed it all comes up with this year!

---

#### **What book are you currently reading?**

Right now I am reading *Presidential Courage – Brave Leaders and How They Changed America*. In light of the work Toastmasters is doing on governance reshaping, I have also read several books on change, and I frequently go back and look at Ralph Smedley's *The Story of Toastmasters* and *Personally Speaking*, books I believe every Toastmaster should read.

---

#### **You and your husband are both Accredited Speakers. He is a Past International President and now you are President. Those are both firsts. Are you two competitive with each other?**

Oh, that's funny. Not long ago Bob was a speaker at an advanced club where we are both members. In this club we do round-robin evaluations. I was the last to offer an evaluation to Bob and when I was finished, one of the members said, "Wouldn't you love to go home with them?"

The fact is, we are each other's toughest critic and at the same time, each other's biggest supporter. Any time either one of us starts to beat up on ourselves, the other simply will not allow it. There is no doubt that has contributed greatly to what we have been able to accomplish. But you will never see us in a speech contest against each other!

---

#### **You have been a Toastmaster for 24 years now. Why do you stay?**

Several reasons: One, I know that I will never be perfect. I still have a lot to learn, both as a speaker and a leader. Two, there are few things as gratifying as seeing new members come into our organization and watching their

transformation. Seeing how our program can help shape lives is truly amazing! That is a tremendous thing to be a part of.

Finally, some of our best friends are Toastmasters. It is

fascinating to me that this organization brings people together who otherwise may never have met. We have a close group of Toastmasters friends who does not have the same political or religious affiliations. We live in different states and countries. We are not the same ages. Some are married, some are not. Some have children, some do not. Yet we vacation together, spend holidays together. We celebrate together and cry together. The skills, the experiences and the lifelong friendships are why I stay.

---

#### **Tell us about your worst speaking memory.**

Ugh! In Toastmasters it would be the first year I competed in the International Speech Contest. I had only been in Toastmasters nine months and I had won the district level of the competition. I was so overwhelmed at the regional contest that I never saw the lights – until the red light had been on about a minute! I never went overtime again!

Outside of Toastmasters there was a time when I hosted a 30-minute interview program on our local PBS television station. One of my very first interviews was with the new president of one of our local universities. Almost every question I had prepared was a close-ended question. We had gone through every one of my questions in about 10 minutes! Thank goodness for Toastmasters! It gave me the Courage to Conquer the most uncomfortable speaking situation I have ever encountered. I have since gone through the Advanced Manual *Communicating on Television* more than once!

---

#### **Who are some leaders you admire and why?**

In American politics, Abraham Lincoln had an impeccable talent for bringing people together, even those who fought vehemently against him. Ronald Reagan was the

best I've ever seen at connecting with everyone, even across party lines. In business, Bill Gates not only built, but defined, an entire industry. He was not only a visionary but a pragmatist as well.

I also have to mention Helen Blanchard, the first woman president of Toastmasters International. In my eyes, she exemplifies the Courage to Conquer! She had the courage to be a part of this organization before women were even allowed. And the obstacles she had to overcome in order to serve as our first woman president were unbelievable. Thank you, Helen, for paving the way for Pauline Shirley, Jo Anna McWilliams and now me.

### How do you hope clubs and districts will fulfill your theme?

One of the things I would like to see is an increased focus on quality, at every level. That means raising expectations. For clubs, that means a president may need to find the Courage to Conquer meetings that aren't as organized as they should be. It may mean challenging those who aren't following the program and are not delivering manual speeches or providing effective evaluations. It may mean having the Courage to Conquer the status quo in a club that hasn't lived up to the officer standards by attending training, having regular executive committee meetings and striving to be a Distinguished Club.

At the district level, it means district governors may need the Courage to Conquer clubs that are "on the books" but are not viable. District officers may need to find the Courage to Conquer the temptation to charter new clubs that do not have the foundation to be sustainable clubs. They may also need to find the Courage to

Conquer distractions that, while possibly are good ideas, take the focus away from their mission.


Serving as an officer, at any level, can and should be one of the best experiences of your life. That doesn't mean it's easy. There are many times when doing the right thing takes a great deal of courage!

### If you had a message for every Toastmaster, what would it be?

Do not leave Toastmasters until you have at least earned your Competent Communicator award and served as a club officer! I believe if we made a diligent effort in our clubs to introduce the members to the multitude of opportunities available to them beyond the *Competent Communication* manual, and encouraged them to serve as officers, they would stay much longer than they do.

### What are your dreams and goals for your term in office?

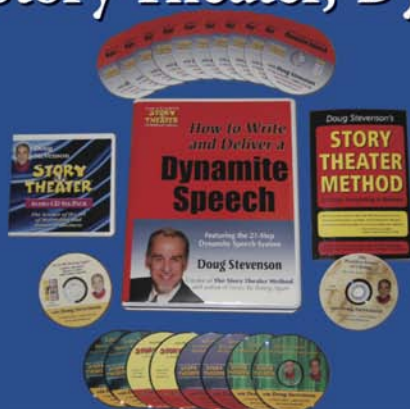
My dream is to see a significant increase in the number of Distinguished clubs. Our clubs are the catalyst of this organization and we want to feel confident that when any visitor walks into a Toastmasters club anywhere in the world, they are seeing the very best we have to offer. I believe that quality clubs are the key to both membership growth and retention.

I also dream that we will all have the Courage to Conquer any changes necessary to catapult this organization into the future and embrace those changes with one voice and one purpose – to see our strategic goal of becoming the world's leading movement devoted to the development of communication and leadership skills become a reality! 

## Story Theater, Dynamite Speech System and More...

**"Doug helped me enhance my speaking"**

Bob "Idea Man" Hooey, DTM, Accredited Speaker



**Advanced speaking and storytelling products for the serious speaker, trainer or leader are available in these packages:**

- Platinum Everything Package (pictured)\*
- How to Write and Deliver a Dynamite Speech System\*
- Gold, Silver, and Bronze Performance Packages\*
- Basic Performance Package
- Build Your Business Package

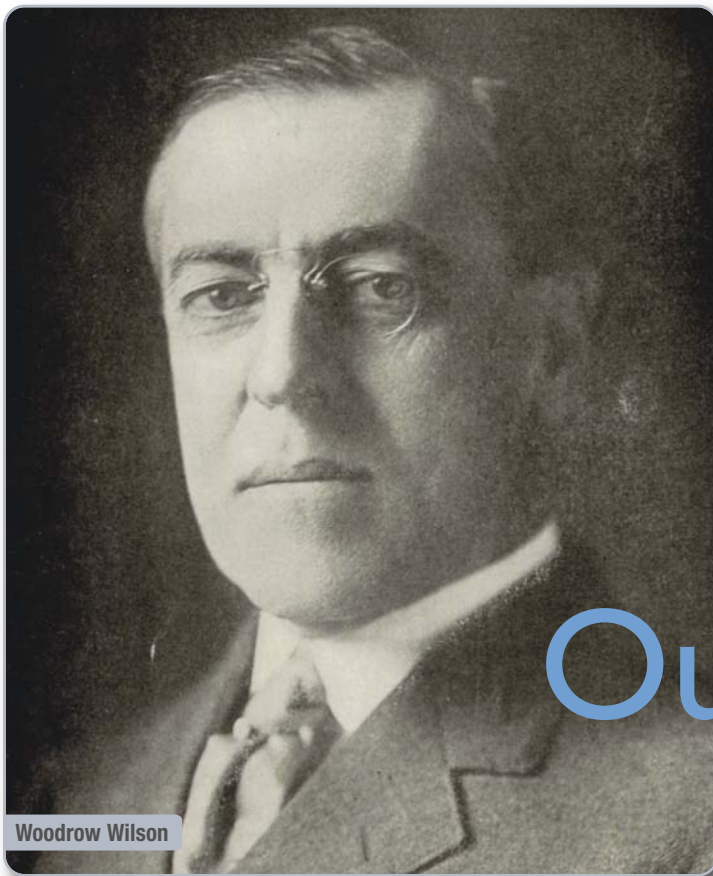
**Doug Stevenson is the creator of The Story Theater Method. His clients include Microsoft, State Farm, UPS, Bayer, Caterpillar and many more.**

**\*20% Discount**  
Coupon Code: tmspecial  
for products marked with asterisk.

**ORDER TODAY: [www.storytheater.net](http://www.storytheater.net)**

**1-719-573-6195**





By Richard R. Bonner, CC

Is your focus on not looking really bad or on looking really good?

# Opt to Be an Outstanding Orator

Many of us joined Toastmasters with the expectation, or at least the hope, that it would better our job and career prospects.

We probably thought in terms of improving our communication skills in staff meetings, thinking more quickly on our feet when questioned by the boss or customers, making creditable presentations both to staff and clients, and, if called upon – God forbid – giving bona fide speeches before live audiences.

In all those endeavors, we likely cared more about being competent for our job performance than about being excellent for its own sake. We had neither the time nor the inclination to try to be outstanding speakers and communicators; we simply wanted to be good enough to get what we needed. We didn't care so much about looking really good as not looking really bad. In essence, it came down to wanting a quick fix for promotions and raises. Show us the money!

But if truth be told, that kind of thinking grievously shortchanges us, denying us the brawny passion and

satisfaction that comes from becoming a standout speaker.

## Woodrow Wilson's Inspiration

Consider the case of U.S. President Woodrow Wilson, as related by his official biographer, Ray Stannard Baker. While a student at Princeton University, Wilson read a magazine article about great orators, which included his hero, British Prime Minister William Gladstone. The article so excited and inspired him that he vowed he, too, would become a great speaker and statesman. He practiced aloud in the woods near campus and, when on vacation, in his father's church on weekdays. The young Wilson soon gained a reputation as a fine speaker and debater, which eventually brought him back to the school as a professor, despite an indifferent academic record.

In no time Professor Wilson's lectures drew some of the most enthusiastic audiences on campus. By continuing to feed his fire and passion for public speaking, he began to draw even more notice,

and it wasn't long before he became the highest-paid member of the faculty; from there he became president of the school. Next, he drew upon his speaking skills to help himself win the governorship of New Jersey and finally the presidency of the United States.

All the while he felt buoyed by the sheer exhilaration of public speaking, "because it sets my mind – all my faculties – aglow... I feel a sort of transformation – and it's hard to go to sleep afterwards" (from Baker's *Woodrow Wilson: Life and Letters*, published in 1927).

## Making the Commitment

Let's say that some of us wanted to become outstanding speakers. What might be our first step? Simply deciding to make the commitment, as Wilson did.

We could make the commitment privately to ourselves or, if we need to feel the spur and the lash to keep from backsliding, we could announce our decision at a Toastmasters meeting. Making the

commitment sets the fire, and to keep it stoked and fueled, to keep the interest and passion up, we could immerse ourselves in the study of public speaking through books, CDs, DVDs, lectures, seminars, the Internet and classroom courses. Such sources could include rhetoric, great speeches of history, grammar and usage, diction, voice improvement, gesturing and body language, the lives of history's famous orators, and other topics.

Perhaps we, too, could feel inspired – transformed – by the words of, say, Queen Elizabeth I addressing her troops at the approach of the Spanish Armada: *"I know I have the body of a weak and feeble woman, but I have the heart and stomach of a king, and a king of England too."*

Or a poignantly anguished Nehru eulogizing the assassinated Mahatma Gandhi: *"All we know is that there was a glory and that it is no more; all we know is that for the moment there is darkness, not so dark certainly, because when we look into our hearts we still find the living flame which he lighted there."*

Or the thrilling hope of playwright Vaclav Havel upon assuming the presidency of the newly liberated Czechoslovakia after decades of communist rule: *"Let us teach ourselves and others that politics can be not only the art of the possible – especially if this means the art of speculation, calculation, intrigue, secret deals and pragmatic maneuvering – but that it can even be the art of the impossible, namely, the art of improving ourselves and the world."*

### From the Page to the Podium

Of course, "doing" is usually the most effective way of learning, but don't scant the study and book learning here. It's invaluable. It gives us the substance and direction needed. It provides the theory for the practice – the theory we take from the page to the podium.

Besides, we're already doing "the doing" in Toastmasters! And that doing should include entering speech contests. (Granted, somebody's got to lose in a contest, but everyone who learns something – who improves from the experience – wins.)

Aside from the book learning, we have ourselves as resources to draw upon.

In 1830 U.S. Senator Daniel Webster responded to a speech from a political opponent by quickly preparing and delivering one of the great orations of history. When asked how long it had taken him to prepare, he replied: "20 years."

For 20 years Webster had thought hard about, and agonized, over the sentiments that had led to his opponent's position, drawing heavily upon the resources of his own life, according to the book *Discussion and Debate: Tools of Democracy* by Henry Lee Ewbank and J. Jeffery Auer.

Virtually all of us in Toastmasters have at least 20 years of life to draw upon: our education (formal and informal), our hopes and fears, our triumphs and tears. In looking over our life journeys, many of us might see only vast unremarkable stretches, but they're not wastelands. They're fallow fields whose rich potential awaits the skilled orator to unearth.


### The Incremental Approach

"Enough," says a show-me-the-money type. "Spare me the poetry. Who needs, and who can take, all the effort required to become an outstanding speaker? Being a *decent* speaker is all you need to be."

That's possible, but first let's realize that the commitment and effort needed to excel in speaking seem far less unnerving if we demand only small but continuous steps of improvement from ourselves. This incremental approach takes major pressure off us yet puts improvement on a comfortable auto-pilot. Then one day, without our feeling

the pain of the process, it just dawns on us that we've become darned good speakers.

Second, if competent speaking ability will likely help us on the job, what might outstanding speaking ability do?

Certainly we can at least consider making the extra effort, feeling a soul's awakening as we uncage the oratory beast within ourselves. Maybe we'll lie awake some nights, not in dread of a speech to be given but from a lingering high we've gotten from a speech just given, and given well. Put a dollar figure on that! 

---

**Richard R. Bonner, CC**, a former writer for several daily newspapers, is a member of the Jewel City Toastmasters club in Glendale, California. You can reach him at **Bonner1301@yahoo.com**.

---

## SPEAKING OPPORTUNITIES

[www.locatespeakers.com](http://www.locatespeakers.com)

**A Speakers Bureau  
Designed for Toastmasters**

- ✓ Connect with people looking for speakers in your area
- ✓ Control your own rates and profile information
- ✓ Only \$25 per YEAR
- ✓ Take charge of your speaking career today

**DOWNLOAD our FREE eBook**  
"How to develop YOUR Speaking Path"

Toll Free Hotline  
**1-877-778-2603**





**When authenticity and character are more important than technique.**

## Ingrid Betancourt's Amazing Eloquence

Any Toastmaster who watched Ingrid Betancourt address the media and public in the immediate days following her spectacular rescue from the Revolutionary Armed Forces of Colombia learned an invaluable lesson on the relation between extemporaneous speech and authenticity.

When I heard of how this woman – along with 14 other hostages – had been liberated by Colombian commandos on July 2nd, I immediately went online to catch the event on video. All I knew about Ingrid Betancourt was that she was a French-Colombian politician who had been abducted by rebel forces in 2002 and held captive in the jungle ever since.

As I watched the landing of her plane at a military airport in Bogota, I expected to witness the emergence of a human wreck, with the ensuing immediate evacuation to a medical facility. Instead, Mrs. Betancourt came out looking bubbly and surprisingly composed, even carrying her own backpack.

Like the other millions of viewers around the world who heard her first few words (in Spanish or its translated form), I was spellbound; and for five consecutive days, I listened to every one of her multiple deliveries, interviews and press conferences. My interest, which was initially prompted by curiosity and compassion toward her unimaginable saga, quickly shifted to fascination with her eloquence and “onstage presence” under the circumstances.

The Toastmaster in me replaced the news “voyeur,” and I found myself instinctively wrapped up in the role of evaluator – a very humbled one.

“They got us out grandly,” she exclaimed, as she described her brilliantly masterminded deliverance just a few hours earlier as “an extraordinary symphony,” “a miracle with no historical precedent,” an “operation [that] was absolutely impeccable,” and “a moment of pride for Colombians” – all figures of speech that would have kept a grammarian busy at a Toastmasters meeting. And she merrily swung back and forth between Spanish and French in the next few days, with the same oratorical dexterity.


Woven into the obvious articulacy were also some lengthy pauses and hesitations, some emotional looms, some awkward gestures – in other words, transgressions to the usual rules of proper public speaking. Yet these were the most powerful moments. For all of her poise and facile use of language, it was the times she grasped for control or expression that moved us the most. These were the instances that told the real story – the nearly seven years of deprivation and brutality she and the other hostages endured, chained by the neck day and night, sleeping on mud, often under torrential downpours, forced to march without boots for days, infected by jungle parasites, undernourished, arbitrarily humiliated and abused, and with no opportunity to either read or converse.

Mrs. Betancourt, who is already called by some “the Colombian Nelson Mandela,” not once expressed hate and bitterness against her oppressors. Her captivity seemed to create in her a greater sense of grace and generosity of spirit. She went right to our hearts and souls

with statements such as *“I am free of envy, vengeance and bitterness... The people who stayed behind there, I forgive them... The first thing we have to do is change hearts. We have to change the vocabulary of hate. When I dreamed of being free, I told myself that I could not engage in hate or rancor... The guerrillas are our enemy, but we shouldn't insult them. We should show them how to seek a dignified exit through peaceful negotiations. If we don't defeat them correctly, we will sow the seeds of hate for the future.”*

Being a polished, technically-versed speaker is important, but nothing is more powerful than authenticity and character. When you speak with your heart, even if you lack practice and bend a rule, you will impact your listeners.

During her first address at the military airport in Bogota, Ingrid Betancourt said, “I'm sorry, but this has to be a hug,” and she moved away from the microphone to embrace the founder and host of “Voices of Kidnapping,” a radio program that broadcasts messages to hostages from their family members. She explained that the words read over the airwaves helped her fend off suicide. I wept, as did everyone else on site.

When authenticity and character are present, even leaving the lectern will be forgiven! 

**Florence Ferreira** is an intercultural communication consultant, founder of SpeakGlobal and member of Boca Raton Toastmasters and the Florida Speakers Association. Reach her at [f.ferreira@speakglobal.net](mailto:f.ferreira@speakglobal.net).





One day, his son would  
speak to the world.

He wanted them  
to understand.

Rosetta Stone. The fastest and  
easiest way to learn CHINESE.

Arabic • Chinese (Mandarin) • Danish • Dutch • English (American) • English (British) • French • German • Greek • Hebrew • Hindi • Indonesian • Italian • Irish • Japanese • Korean • Latin • Pashto • Persian (Farsi) • Polish • Portuguese (Brazil) • Russian • Spanish (Latin America) • Spanish (Spain) • Swahili • Swedish • Tagalog (Filipino) • Thai • Turkish • Vietnamese • Welsh

Only Rosetta Stone® uses **Dynamic Immersion**® to teach you a language quickly and efficiently without tedious translation, mindless memorization and boring grammar drills. It's the world's leading language-learning software.

- You'll experience **Dynamic Immersion** as you match real-world images to words spoken by native speakers so you'll find yourself engaged, and learn your second language like you learned your first... for a faster, easier way to learn.
- Our proprietary **Speech Recognition Technology** evaluates your speech and coaches you on more accurate pronunciation. You'll speak naturally.
- And only Rosetta Stone has **Adaptive Recall**™, that brings back material to help you where you need it most, for more effective progress.

See the world in a whole new way. Get Rosetta Stone—**The Fastest Way to Learn a Language. Guaranteed**®.

**SAVE 10%!**

**100% GUARANTEED**  
SIX-MONTH MONEY-BACK

Level 1 Reg. ~~\$219~~  
**NOW \$197**

Level 1&2 Reg. ~~\$359~~  
**NOW \$323**

Level 1,2&3 Reg. ~~\$499~~  
**NOW \$449**



©2008 Rosetta Stone Ltd. All rights reserved. Patent rights pending. Prices are subject to change without notice. Six-Month Money-Back offer is limited to product purchases made directly from Rosetta Stone and does not include return shipping. This offer does not apply to Rosetta Stone Online or Audio Companion™ purchased separately from the software product. All materials included with the product at the time of purchase must be returned together and undamaged to be eligible for any exchange or refund.

Call  
**(877) 278-1058**

Online  
**RosettaStone.com/tos098**

Use promotional code **tos098** when ordering.  
Offer expires December 31, 2008.

**RosettaStone**® 



# The Power of Publicity

By Joe Cooke, ATMB

**Be savvy and proactive in promoting your club.**

**T**here are people in your town right now who need Toastmasters – but they may not even know your club exists! One of your responsibilities as a member is to promote your club and the organization, but that doesn't mean you have to stand on the corner thumping on the *Competent Communication* manual.

In fact, the best way to promote your club and to increase membership is to show how Toastmasters members can change lives for the better, and the best way to demonstrate this to the public is through publicity.

## **Publicity vs. Advertising**

We often fall into the trap of thinking that placing an ad in the local paper is the best way to promote a cause – or a club – but traditional advertising is becoming less and less effective. According to statistics, we are now hit

with up to 5,000 advertisements every day. Radios come with scan and seek buttons, and TiVo allows consumers to fast-forward through annoying chatter and ads.

Be honest, when you read the paper or listen to the news, do you focus on the advertisements or the stories? Most people focus on the stories. We want and need good stories – but we are tuning out the advertisements. That's why an article – a story – about you or your club and its life-changing benefits is more effective than an advertisement.

## Your Publicity Generator

Most clubs and organizations send press releases to commemorate awards, advancements and competition victories. Those are all good opportunities to get the club name in front of the public, but they are not the most powerful sources of publicity.

The best sources for new releases are the things your members do outside the club. Look especially for regional and national tie-ins. For instance, suppose one of your members travels to the state capitol to lobby for health-care reform. Write it up. "Local Business Owner Testifies for Health Care Reform" is far more compelling than "Toastmaster Wins Award." You may have a speaker in your organization who can promote Toastmasters by giving a talk at a local school or service organization; that talk could be on public speaking, literacy, success or any other topic of interest to the students and teachers. "Bartender Serves Up Literacy Program to Public Schools" could generate some publicity energy.

You can take this concept one step further. Look around your community and find a need. Maybe your town is suffering from growing pains. Have a couple of members prepare presentations on urban growth, affordable housing or the environment. Contact your local radio talk show and offer to share the information.

Be sure to mention that these speakers polished their presentation skills at Toastmasters, and give detailed information on how to contact local clubs.

## Putting Energy into a Press Release

Learn how to write a press release. There are two key elements to a good story – the hook and the slant. The hook is embedded in the first line of a press release and is designed to grab the reader. Some stories create their own hook, such as earthquakes, political scandals and alien abductions. For an ordinary story, though, you may need to play with the hook a bit.

For the story on health-care reform, you might come up with a hook like this – "Local business owner and Toastmaster Joe Smith faced off against the state legislature last week in a heated debate about affordable health care." This is just an example; every story needs its own, unique hook.

In addition to the hook, use quotes and statistics as much as possible. Always put quotes in present tense – "We'll never give up," says Joe Smith.

The slant of a story is like the viewpoint. Many times, we write a story from our own viewpoint, such as the traditional "Joe Smith Receives CC Award."

Look for a slant that is of interest to the readers.

Always ask the question from the reader's perspective: "So what?" If you can re-cast an award to be of general interest, do it. Maybe Joe Smith has a comment or two on a current event or topic of broad interest, such as real estate values, the price of fuel or the war in Iraq. All of these topics are relevant and interesting, and the award can be embedded in the story along with a quote.

Even if you have a good slant, a newsworthy story and a well-written press release, without some kind of personal connection that release will likely end up in the can.

## Make the Media Work for You

According to publicity expert Joan Stewart, the number one thing anyone can do to help launch an ongoing publicity campaign is to develop personal relationships with the reporters who cover issues related to your press release.

"Reporters are looking for sources," says Stewart. "Get to know the reporters and then send them leads."

What you may not know is that many news stories are provided by the company or person that is the subject of the story. That is because good publicity hounds know three things:

Reporters are extremely busy and are looking for good leads, experts to interview and fresh ideas.

An article, radio interview or even just a short quote by representatives from your organization can be worth hundreds or even thousands of dollars in advertising.

Publicity generates more publicity. A news article will prompt a radio interview. A radio interview could

**"Even if you have a good slant, a newsworthy story and a well-written press release, without some kind of personal connection it will likely end up in the can."**

lead to a guest appearance on a TV show.

You may think that these reporters already have a line-up of tipsters doting on them. Don't make that assumption. Your local reporters are always hungry for eloquent experts. And, for that matter, so are the national reporters.

## Looking Beyond the Traditional Press

Press releases are more important today than ever – but the rules have changed a bit. In the past, we tried to write press releases to please reporters, but now a press release posted to your Web site improves your content,



# A Publicity Primer

By Joe Cooke, ATMB

According to publicity hound Joan Stewart, there are more news outlets today than ever before. Here are a few ideas for ways to promote your Toastmasters club through speaking opportunities and publicity efforts:

- Speak at free seminars, especially ones like “Public Speaking 101” (and be sure to send out a press release about it before and after the event.)
- Public speaking engagements – contact your local service organizations, such as Kiwanis, Rotary and the Chamber of Commerce. Organizations are always on the lookout for good speakers.
- Local morning talk shows – find experts in your club, get to know the reporters and be a source for them.
- Also try the following: teleseminars, webinars, podcasts, e-zines, traditional newsletters, writing a column for the local paper, submitting articles to local Web sites and online newsletters, and, of course, the venerable press release.
- Send a press release when someone wins an award, does community service, fills a board position or participates in any worthwhile venture. Always send a picture of the member or members you are highlighting after getting their permission. Readers will skip sections of text, but a picture catches their attention.
- Check out Joan Stewart’s comprehensive on-line tutorial for writing press releases at [www.publicityhound.com](http://www.publicityhound.com).

makes your site more valuable and increases your rankings on the search engines.

If your club doesn’t have a Web site yet, get one. Go to [www.freetoasthost.com](http://www.freetoasthost.com) and sign up for a free site. The service is sponsored by Toastmasters International and the template is quick and easy to use. You’ll have a professionally designed Web site up and running in a few hours.

Once your publicity machine is running, you’ll want people to be able to find your club quickly and easily. A professional-looking Web site is a necessity in today’s business world.

## How Publicity Gathers Steam

Besides being more effective than advertising, public relations has two bonus features: It’s free (a big bonus) and it generates more publicity.

Once you get to know your local reporters and they realize they can count on you for leads, tips and commentary, more and more opportunities for publicity will appear.

In our club, we have several members who nurture contacts with the media, and it pays off. Recently, a local radio show host in our town invited us to fill a spot in his programming. Three of our members spent an hour on the radio show during the morning drive talking about Toastmasters – what it is, what it does, how it works and how it benefits the members. Try buying an

hour of radio advertising during the morning rush and you’ll see how valuable your media relations are.

Your work in the community, networking with reporters and your ability to write and speak in public will eventually generate a feature article in your local paper. The local article will land you more radio spots. You can hire someone to transcribe the radio interviews and turn them into online articles or podcasts that you can then submit to local, regional and even national Web sites.

For those members of your club that have an aptitude or desire to do more work in the area of public relations, publicity and promotion, make sure they check out Toastmasters International’s Public Relations Manual in the Advanced Communication and Leadership Program as well as *Let the World Know*, Toastmasters PR and publicity manual which is available for free downloading at [members.toastmasters.org](http://members.toastmasters.org).

Take your club up a notch by developing a strong public relations campaign and you will find that new members gravitate to you. Your club will grow, your members will benefit and you will be doing good things in your community. ■

---

**Joe Cooke, ATMB**, is a business consultant and novelist, and writes articles on business, marketing and real estate. He is a member of High Noon Toastmasters club in Walla Walla, Washington. Reach him at [www.joecooke.info](http://www.joecooke.info).

# Discover how you can quickly and easily speak, motivate, and inspire like a pro without years of unnecessary trial and error.

**BRAND  
NEW!**

Introducing an amazing **Boot Camp in a Box...** that will give you the insider secrets to transform you from a good speaker, to one that owns the stage... overnight.

Most speakers take the stage but they don't own it. They don't keep their audiences on the edge of their seats leaning from their every word. They don't energize their audiences and keep them wanting more. And they don't leave them with a message that sticks. How would you like to create a *groundbreaking* speech?

How would you like the PROCESS for creating more of them?

That's what you get with the *Own The Stage* program... the best PROCESS available!

This process helped one company raise 17 million dollars. A CEO from another company requires his presenters learn this process before they can advance to the next level at his company. His presenters are selling \$150,000 a month contracts. You can get this same process.

So come class with us, sit in the 3rd row, and watch Craig and Darren coach 8 speakers to *Own The Stage*.

**"But, I don't think I'm good enough."**

By starting early with the right tools & techniques, you will surpass many of the speakers around you. They'll want to know your secret!

"I consider myself a novice and you moved my speaking years ahead in one single weekend. Thank you!"  
~ Latta Johnson, Ooltewah, TN

**"But what if I'm an experienced presenter who is already confident on stage?"**

Even better! As a professional, you know most paid speeches come as a result of someone who has seen you present live. So, the better you are "live," the more referrals you can get, and the faster you can raise your fee. Bottom line, the best speakers get coached. Here is a perfect way to get the same insights without spending thousands of dollars.

"I flew across the Atlantic for this Boot Camp and took four days off of work to come. It has been a revelation for me... It massively accelerates your learning curve as a speaker... Mind blowing!"  
~ Simon, London England (National Speech Champion)

**Witness 8 speakers transform... overnight!**

What "coaching" did Craig and Darren give them? How did they apply it? Witness presenters ranging from Pat (an experienced preacher) who transforms into a powerful communicator overnight... to Carmelita (a new presenter) who transforms a brand new speech (written the night before) into a powerhouse personal story.

**So many programs out there... Why should I listen to you?**

Some programs are informational, some are educational. We've created one that is truly *transformational*. It's one thing to be a great speaker — it's entirely another to be a great presentation coach. After a combined 24 years of speaking, and 14 years of coaching presenters just like you — *This is what we do*.

**"I traveled 17 hours to go to this Boot Camp, it was worth every hour.** The investment was returned triple-fold."  
~ Jennifer Leone, Australia

**Is *Own The Stage* good if I want to be a professional speaker?**

Good? It's crucial! For Craig & Darren, 80% of their paid speeches come as a direct result of someone seeing them speak. Why? Because when they speak, they "*Own The Stage*."

**"I thought I was an experienced speaker until attending this seminar.** Now I know how much I don't know.  
Thank you! Invaluable!"  
~ Karen Burgess, Edmonton, AB, Canada

**More than 49 "*Own The Stage*" Secrets Finally Exposed!**

You'll get the:

- *Your Guide to Greatness*
- *Own The Stage 49-Point Coaching Checklist*
- *DVDs 1 and 2 – Tools and Techniques.* Join Craig and Darren for a live seminar and learn to design your speech and deliver it with power!
- *DVDs 3 - 10 – Applying the Tools.* Join Darren and Craig for their full 2-day Boot Camp. Watch 8 speakers (1 per DVD) give speeches and receive the World Champion-level feedback you can use to become the best speaker in your neck of the woods!

"It's hard to impress me - but this was beyond phenomenal. It's one decade of learning compressed into two days — with mind-blowing results."  
~ Michael Plaks, Houston, TX

Transform your own speaking as you watch eight others do the same. By the time you complete this program, you won't be the same speaker who started it! You will know how to *Own The Stage*!



[www.HowToOwnTheStage.com](http://www.HowToOwnTheStage.com)

*Darren*  
Darren LaCroix  
2001 World Champion  
of Public Speaking



*Craig*  
Craig Valentine  
1999 World Champion  
of Public Speaking

**Order online today: [www.HowToOwnTheStage.com](http://www.HowToOwnTheStage.com)**



By Craig Harrison, DTM

## Tips for VPPRs on promoting their clubs worldwide.

### VPPR:

# When You Promote It, They Will Come!

*Imagine a role in Toastmasters that lets you speak to inform, tell stories, lead programs and campaigns, and tell the world about the wonders of your club. That, in a nutshell, is a description of the role of Vice President Public Relations. Best yet, each club member is your assistant. And together you spread the good news of Toastmasters!*

### What Is Public Relations for a Toastmasters Club?

Club public relations involves the generating of publicity about your club for the purpose of helping it grow. As VPPR, you and your committee spread the word to non-members, aligned organizations and the media about your club's existence, activities and successes.

### Share the Secret of Toastmasters... with the World!

You know of the benefits that members receive from the Toastmasters experience. Among them:

- Increased self-confidence
- Powerful speechmaking skills
- The ability to speak extemporaneously

- Leadership development
- Career advancement through the development of these skills

Your challenge: to tell the outside world what awaits them when they join your club. And there are more ways than ever to get the word out.

### The Club Web Site

These days many people will find your club through your club's Web site. Does your group have one yet? Such a site tells people when and where you meet, and how to get to the location. It provides answers to frequently asked questions: What does it cost to join? Is there pressure to speak? How does one dress?

Make your club site as inviting as possible. Photos can help. If you don't already have a club Web site, you can obtain one from **www.FreeToastHost.com**. Here's a few tips for designing yours:

- Make sure your club site is linked to your district's site.
- Make sure Toastmasters International's Web site includes your site's URL in its "Find A Club" list.
- Make sure your site has a title, description and keywords, as well as meta-tags that reference "Toastmasters," "public speaking," your location and related terms in its header information (ask your Webmaster how to do this).

### Club Flier or Brochure

A club flier or brochure helps tell your club's story in writing. It can be handed out, posted on bulletin and notice boards, and left in stacks at your local libraries and community centers, as well as your company lunchrooms and break rooms. It can also be brought to fairs, community events and town hall meetings.



Your handout should have the usual who-what-where-when-why-and-how information. Include a phone number, e-mail address and Web site URL for more information. Make a smaller electronic version of your flier (using the PDF file format) that can be e-mailed as an attachment or downloaded from your club's Web site.

Your club may wish to purchase Toastmasters International materials at [www.toastmasters.org](http://www.toastmasters.org) and customize them to your own club's meeting specifics.

### Give your Flier Wings!

Distribute your flier throughout the host meeting site, and throughout the company, building and community where you meet. Get it to corporate or local newsletters, put it on the windshields of cars in the nearby parking lot, and post it in local businesses close to your meeting place. Each club member should be given a stack of handouts to disseminate using their own promotional channels.

### The Business Card

Many clubs create their own business cards to personally hand to Toast-

masters prospects of all kinds – colleagues, friends and strangers. Such cards are a form of currency in the business world. Yours can have the usual information: time and place of your meetings, and you might use the back of the card for an explanatory paragraph about Toastmasters, a map or other information. Some clubs print a coupon on the back: "Good for one free visit to our club!" You and I know it's always free to attend as a guest, yet people cherish the "coupon" and regard visiting as more valuable with this free "Get Into Toastmasters Meeting" card!

Give business cards to all your club members. Hold a contest to see who can generate the most guests from handing out business cards. The template for these cards are available on the Toastmasters Web site.

### Club Newsletters

In a world full of ads and promotional copy, newsletters provide readers with substance. A club newsletter, whether monthly or quarterly, gives you a great printed piece to help non-Toastmasters understand the magic of Toast-

masters. They reinforce the successes that occur at each meeting. They also bring pride to members, strengthening your club's community. You can print and pass out these newsletters, mail them, or convert them to a PDF to be e-mailed or downloaded.

### The Open House

Open Houses are wonderful events that showcase your club, its meetings and what Toastmasters is all about. Attending a meeting may be scary to a non-member, but attending an Open House is often more inviting. Include food and beverages, a Q&A session, a sampling of what occurs at a meeting (a speech, some Table Topics and an evaluation), and informal time, too, for small group discussions.

(Read Lindy Sinclair's article in this issue of the *Toastmaster* for more details about holding an Open House.)

### The Press Release

A press release is the standard way in which an event or campaign is announced to the media. Radio, TV and newspapers all prefer to receive such information through a press

**Want instant access to  
new speaking tools & strategies?**

**You can instantly...**

- ~ Learn
- ~ Rate the lessons
- ~ Comment on them
- ~ Embed them on your website!

**Video lessons  
you can watch  
RIGHT NOW... FREE!**

**Get tools & tips from  
World Champion Speaker,  
Darren LaCroix**

**[www.YouTube.com/STAGETIME](http://www.YouTube.com/STAGETIME)**



release: a short, typed announcement containing the vital information about your event, along with contact information. Write it in terms of the benefits to the audience. Press release samples can be found in the back of the VPPR training manual.

Public relations expert Mitchell Friedman, APR, who is the director of MBA Career Services at the University of San Francisco, offers some tips about writing a press release:

- Keep it to one page (or two at most).
- Always list contact information for further inquiries: name, phone number, e-mail address, Web site URL.
- Topic should be timely and newsworthy in nature.
- Catchy title and explanatory subtitle always helps.
- Should address the who, what, where, when, why and how.
- Avoid sales speak. This is not a marketing piece. Emphasis is on newsworthiness for reader.
- Use these standard symbols – # # # – to end your press release.

Save your last several lines to explain that Toastmasters International has been the world's foremost communication and leadership development nonprofit since 1924, or something to that effect.

### Release and Catch!

What can press releases promote? Open Houses, contests, member accomplishments, noteworthy guest speakers, club activities like Speechcrafts, Youth Leadership Programs, training programs and roles in community affairs. Send your release to all the local media: radio stations, TV and newspapers. Include business and community publications.

These days press releases can be e-mailed as text or sent as small PDF attachments. Now, don't forget to use your verbal skills to follow up with a phone call. Media people

receive hundreds of press releases and public service announcements a day. Make yours stand out through its writing and your ability to follow up by phone.

### Calendars, Chambers, Cable and Craigslist!

Most newspapers have a community calendar where clubs can list their regular meeting time and place for free. As a nonprofit, Toastmaster clubs should avail themselves of all discounts and free opportunities to publicize meetings.

Your local Chamber of Commerce should be informed about your club. Get fliers and brochures to them for dissemination. Get your fliers added to the packets that are provided to newcomers upon arrival in your city, town or community. Don't forget the local Small Business Administration office. They, too, need to know about your club. As do local colleges, universities and adult education programs. Most business professors recommend Toastmasters to their students; reach out to them to help you spread the word.

Most communities these days have local cable access TV stations. Take your place alongside Garth and Wayne of *Wayne's World* and promote your club through free cable access.

The Internet can also be a great source for new club members. Use free Internet calendars to list your meetings. Many communities worldwide have a Craigslist ([www.craigslist.org](http://www.craigslist.org)) where organizations can list their meetings for free. Conduct an Internet search for community calendars your club can post to, so that online visitors can easily find information about your club.

### Doctor, Doctor

Many clubs drop off past editions of the *Toastmaster* magazine – with a club business card stapled to it – in the waiting rooms of their dentist's or doctor's offices.

Plenty of Toastmasters members have joined after reading about the organization while waiting for a check-up. Four out of five doctors recommend Toastmasters to remedy poor communicators.

### Word of Mouth: Elevator Speeches and Success Stories

Don't underestimate the one-on-one approach to membership growth. As VPPR you can teach your club members to deliver an *elevator speech* – that 16-second promotional sound bite – when they're telling people about their club.

A more persuasive tool for selling the benefits of Toastmasters conversationally is to deliver 30- or 60-second "success stories" about yourself. The stories should share the *setting* by which you joined your club, the *situation* you sought help with, and the *solution* Toastmasters provided for you. Your personal experience is a compelling testimonial. Use Table Topics to help members hone their own success stories.

### Pin to Win!

Remember to wear your Toastmasters pin wherever you go and be prepared to share your elevator speech or success story in response to inquiries about the pin and Toastmasters. As VPPR you should be collecting testimonials from members about the benefits they've received from joining the organization. No more powerful endorsement exists!

### Tell the World!

As you can see, there is no shortage of avenues to promote your club. The fun is in exposing others to the magic of Toastmasters. Tell the world! 📣

---

**Craig Harrison, DTM**, is the founder of LaughLovers club in Oakland, California. He is a professional keynote speaker, trainer and principal of Expressions Of Excellence!™ For more resources, visit [www.ExpressionsOfExcellence.com](http://www.ExpressionsOfExcellence.com).

By Lindy Sinclair, DTM

# Hosting a Club Open House

One of the best ways to boost membership in your Toastmasters club is by hosting an Open House. This is a party given by a club with the goal of drawing guests who will become members.

I have broken down the planning process into a general timeline of specific steps – covering approximately five weeks, including the day of the event. There isn't enough space here to give the full extent of steps and suggestions, so I'll be hitting the highlights.

## The Suggestion Stage – Day 1

You are the person with the idea. Make an announcement at a meeting suggesting that your club hold an Open House. If – and only if – you have the support of the club, ask for someone to be the lead person for the event. (It may end up being you.)

The supervisor asks members to select three potential dates about five weeks away, and to choose a location. Ask for a volunteer to be facility coordinator; that person will make the reservation within the next few days for the earliest of your three dates that is available at the chosen location.

Choose an audio/visual coordinator and have them order these items from Toastmaster International's Web site ([www.toastmasters.org](http://www.toastmasters.org)): the DVD "Welcome to Toastmasters!" (which will be played for the Open House guests), the free pamphlets "Find Your Voice" and "Confidence: The Voice of Leadership," and a pad of membership applications.



## Everybody Has a Role – Day 8

- The group decides whether to invite a guest speaker or someone from within the club to give a speech illuminating the benefits of joining your club.
- Choose a refreshments coordinator, decorations coordinator and set-up crew.
- An advertising coordinator volunteers to write a one-paragraph press release describing the event. That person sends the release to a local newspaper and places it on the [craigslist.com](http://craigslist.com) Web site every week until the event.
- Someone offers to design a flier and coordinate flier distribution by all club members.
- The agenda is discussed: how much time will be given to each segment of the event (e.g. Table Topics, speeches).
- A volunteer is chosen to design and print the Open House program.

## Now We're Really Rolling – Day 15

- Refreshments coordinator leads discussion about what kind of food you will serve (catered, purchased or potluck) and whether you will need plates, flatware, cups, etc. What is the budget for the food?
- The coordinator asks for three or four members to volunteer to give one- to two-minute speeches about what Toastmasters means to them.

## Just Two Weeks to Go! – Day 22

- Assign greeters to make the Open House guests feel welcome.
- Select a volunteer to bring name tags (if you

want them) and to write a name tag as each guest arrives.

- You may also want to prepare a guest book.


## The Home Stretch – Day 29

- Members each report how many of their guests are coming.
- Based on that number, doubled, the refreshments coordinator makes a shopping list (remember the plates!).
- Supervisor schedules decorations coordinator, refreshments coordinator and set-up crew to arrive an hour before the guests.

## The Day of the Open House – Day 36

- A/V Coordinator arrives an hour early to check that equipment and DVD player work. (Have back-up plan in case they don't.)
- After guests arrive, follow your program (DVD, guest speaker, Table Topics or whatever you choose). President or supervisor asks guests for feedback.
- After a 10-minute refreshment break, meeting is reconvened.
- The "What Toastmasters Means to Me" speeches are given.
- At the end, thank guests for coming and let them know that, whether they joined that day or not, they are welcome at your regular meetings.

## Aftermath

Club members bask in the glow of a successful event! 

**Lindy Sinclair, DTM**, founded Watergate Toastmasters in Emeryville, California, in 2002. She is the principal of [www.EmotionsandMoney.com](http://www.EmotionsandMoney.com).



What's your dream and how are you going to achieve it?

# Set SMART Goals for Speaking Progress

By Dena Harris, ACB, CL

**A**t the 1996 Summer Olympics in Atlanta, Michael Johnson made history when he became the first man to win Olympic gold medals in both the 200-meter and 400-meter sprints. Although there is no denying the man was fast, speed wasn't the only attribute that helped him realize his dream. Johnson was a goal setter.

Well before the Olympics, he wrote down his intention of winning the 200- and 400-meter races – and the times he would run both races in. He then placed this “reminder” note inside one of his running shoes.

Although the Toastmasters program starts with one goal – complete the 10 basic speeches and earn the Competent Communicator award – each member is different and comes to the organization with varying expectations. To receive maximum benefit from Toastmasters, all members must analyze their needs and discover what motivates them to excel.

## Start With Self-Awareness

Rus McCarter, a leadership and training consultant, says all goal setting begins with self-awareness. “What are you passionate for in life?” asks McCarter. “To motivate yourself, you must first be aware of what needs you are trying to satisfy.”

Some people may join Toastmasters because their boss made them; others, because they dream of a motivational

speaking career. Still others – while wanting to improve their speaking skills – may have a need for acceptance, a need to be liked or a need to overcome past failures.

“It's never just about being a better speaker,” says McCarter. “Your underlying needs – acceptance, money, admiration, being seen as successful – drive your pursuit of your goal.”

## BAG It

Think big. Set a Big, Audacious Goal – a BAG. For example, a BAG for one Toastmaster may be to earn her living as a keynote speaker. A BAG for another may be to emcee his company's award banquet. Toastmasters is but a means to an end. Why do you want to



improve your public speaking and leadership skills? What's the payoff? A promotion? A raise? Self-confidence? A new career? Setting a BAG for your speaking career is a daily reminder of why you joined Toastmasters in the first place.

### Create SMART Goals

Once you have a BAG and understand what motivates you, it's time to set SMART goals. SMART stands for: Specific, Measurable, Attainable, Realistic and Time-lined. Write down your goals and follow these SMART guidelines for effective goal setting.

**S**pecific: "I want to be a professional speaker" is vague and open-ended. Be specific. "I want to give five speeches outside my club during the next quarter" is better.

**M**easurable: A popular adage says, "If you can't measure it, you can't manage it." A measurable goal sets criteria so you know when your goal is accomplished. Using the first example, if you only have one outside speech completed by the middle of next quarter, you know you're not on track to meet your goal.

**A**ttainable: Setting a goal to earn \$10,000 giving speeches when you've never been paid to speak isn't realistic. But setting a goal to earn some income – even if it's only \$10 a speech – may be within your reach. Remember that goals change over time. So a goal that

may once have been unthinkable may be within your grasp as you expand your speaking career.

**R**ealistic: Setting goals too high leads to burnout. It's good to stretch, but setting realistic goals means you've accounted for the availability of time, resources and your personal motivation. Using the first example above, do you have the time to prepare and practice five speeches in one quarter? Even if the goal is attainable – meaning you're successful getting the speeches lined up – it might not be practical for you to devote the time to see them through.

**T**ime Lined: Without a deadline, you lose the sense of urgency. Try, "I will complete my Advanced Communica-

tor Bronze designation by September 2009," or "I will give two speeches outside my club in the next month."

### Anticipate Barriers

Even with good intentions, goal-setting sometimes fails to produce the desired results.

Some reasons are behavioral. You've set the goals, but are you doing the actions necessary to achieve them? If your goal is to achieve your Competent Communicator award by the end of the year but you never sign up to give a speech, there's a disconnect. You may need to take a break and figure out why you're not following through. Is it a fear of failure? Do you hold an underlying belief that your speaking ability isn't funny enough, smart enough, good enough, etc.? Identifying the behaviors and beliefs that cause performance gaps will help you realign your vision, goals and actions.

Another barrier may be setting goals that are not your own. Perhaps you joined Toastmasters with the goal of improving your talks at work, but taking on a leadership role never interested you. Still, your group or your boss talked you into holding an officer position. You may set goals to achieve Toastmasters leadership designations, but without interest on your part there will be little motivation to achieve them.

Other barriers include setting unrealistic goals or setting too many goals. Especially for those interested in growing a speaking career, too many goals lead to confusion and an inability to determine what takes precedence. Joan Koerber-Walker, an entrepreneur who counsels small and growing businesses, recommends would-be professional speakers set goals in three areas: financial, product oriented and customer oriented.

**Financial:** "Speakers need to do the necessary research to determine what a realistic financial goal is for them," says Koerber-Walker. "Then they need to break the goal into manageable chunks."

For example, let's say your BAG is to quit your current job and earn your living as a speaker. Your first six months may involve just finding places to speak – paid or unpaid – and networking for referrals. As your reputation grows, your next goal may be to earn a quarter of your current salary in speaking engagements for the coming year. The following year's goal may be to double the number of speaking engagements and your income earned from speaking, and so on until you're able to realize your BAG. Huge goals are overwhelming. Breaking big goals into smaller ones and setting SMART sub-goals will keep you on track.

**Product Oriented:** These are goals involving what your product will look like – your business cards, brochures, Web site and speaker's bio.

**Customer Oriented:** This is an often overlooked area for goal setting, but without venues to deliver speeches there is no speaking career. A sample goal here may be, "By March 15th I'll be meeting with two new organizations each month to pitch my presentations."

### Encourage Others

The president of our Toastmasters group recently had each of us stand and announce our goals, with timelines, to the club. Those not present were contacted and asked to send him their goals. He then e-mailed to club members a "goal-list" that contained all our stated goals and deadlines. His purpose was to not only hold us publicly accountable for our goals, but also for us to use the list to encourage fellow members in meeting their goals. For example, one member's goal is to enter the next humorous speech contest. She'd had this goal the year before as well but hadn't accomplished it. This year, with everyone in our club expecting her to enter and encouraging her, there's no question she'll check that goal off her list – moving her toward her ultimate goal of being a more confident and entertaining speaker.

## Why Set Goals?

- Goals force you to set priorities.
- Goals encourage you to be responsible for your choices.
- Goals allow you to measure your progress.
- Goals align you with your vision for your business and your life.
- Goals allow for growth and flexibility.
- Goals increase your chances of success.

Remember Michael Johnson and his slip of paper? That was just the first step. After writing down his goals, Johnson threw himself into an exhaustive training regimen designed to help him reach top speed in each event. He also petitioned the Olympic Committee daily to move the 200- and 400-meter races to separate days from each other. (One reason no one had ever won both events is because

they were held on the same day, which didn't allow for recovery time.) Johnson had the vision, then he took the necessary actions to see his dream come true.

You can do the same. Your speaking career starts with a dream. What is your motivation for achieving that dream? Once you've decided, break the dream down into manageable steps and set SMART goals for yourself.

Setting goals increases your chances for success. Once you discover what it is you're seeking from Toastmasters, you can create the vision – and goals – necessary to move forward with your speaking career. ■

**Dena Harris, ACB, CL**, is a member of Blue Moon Club in High Point, North Carolina.



## Become Certified to Teach the Speakers Training Camp Workshop

*Turn your talent and passion for speaking  
into a dream job*

- 🕒 Provide on-site training, US & International
- 🕒 Deliver public workshops
- 🕒 Coach individuals

*Imagine delivering two-day award-winning presentation skills training workshops to small groups of twelve in Fortune 500 Companies. You are your own boss, set your own fees, develop your own schedule. We provide the training and materials. The rest is up to you. For over 20 years the Speakers Training Camp has been top-rated, hands-on, and famous for results. Contact me personally to discuss how you can become certified to deliver the Speakers Training Camp workshops.*



**Speakers Training Camp**  
instructor certification • on-site training • public workshops



**Sue Gaulke**

Founder, Speakers Training Camp  
President, Successworks

Author:  
*101 Ways to Captivate a Business Audience*

[sue@successworksusa.com](mailto:sue@successworksusa.com)  
**1-800-473-1969**  
[www.successworksusa.com](http://www.successworksusa.com)



How to get started on the path to professional speaking.

# Get Paid to Speak

You've just walked off the platform after winning the International Speech Contest. The crowd is going wild in a standing ovation. People rush to congratulate you and tell you how amazing you are and how much you have inspired them. You think to yourself: "This is so cool! Imagine if I could do this for a living!"

Many Toastmasters have thought about speaking professionally but have been confused about how to start. If you are married, then having your spouse's support is, of course, crucial. And it's a bonus if their employment includes benefits,

lessening the financial pressure on you. There are a number of other issues to think about, as well:

**Who will pay?** First, you need to consider whether someone will pay for the information or expertise you have to offer. Chances are that you have spoken in front of some larger audiences or have won some competitions. Evaluators are singing your praises. Having people offer kudos after your speech is great for the self-confidence, but when they want to hire you to speak to their organization, that's when you know you're onto something.

Whether your topic is motivational, inspirational or based on a business expertise, you need to do your homework to make sure it is one that the marketplace values – and, more importantly, will pay to hear.

Although content is immensely important, style is usually what differentiates you from the crowd and will move your fee up the ladder quickly. Consider your style: Is your technique, your presentation, strong enough to make you a pro? Ask professional speakers who are making a good living, prospective clients or a mentor to help assess your distinctiveness. What makes you unique?

Once you've done your research and know you are ready, here are some tips to help you get started down the path of professional speaking:

**Making freebies count.** Get out and speak to anyone who will listen – for free – for a set period of time. The best way to turn a free speech into paid engagements is to ask the audience for help from the platform. I call it the "help me" speech. It's two lines that you place right before the closing of your speech. It goes something like this: "As you can see, I am passionate about this topic. If you know of any company or association who could benefit from this material, please hand me your business card following my speech." That's it. Then use those business cards to follow up and build a database for future marketing.



I remember my first job as an agent in the speaking industry. The speaker I was representing handed me a stack of cards she had acquired through her “help me” speech. I spent three months working through that pile, and the resulting speaking engagements filled her schedule for the next three years.

**The killer speech.** A killer speech is the best form of marketing – no flashy brochure, no innovative postcard, no cutesy giveaway – can top it. Audiences will remember a great speech that motivated or moved them. Because you are a Toastmaster, I realize I’m probably preaching to the choir on this one! But if you focus more time and energy on having a great speech in the first three years of your professional career, you will increase your odds of success dramatically.

**The credibility factor.** Put together a bio that will establish you as an expert in your field (include education, work history, companies you have spoken for or consulted with, books/articles you have written, etc.). It should establish why clients should hire you over all the other speakers they might consider. When you go to the marketplace, you’ll want to position yourself as an expert first and a speaker second. My colleague Brian Palmer, from the National Speakers Bureau in Chicago, says, “Clients don’t want to hire speakers; they want to hire smart people who happen to speak.”

**Marketing materials.** In order to get booked, you’ll need to start developing materials to promote your services. A Web site is your first priority. Print materials may not be necessary, depending on your market. Many speakers start with a basic Web site that allows visitors to see exactly what they do, who they do it for and how they do it.

Always test your marketing materials with prospective clients before launching them. Ask them this question: “Would this piece make you want to hire me?”

**Hang out with other pros.** Many Toastmasters clubs have professional speakers as members. Find people who are earning a good living in the speaking industry and ask them to mentor you. Uncover the top habits of successful professional speakers. Many Toastmasters also join the National Speakers Association.

**Setting your fee.** Establish a speaking fee and post it on the wall of your office. You don’t want to be pulling a number out of the air every time you have a conversation with a prospective client. In order to set a fee, do some market research. Ask other speakers for advice – and ask clients too. Remember, the client is paying for the 20 years of experience that goes into your speech, not the 60 minutes that you actually speak.

Fees are truly a state of mind. I once worked for a successful motivational speaker. When I started working with him, he was earning \$2,500 per speech. We decided to aim for \$10,000 per speech. While he agreed at the time, I found out five years later that he thought I was dreaming. But he set his mind on the goal and there was no stopping him. Today, his fee has doubled again and he speaks 80 times per year.

**Strategy.** Put together a sales and marketing strategy. Define your target market, start making the calls and send your Web site link or materials to people who could hire you. The key to your success is going to be consistency and clarity around what you are offering. Touching the same group of people

four times a year could pay off handsomely down the road.

**Match, don’t sell.** When talking to prospective clients, your goal is to see if your service matches their needs. It helps to have some sales skills, but knowing that you won’t always be right for every client can alleviate some jitters you might have about cold calling. Be clear on the value you offer before picking up the phone.

A good technique to help you keep focused is to post a list of the values you bring to organizations. An example goes as follows:

- I provide a strategy for increasing sales.
- My strategy covers three areas that are integral to selling success: Authenticity, integrity and value.
- My average client’s ROI (return on investment) is a 25 percent increase in customer loyalty.

Starting any new business is a tricky venture, and small business skills, like strategic planning and cash flow management, are required. But knowing that you have a killer speech and a valuable message to offer the world, and marketing that message correctly, will help you move down the path of becoming a handsomely paid professional speaker. And, perhaps, some day your spouse will say, “I’m so glad you became a speaker!”

---

**Jane Atkinson** has worked as a business manager for several high-profile speakers, including Golden Gavel recipient Peter Legge, and she was Vice President at International Speakers Bureau in Dallas. She’s the author of the book, *The Wealthy Speaker: The Proven Formula for Building Your Successful Speaking Business*. Reach her at [www.speakerlauncher.com](http://www.speakerlauncher.com).



"The color and clarity of DiamondAura™ rivals that of a flawless D-colored diamond".

—Steven Rozensky  
Noted jewelry expert



Receive these scintillating DiamondAura™ Classique sterling silver stud earrings **FREE!**

Read details below.

## The Fifth C?

*Cut, Color, Carat, Clarity...Chemistry?*

**I**s it possible that the mind of a scientist can create more beauty and romance than Mother Nature? The laboratories at DiamondAura™ were created with one mission in mind: *Create brilliant cut jewelry that allows everyone to experience more clarity, more scintillation and larger carat weights than they have ever experienced.* So, we've taken 2 1/2 carats of our lab-created DiamondAura™ and set them in the most classic setting—the result is our most stunning, fiery, faceted design yet! In purely scientific measurement terms, the refractory index of the DiamondAura is very high, and the color dispersion is **actually superior** to mined diamonds.

**Perfection from the laboratory.** We named our brilliant cut stones DiamondAura, because, "they dazzle just like natural diamonds but without the outrageous cost." We will not bore

COMPARE FOR YOURSELF AT 2 1/2 CARATS		
	Mined Flawless Diamond	DiamondAura™ Compares to:
Hardness	Cuts Glass	Cuts Glass
Cut (58 facets)	Brilliant	Brilliant
Color	"D" Colorless	"D" Colorless
Clarity	"IF"	Clear
Dispersion/Fire	0.044	0.066
2 1/2 c.t.w. ring	\$60,000+	\$145

you with the incredible details of the scientific process, but will only say that it involves the use of rare minerals heated to an incredibly high temperature of over 5000°F. This can only be accomplished inside some very modern and expensive laboratory equipment. After several additional steps, scientists finally created a clear marvel that looks even better than the vast majority of mined diamonds. According to the book *Jewelry and Gems—the Buying Guide*, the technique used in DiamondAura offers, "The best diamond simulation to date, and even some jewelers have mistaken these stones for mined diamonds."

**The 4 C's.** Our DiamondAura 3-Stone Classique Ring retains every jeweler's specification: color, clarity, cut, and carat weight. The transparent color and clarity of DiamondAura

emulate the most perfect diamonds—D Flawless, and both are so hard they will cut glass. The brilliant cut maximizes the fire and radiance of the stone so that the light disperses into an exquisite rainbow of colors.

**Rock solid guarantee.** This .925 sterling silver ring is prong-set with a 1 1/2 carat DiamondAura round brilliant in the center, showcased between two DiamondAura round brilliants of 1/2 carats each. Adding to your 4 C's, we will include the DiamondAura stud earrings for FREE! Try the DiamondAura 3-Stone Classique Ring for 30 days. If for any reason you are not satisfied with your purchase, simply return it to us for a full refund of the purchase price and keep the stud earrings as our gift.

### Not Available in Stores

DiamondAura™ 3-Stone Classique Ring (2 1/2 c.t.w.) • \$145 + S&H

**FREE** stud earrings with purchase of Classique Ring—a \$59.95 value!

Available in ring sizes 5-10

Call to order toll-free, 24 hours a day, 7 days a week.

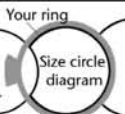
**1-888-201-7095**

Promotional Code DAR341-02  
Please mention this code when you call.

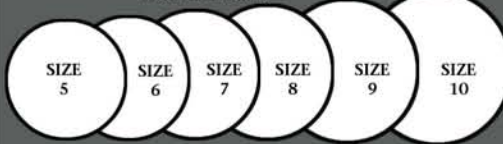
**Stauer**  
HERITAGE OF ART & SCIENCE

14101 Southcross Drive W.,  
Dept. DAR341-02,  
Burnsville, Minnesota 55337  
[www.stauer.com](http://www.stauer.com)

Place one of your own rings on top of one of the circle diagrams. Your ring size is the circle that matches the inside diameter of your ring. If your ring falls between sizes, order the next larger size.



#### WOMEN'S SIZES





# In Memory of Past International President Jo Anna McWilliams, 1948-2008

† In June, at the age of 60, former International President Jo Anna Spiker McWilliams lost her battle with cancer. She left behind a legacy in the organization she served for many years as a member, officer, and ultimately as President in 2000-2001. Most of all, she left behind many friends, who all agree that McWilliams' chosen theme for her term as President: "Toastmasters: Helping Friends Succeed" represented more than a slogan; it was Jo Anna's way of life.

"I think it's important that, as an organization, we acknowledge how important we are to each other," she said in a 2000 *Toastmaster* magazine interview when describing her theme. She was only the third woman in the organization's history to serve as Toastmasters International President.

Jo Anna joined Toastmasters in 1981. She served as District 25 Governor (1988-89) and as a Region III International Director in 1992-1994.

A native Texan, Jo Anna lived in Addison, Texas, with her husband Bruce. For the past 15 years, she was employed by Oracle Corporation as a Senior Consultant, implementing financial software applications. An active member of her community and church, she was an usher of St. Andrew United Methodist Church.

Many tributes to her were posted on a Website in her honor. This is one comment from her obituary: "Jo Anna always put others first, a true professional in every sense, gracious and graceful. She was a lover of music, theatre, doves, world travel and cooking. To her enormous circle of international friends, she will always be remembered for her smile, her kind words and her generosity. There are no words adequate to describe the depth of our love and respect for her."



Contributions to her memory can be sent to: Susan G. Komen for the Cure ([komen.org](http://komen.org)) or Toastmasters International's Ralph C. Smedley Educational Fund.

Here are comments from some Toastmasters International Presidents who knew her:

*"Jo Anna was my friend and mentor who taught me so much about quiet strength. I will miss her terribly and treasure the memories."*

**- Jana Barnhill, DTM, AS**  
International President 2008-2009

*"Jo Anna was a caring woman and a compassionate leader. Through her service to Toastmasters, she gave life to her theme every day: 'Friends helping Friends Succeed.' Thank you, Jo Anna, for helping me succeed!"*

**- Chris Ford, DTM**  
International President 2007-2008

*"I am honored to have been mentored by Jo Anna. I learned so much from her. Jo Anna was a great leader because she was strong enough to stand behind her convictions, yet had an open mind and heart to*

*listen to other people's points of view. Jo Anna was a true Southern Lady and her theme "Friends Helping Friends Succeed" epitomized what she stood for."*

**- Alfred Herzog, DTM**  
International President 2001-2002

*"I'm grateful for the opportunity to have known Jo Anna, both as a friend and colleague. I had great respect for her, and always felt that no President ever embodied their theme more than she did."*

**- Tim Keck, DTM**  
International President 1999-2000

*"Jo Anna was a good friend to many and she made everyone around her better. Jo Anna would ask the difficult questions, she always thought about the member, and she was deeply dedicated to Toastmasters."*

**- Terry Daily, DTM**  
International President 1998-1999

*"Jo Anna was a real gem that always shone brightly. She was always very sensible, matter-of-fact and yet had a wonderful way of inspiring members to go beyond themselves for Toastmasters and for the greater good of the whole community. We have been blessed to have had her leadership and support."*

**- Len Jury, DTM**  
International President 1997-1998

*"Jo Anna was the consummate professional with a bit of sassiness on the side. Throughout her Toastmasters career, she truly exemplified her Presidential Theme, "Friends helping friends succeed." This is an incredible organization and I will forever be grateful to it because it was through Toastmasters that I met Jo Anna."*

**- Pauline Shirley, DTM**  
International President 1994-1995



# Are YOU Next?

**Oprah, Larry King and Ellen  
have interviewed our Graduates in  
past 12 Months**

**If you dream of earning \$100,000 +  
as a professional speaker, we can show you how.**

**Since 1947 we've trained more million dollar  
professional speakers than any program in history.**

**Complete our FREE Professional Speaker Assessment at  
[www.feepaidprofessionalspeaker.com](http://www.feepaidprofessionalspeaker.com) or call 561.733.9078**

*"The Bill Gove Speech Workshop was a powerful learning experience for me. I highly recommend it to anyone who wants to become a professional speaker. It's super-fantastic!"*

*– Keith Harrell, author, professional speaker*

*"Bill Gove was the Frank Sinatra of professional speakers, and this workshop is the Harvard of Professional Speaking Schools"*

*– Bob Proctor, co-star of the hit movie, The Secret*

*"I was a toastmaster when I attended this workshop in 1996. Since then I've earned millions of dollars in the speaking business, and I owe my success to the Bill Gove System"*

*– Steve Siebold, award winning television host of Mental Toughness with Steve Siebold.*

*"A lot of people claim expertise in professional speaking, but the truth is very few people understand the business. This course will teach you the speaking style that Fortune 500 companies pay for and how to sell it. They cover everything you need to know. This program has created legends in the personal development industry, and I'm proud to call myself a graduate"*

*– Larry Wilson, founder, Wilson Learning*

**BillGove**  
SPEECH WORKSHOP

**March 14-16 Dallas • April 25-27 Atlanta • May 23-25 Salt Lake City  
June 27-29 Denver • July 25-27 Chicago • August 22-24 London, UK • September 12-14 Boston  
October 31-November 2 Ft. Lauderdale • November 21-23 Melbourne, AU December 12-14 Phoenix**



# Create Your Own Online Group Now and Go Live Within the Hour!

→ Web 2.0 Revolution!

**With iGrOOps, you can create an online group where members pay to join!  
Share your knowledge with people all around the world without leaving home.  
iGrOOps is perfect for...**

- **Authors**
- **Coaches**
- **Consultants**
- **Professional Speakers**
- **Trainers**
- **Anyone in the speaking biz!**



*Author of Year To Success, Bo Bennett, DTM, uses iGrOOps to share success principles with his readers. Visit <http://y2s.igroops.com>*



*The Public Speaking iGrOOps is used to share ideas on public speaking. It is also the home of the "Talking Toastmasters" Podcast. Visit <http://publicspeaking.igroops.com>*



*FreeToastHost uses iGrOOps as a free support site for over 5000 FreeToastHost accounts. Visit <http://fth.igroops.com>*



**Get Started by  
visiting us at  
[www.iGrOOps.com](http://www.iGrOOps.com)**

**iGrOOps™**  
Online Group Hosting