

ELLIOT KAY
SUPPORTED BY JOSE UCAR

THRIVE & MONETISE AS A PUBLIC SPEAKER

125 TIPS TO SUCCEED AS
A PUBLIC SPEAKER



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The Public Speaking Experts Podcast
Elliot Kay
Hillside
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Devon
EX97DT

INTRODUCTION

Public Speaking is an art and a science that has been used for thousands of years to influence people. Like many things, it's evolved with time but its essence remains intact. Speaking gives us access to people's minds and from there anything is possible. Throughout history it's been used to lead armies to war, to create movements and revolutions, to sell the most incredible ideals...

Speaking is a powerful form of communication and its meaning is the effect it has on your listeners, which represents the foundation for this book you are about to read.

Why do you want to speak? is one of the first questions Elliot and Jose always ask. What is the effect or impact you are looking to make?

This book is for anyone looking to:

- create a positive impact,
- to influence people to take action towards their most desired goals,
- to inspire change
- to educate and provide insights,
- to grow their business
- to sell their products and services

Ultimately to become great speakers who speak their greatness anywhere they go.

The podcast originally was when Elliot and Jose met virtually during the pandemic not knowing that it would be the beginning of an incredible journey where they would learn and support each other to fulfill a higher purpose than anything they had ever imagined.

All of their experience and knowledge combined with all the incredible content and insights shared on the above channels is what inspired the creation of this book, intended to elevate your speaking to a new level. Now Jose has moved on Elliot is leading it.

It's time to speak your greatness!

**IT'S TIME TO
SPEAK YOUR
GREATNESS**

WHY NOW, YOU MUST SPEAK TO STAND OUT AND SPEAK YOUR GREATNESS

Public speaking has been around for thousands of years and now more than ever you are tasked with being a great one and standing out for all the right reasons.

Think about it for a second, you're already a broadcaster, if you use any form of social media you are a speaker.

Do you do videos?

Do you do lives?

Do you host calls on zoom? Teams?

Do you use Tiktok?

Clubhouse, Twitter rooms?

LinkedIn live and or audio?

Now try to tell me you are not a speaker? Or a Broadcaster?

You are, in fact, unless you arent on any of the platforms mentioned. Then you are not.

However you are reading this because in some way you want to be a better speaker, right?

What is really important is your ability to stand out for the right reasons, to be seen in a way that is authentic to you and your brand.

This is where we are often stopped with the statement "but Elliot and Jose, I don't have a brand"...I have news for you, you have a brand and that brand is you

and your brand has equity. You are a brand because you post, you share your dreams, successes, failures, drive, and ambitions.

One of the best ways to magnify your brand and you is speaking, on the stage as well as the virtual, period.

Certainty is one of our greatest human needs, the craving for guidance towards a great life has never been more in demand.

The events of 2020 leading into 2022, with all the madness that went on in the world have created an unprecedented challenge to our much-needed certainty, hope, and courage.

During such times, as humans we have a habit of retracting, dropping what matters to us, we have a habit of pulling back, of 'protecting ourselves'. This is an entirely normal response, in fact, one which we depend on as a race for our survival.

It is our instinct to remain safe, to stick to the known rather than deal with the unknown – even if this is a perceived safety is created in our minds, that's what we do. Yet those who dare to ride the wave of uncertainty reap rewards when things get back to "normal" or back to certainty.

Our survival instincts also tell us to be part of a tribe, 'safety in numbers', blend in, and follow what others are doing is a good way to go. Don't rock the boat, don't stick your neck out, don't become a target, if I do I might get trolled. Be 'vanilla'. We fear being different.

We believe being like the others will provide us with the acceptance, that others will provide us with the opportunities we so want and crave. We so crave and need to provide that safety net around us we often accept low level stuff hoping it would lead to goodness. We do this through a misguided sense to be accepted and we believe this will keep us safe and comfortable. It will give us certainty. In the short term, it might. Long term? It is a very hollow way of living...

What we fail to do as we strive to regain some short-term control and safety, is to consider opportunities that we could be creating. We fail to remember that rarely do great things happen from the zone of safety or overnight. Comfort is the enemy of growth.

Regardless of your industry, opportunities exist, you just need to be open to seeing them or seeking them out. We need to adapt. We need to think in a different way. Show up in a different way, be seen and heard in a different way. We have to dare to use our voice for good and speak our greatness.

We need to consider that maybe standing out, rather than joining in, is in fact the better strategy to achieve our goals. This is why speaking is the way forwards, not only speaking but being a world-class speaker, a highly impactful, highly paid world-class speaker.

We can create stability from what we have the potential to create, we are limitless, we have unlimited human potential, lets embrace it as opposed to shying away from it.

As we navigate our way through the uncertainty that

the last few months have brought us, we have the opportunity to answer very powerful questions:

What if you couldn't fail?

What if you never got rejected would you join in or stand out?

Those who dare, will stand head and shoulders above others, they refuse to blend into the background.

Let's think about the crowded market space, which is a frustration cited by most of our clients at the moment. But first, imagine a busy marketplace with vendors for a moment. One where you can't hear what the vendors are saying, as each is shouting louder, trying to be heard in order to sell their produce. Sure, you might go to the stand with the lowest price for your strawberries but most likely you will go to the stand that grabs your attention, is warm and you connect with.

Maybe it's their layout, maybe it's the colours, maybe the way the vendor is interacting, maybe they make you laugh, maybe they make it very clear what they are selling, removing any questions from your mind. Maybe you go to the vendor that sells no other produce but only specialises in strawberries. Sounds like a risky tactic but it means they are an expert in their produce. It can be an interesting exercise to consider your own purchasing decisions and what leads you to make them – often not on a conscious level.

Right now, we are all vendors as much as we are all buyers and on the whole we all have one single

marketplace, the marketplace of life. Everyone is selling something and everyone is buying.

As entrepreneurs, it is more important than ever to therefore define that specific message that will compel your clients and to communicate with them in a way that allows you to stand out by using your own tone – not by trying to shout louder above everyone else. We all need to be clear about who we are, what we stand for and that clarity will be rewarded by the connection and trust of your clients. Remember we all want certainty, so an offer that leaves any room for doubt is an offer that will stay on the table. Fact!

The starting point is getting your message heard. It's about thinking about what makes us relatable. What makes us vulnerable. We need to be prepared to alienate many people in order to reach the right client – if our message is so niche that it only reaches 1% of the population, that is still a huge audience to serve.

So before simply throwing more energy and resources into marketing and advertising, ask yourself:

What makes me stand out?

Who am I really trying to engage?

How clearly am I communicating exactly what problem I solve and who I help?

Then and only then can your message be amplified with consistent content, like the arms of an octopus; reaching out via different channels, yet being led by the main body which has a clear core message. Create different touchpoints for your audience to hear your message in different ways, different platforms, different formats – but always the same consistent

message that they hear through your speaking. It has been shown time and time again that a client needs many many touchpoints before they are ready to buy and they need to see, hear and feel you.

Look at your message.

Is it fully clear?

Does it stand you out?

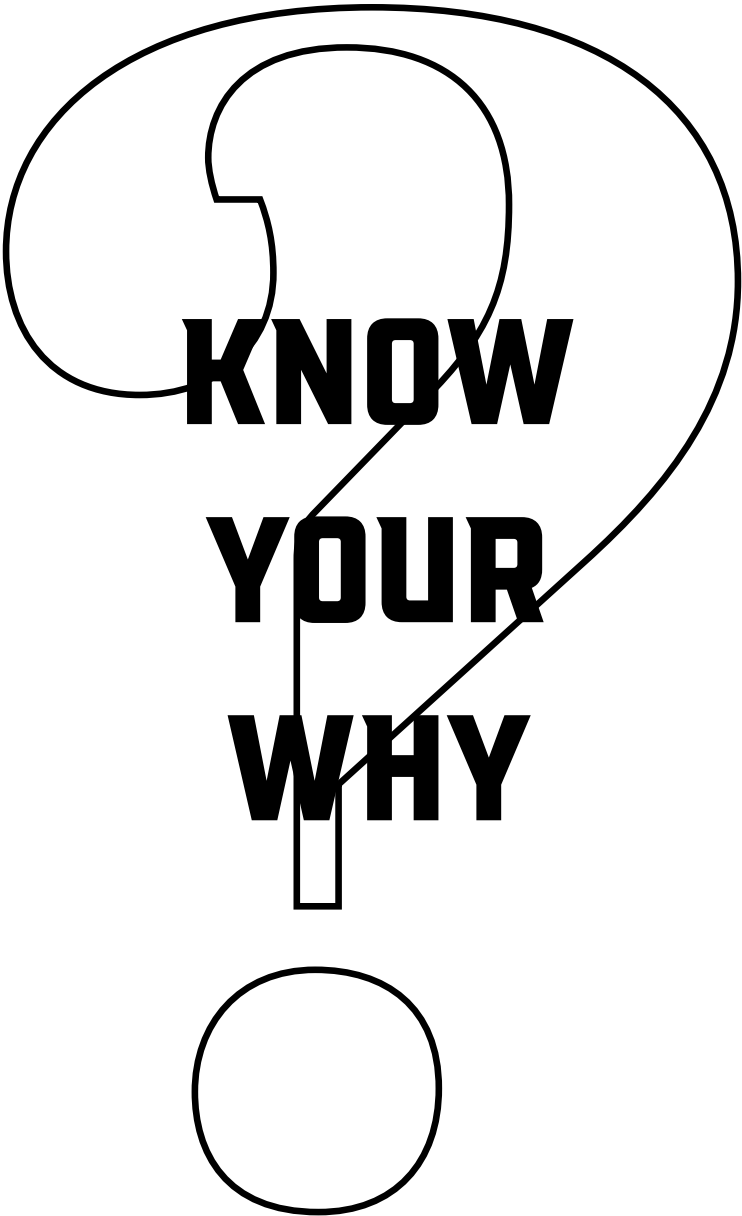
Take action and do what most wouldn't in order to get the results that most won't.

Because right now it's about being seen, being heard and speaking your greatness. Stick your neck out. Be heard and rise above the noise.

1

Get to know your BIG why always connect with it! Your mission and your Passion. Allow all these to empower you.

CONFIDENCE



2

**Believe in yourself.
Working on beliefs is an on going
process, work on them daily.**

CONFIDENCE

3

**Know that speaking is a process.
Do one thing that scares you every day.**

CONFIDENCE

4

Live in continuous growth and curiosity.

CONFIDENCE

GROWTH
&
RICHES

The image features the words "GROWTH" and "RICHES" stacked vertically, separated by a small ampersand "&". The text is rendered in a highly stylized, hand-drawn font where the letters are formed by multiple parallel lines, giving it a 3D or layered appearance. The word "GROWTH" is positioned above the ampersand, and "RICHES" is below it. There are four decorative plus signs (+) scattered around the text: one in the upper right, one to the left of "GROWTH", one to the right of "RICHES", and one at the bottom right. A small "DM." trademark symbol is located at the bottom right of the word "RICHES".

5

**Be prepared to take the risks and the
fearlessness becomes natural.**

CONFIDENCE

6

**Confidence is like a muscle memory
that you need to practice.**

CONFIDENCE

IT'S NOT ABOUT YOU, IT'S ABOUT
THE AUDIENCE

7

**It's not about you,
it's about the audience.**

CONFIDENCE

8

Pay attention to what keeps you out and about. What does your soul crave? Start thinking about what can you do to do

CONFIDENCE

9

**Have a mindset of confidence.
Before you go doing it make sure that
you are actually being it. Go with a yes
I can attitude. Come from the safe calm
confidence “I am.”**

CONFIDENCE

10

Be a human being and not a human doing. Feel your value and let it show.

CONFIDENCE

11

**Don't look at where you are at but think
about where you want to go.**

CONFIDENCE

12

**Don't be hard on yourself
and continue practicing.**

CONFIDENCE

13

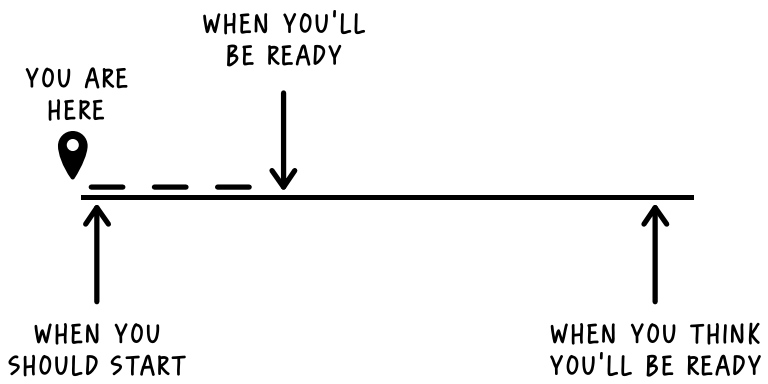
**Be intentional!
Know what you are talking about and
why you are talking about it.**

CONFIDENCE

14

**Start even when you are not ready.
Start before you are ready...there is
never a right time.**

CONFIDENCE



15

**Prepare for your talk beforehand.
Know what you are going to say
Backward, forwards, in, and out.
Learn your message, content and
expertise thoroughly.**

CONFIDENCE

16

**Surround yourself with the greatest
and you will be the greatest**

CONFIDENCE

17

**Be comfortably uncomfortable
until you become confident.**

CONFIDENCE

18

Enjoy telling your story and have fun.

CONFIDENCE

19

**Structure breeds confidence.
Find a structure that works for
you and master it.**

CONFIDENCE

20

**Make use of tools and platforms where
you can practice your speaking.**

CONFIDENCE

21

**Test your presentation get feedback
on which bits capture the attention of
people the most.**

CONFIDENCE

22

Get a speaking coach.

CONFIDENCE

23

Get a speaking mentor.

CONFIDENCE

24

Reach out to Elliot.

CONFIDENCE

25

**Remember if you aren't standing
there on stage sharing your greatness
someone else is...**

CONFIDENCE

www.thepublicspeakingexpertspodcast.com

1

**Remember your purpose and how can
you help people now!**

STORYTELLING

2

**Sharing your story about what
gets you to stand out.**

STORYTELLING

3

Remember this formula for your story:

Recognize your struggles and challenges

Reach emotionally to people

Relevant to learnings for your audience

STORYTELLING

4

Tell your story to people and test which bits capture attention, what works and what doesn't.

STORYTELLING

5

**Think of your tonality and
make use of pauses.**

STORYTELLING

6

Notice your pace and make sure you are not being too fast or too slow.

STORYTELLING

7

Make use of pauses to give more emphasis and impact

STORYTELLING

Pause

8

**Make use of pulling emotional strings
by changing pace, volume and tone.**

STORYTELLING

9

Give the audience an opportunity to digest and make use of your pauses.

STORYTELLING

10

**Have a spark and bring in characters.
You can draw a picture through
description.**

STORYTELLING

11

Tell the audience details about your story, what are your challenges and how did you get over them and how your solution can help people.

STORYTELLING

Cut Yourself
Some Slack.



12

**Practice lots - cut yourself some slack
and don't be too hard in yourself.**

STORYTELLING

13

Be 100% present.

STORYTELLING

14

**Speak from first person
and avoid narrating.**

STORYTELLING

15

**Honour your starting point, where you
came from matters.**

STORYTELLING

16

**Be flexible as sometimes you
have to adjust to different
audiences and platforms.**

STORYTELLING

17

**Need more content?
Listen to people's stories about their
struggles and challenges that may help
you formulate your own story.**

STORYTELLING

18

Pay close attention to the language you are using.

STORYTELLING

19

It's okay to lead people into the darkness but don't just leave them there, make sure you bring people to light through your story.

STORYTELLING

20

You can add a question, in the beginning, to get people thinking.

STORYTELLING

21

Differentiate your story from your pitch.

STORYTELLING

STORY



PITCH

22

**Remember to know your audience,
know their challenges inside and out
to ensure what can you say resonates
with them.**

STORYTELLING

23

**Share your story not what you sell.
Take the audience on a journey and why
you are the person to support them.**

STORYTELLING

24

Get a story telling coach.

STORYTELLING

25

Reach out to Elliot.

STORYTELLING

www.thepublicspeakingexpertspodcast.com

1

**Know your why and who the people
you want to get in front of.**

GETTING PAID

2

Be committed to being known for one thing and niche down on that.

GETTING PAID

3

Choose one thing you really want to be known for and be paid for.

GETTING PAID

4

**Tailor your message to your audience
that will be willing to pay.**

GETTING PAID

5

**Be an expert with lived experience
which you share to empower people.**

GETTING PAID

6

Determine why you are speaking.

Are you speaking because:

- a. Speaking to get paid**
- b. Speaking to do marketing**
- c. Speaking to do both**

GETTING PAID

7

**Know why do you want to add
speaking to your business:**

- a. Who do I want to speak to - target
audience**
- b. What do I want to talk about - your
core message**

GETTING PAID

8

You can use multiple marketing channels but it's important to have clarity if you are doing it for a fee or for free or both.

GETTING PAID

9

**Think about beyond the paycheck,
getting paid is great but is there an
opportunity to create a long term
relationship...**

GETTING PAID

10

**Focus on the impact that
you are able to have.**

GETTING PAID

FOCUS ON

IM

PA

CT

11

Elements to get paid to speak:

- a. Have a profile**
- b. Be relevant**
- c. Prepare Collaterals - Images, Videos, Bio, Website**
- d. Have a solid connection statement - "I help X to do Y. Determine who your X is and what your Y is.**

GETTING PAID

12

You are trading value for value and leveraging value. You are actually offering intellectual property. Decide what that value is and determine your price range.

GETTING PAID

13

**Create lots of video footage that display
your thought leadership content.**

GETTING PAID

14

Share and get testimonials.

GETTING PAID

15

Your content has to matter. It has to solve a problem or offer a solution.

GETTING PAID

16

Don't underestimate what you have been through as some people may also be experiencing it, but they haven't seen the light at the end of the tunnel yet. You can be the instrument for them to see it.

GETTING PAID

CONSISTENCY
CONSISTENCY
CONSISTENCY
CONSISTENCY
CONSISTENCY
CONSISTENCY
CONSISTENCY
PAY\$

17

Be consistent. Consistency pays.

GETTING PAID

18

**Remember that this is a process.
You don't get there on day one.**

GETTING PAID

19

**Surround yourself with people who can
help you and learn from them
Connect with the people in your
network and niche.**

GETTING PAID

20

Be easy to work with.

GETTING PAID

21

**Be prolific, the more prolific the more
you will get paid.**

GETTING PAID

22

**Stage time is a gift.
Leave the ego behind.**

GETTING PAID



Leave the
ego behind

23

Get A Coach.

GETTING PAID

24

Get A Mentor.

GETTING PAID

25

**Let's talk about helping you make
money from speaking.**

GETTING PAID

www.thepublicspeakingexpertspodcast.com

1

**Know your why.
The bigger the why the bigger the drive.**

GETTING KNOWN

THE DRIVE THE
THE WHY, THE
BIGGER THE BIGGER

The diagram consists of three concentric rings of text. The outermost ring contains the words 'THE DRIVE THE' at the top and 'BIGGER THE' at the bottom. The middle ring contains the words 'THE WHY, THE' at the top and 'BIGGER THE BIGGER' at the bottom. Two arrows originate from the text: one points from the top of the middle ring towards the top of the outer ring, and another points from the right side of the middle ring towards the right side of the outer ring.

2

**When you are speaking you are trading
value for value and leveraging value.
Look to add massive value.**

GETTING KNOWN

3

Start looking for where your expertise would be welcome as well as needed and where are the people you target would who want to listen to you.

GETTING KNOWN

4

If you are on social media you are already global. Focus on sharing what you do and what you can help people with - be consistent.

GETTING KNOWN

5

Remember it is a marathon, not a sprint.

GETTING KNOWN

6

**Your content has to matter.
It has to solve a problem and or
offer as a solution.**

GETTING KNOWN

7

**You have to be different and raise above
the rest.**

GETTING KNOWN

8

Dare to be different.

GETTING KNOWN

9

**Stand for something more
than the normal.**

GETTING KNOWN

10

**Be committed to be known for one thing
and niche down on that.**

GETTING KNOWN

11

Build your credibility.

GETTING KNOWN

12

**Speak lots for free if needed
to raise your profile.**

GETTING KNOWN

13

When you come on stage show what your intentions are and how well are you connected to them. Acknowledge the presence of your audience in the room and connect to them.

GETTING KNOWN

14

Find and have some role models who have overcome their challenges and telling their story, model them, learn from them.

GETTING KNOWN

15

Every time you get the opportunity to speak make sure you have the strategy to gather assets: video, photos, documents, podcasts, materials.

GETTING KNOWN

16

5 Key Elements To Getting Known:

- 1) Well-thought-out content and talks**
- 2) An effective practice system as well as a great coach or mentor**
- 3) Great storytelling practice/technique**
- 4) Ability to detach yourself – it isn't about you but the audience**
- 5) Being very engaging**

GETTING KNOWN

17

**Bring the impact at the beginning,
middle, and end.**

GETTING KNOWN

18

Build up experience, collect proven results and share them shamelessly.

GETTING KNOWN

19

Be specific and on point. prepare exactly what you want your audience to take away.

GETTING KNOWN

20

Be memorable.

GETTING KNOWN

21

**People will remember how you made
them feel not always what you said.**

GETTING KNOWN

22

**Remember that your talk should be
the perfect blend of art of delivery and
science of content.**

Quote by David Stollman.

GETTING KNOWN

23

**Tell stories that bring them in.
Tell stories that they can easily
follow to get to your point.**

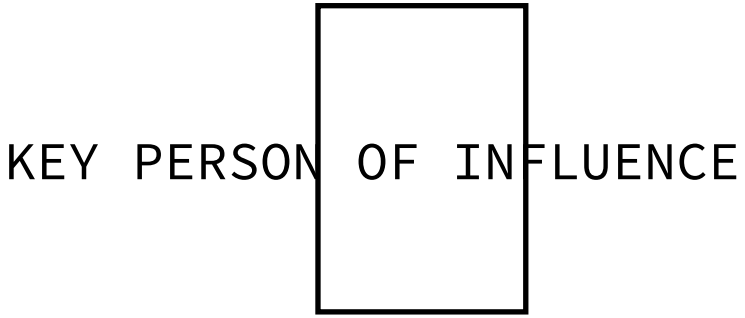
GETTING KNOWN

24

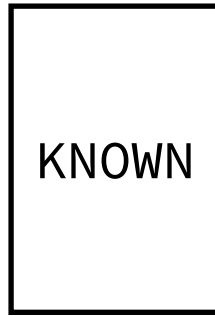
**Read books like
Speak Influence Sell,
Key Person of Influence,
Known, and Hook Point.**

GETTING KNOWN

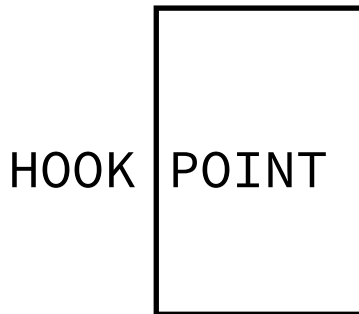
KEY PERSON OF INFLUENCE



KNOWN



HOOK POINT



25

Speak to Elliot.

GETTING KNOWN

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1

**Remember your purpose,
your big why, and that selling is a
natural part of the process.**

SPEAK TO SELL

2

You are always selling, from the moment you get on stage the sale is on.

SPEAK TO SELL

3

Rejection is never personal. Do not tie your whole being to someone who tells you no or yes. Take it as feedback.

SPEAK TO SELL

4

You have to be willing to sell yourself.

SPEAK TO SELL

5

Be a real expert and authority rather than pretending to be one. Build from research, have many miles below your feet, and share.

SPEAK TO SELL

6

A crystal clear offering.

SPEAK TO SELL

7

Repetition is key. The more you do what you do the more you become great at it.

SPEAK TO SELL

REPETITION
IS
KEY

8

Be good at positioning and marketing.

SPEAK TO SELL

9

Have a solid structure that leads the audience to buy from you.

SPEAK TO SELL

**LEADERSHIP
COMMUNICATION
CONFIDENCE
STORYTELLING
ADAPTABILITY
PASSION
AUTHENTICITY
EMPATHY
TIME MANAGEMENT**

10

Characteristics of a great speaker that sells:

**Leadership
Communication
Confidence
Clear articulation
Storytelling
Adaptability
Passion
Authenticity
Empathy
Time management**

SPEAK TO SELL

11

**Make sure what you are
selling people want.**

SPEAK TO SELL

12

**Gather the data and proof there is
demand for your product.**

SPEAK TO SELL

13

Find your authentic way of selling.

SPEAK TO SELL

14

Focus clearly on who your target audience is, serve them, and by a leader to them.

SPEAK TO SELL

15

The language you use when selling will have a huge impact, make sure the language is simple and easy to follow - a confused mind say no! Make it easy for people to buy from you.

SPEAK TO SELL

16

Energy is very important. Feed your body good stuff. Make sure your body is healthy and ready before talking.

SPEAK TO SELL

17

Have a great signature talk.

SPEAK TO SELL

Signature
TALK

18

They're paying for your time - they're paying for the time, value, sweat and tears and experience you have built up through the years.

SPEAK TO SELL

19

You have to have different entry points in your services where you can cross-promote your services. You have entry-point products, core products, retainer products, and different stages products. The speaking gig isn't just a speaking gig.

SPEAK TO SELL

20

**Speaking to sell is an on going process,
you must evolve with your audience.**

SPEAK TO SELL

21

Certainty sells - if you aren't certain go back and read the confidence section.

SPEAK TO SELL

22

**If you arent willing to sell yourself,
nobody will, become your
greatest ambassador.**

SPEAK TO SELL

23

Get sales training.

SPEAK TO SELL

24

Get sales coaching.

SPEAK TO SELL

25

Let's talk.

SPEAK TO SELL

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WHERE TO NEXT?

As Elliot tends to say, 'we don't care how much you think you know or how much you've learned reading this book, we only care about what you are going to do with this new knowledge.'

What's next for you?
Where are you going to be speaking?
What are you going to be speaking about?
How often will you speak?
Who is your ideal audience?
What will you do to manage your nerves?
How much will you charge?
Will you speak to sell?...

Remember that with great power comes great responsibility, so make sure that you always use your voice for good, to positively impact lives, to create change in the world and to set yourself free.

It's time for action, it's time to speak your greatness.

Elliot continues his work to support more people with their communication and public speaking and would love to hear from you. Help them spread their message, subscribe to the Public Speaking Experts Podcast, join them on social media and invite them to speak at your next event. You are in for a treat.

Keep on speaking and inspiring. Big love.

Elliot Kay

IT'S TIME
TO SPEAK
YOUR
GREATNESS

ELLIOT KAY BIO

For the last decade Elliot has worked with Business Owners, Entrepreneurs, MD's & Investors in order to help them stand out when they are public speaking, pitching or looking to win business through public speaking.

Elliot's unique and effective structures, impactful delivery training and teaching "language that lands" has helped them to hone their messaging, perfect their stories and thus win them more business.

Elliot's best selling books include "Speak Influence Sell", "Power To Succeed" and has also written "It's Your Right To Be Wrong". Elliot has spoken globally at conferences, events and in front of MD's CEO's, teams, leaders, managers on how to pitch and win new business.

As well as speaking Elliot has worked with some of the leading companies and corporations and entrepreneurs on customer service, how to get into the media and how to successfully pitch on top rated television programmes such as "Dragons Den" and "MasterChef the Professionals" UK.

Connect to Elliot on [LinkedIn](#) and [Facebook](#).

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Educate and provide insights,
Grow their business
Sell their products and services

Ultimately to become great speakers who speak their greatness anywhere they go.

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All of their experience and knowledge combined with all the incredible content and insights shared on the above channels is what inspired the creation of this book, intended to elevate your speaking to a new level. Now Jose has moved on Elliot is leading it.

It's time to speak your greatness!

