

Michele Chynoweth/KCWC Workshop 2022

Lights, Camera, Action!

How to Write a Press Release

How to Develop a Media Kit

Overcoming Common Myths to Get Over Your Fear of Public Appearances:

1. I have to be polished. (False - be genuine & sincere; people connect w/ vulnerability.)
2. I have to come across as an expert. (False – Jack Canfield, author of Chicken Soup for the Soul, began teaching and speaking before his books took off and sold well because he spoke.
3. I can just wing it. (False – speaking takes practice!)

Proven Methods to be covered in class:

- 1) Overcoming Your Fear
- 2) Organizing Your Speech
- 3) Honing Your Speaking Skills
- 4) Connecting with the Audience
- 5) Dressing for Success
- 6) Vocal Variety
- 7) Body Language Techniques
- 8) Use of Humor

How to Get Engagements

How to position yourself as an expert

How to find unique ways to brand yourself

How to give a good presentation (storytelling, structure your talk, connect w/ audience)

How to create essential speaking materials

How to set up a “system” – tying in your book and signature story to your speaking

Landing a Speaking Gig:

There are many groups and organizations that are always on the lookout for good speakers for their meetings and you are doing them a great service by speaking at one of their meetings.

Local book clubs and Library groups are a natural audience for you because they are already interested in books and authors.

Service clubs like Rotary, Kiwanis and Lions have frequent, often weekly, meetings and are usually looking for speakers on a wide variety of topics, including yours.

Another good source of speaking gigs are local organizations that you belong to and, thus, have an “in” with because of your membership. Think of all the business, social and religious organizations that you belong to and then think of each as a potential audience, Approach them all even if they don’t have regular speakers. You never know when they might invite you to address one of their meetings or even create a special event for you.

Once you have a track record as a successful speaker, it is time to seek out national or regional industry meetings and associations, cruise ship talks, etc.to expand your audience.

Where do you live? Where are you traveling? Where is your book based? What can you afford? What other opportunities are there? (celebrities, contests, etc.)

LOCAL/REGIONAL WRITERS CONFERENCES

NATIONAL/GLOBAL CONFERENCES

- https://www.awpwriter.org/wcc/directory_conferences_centers
- <http://www.writersdigest.com/editor-blogs/guide-to-literary-agents/what-are-the-best-writers-conferences-in-the-country>

Opportunities are endless! Here are a few more:

Schools, Colleges, Universities
Churches, Retreats, Men’s and Women’s Clubs
Festivals
Bookstores
Chambers of Commerce

Other Tips: Join a local Toastmasters Club, MeetUp or Public Speakers organization!

www.toastmasters.org
<https://www.meetup.com>
<http://www.nsaspeaker.org>

Look for Social Media Groups on Facebook, Linked IN or start your own!

For more information email or call me:

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