

# StreetSmart Marketing

By Jeff & Marc Slutsky

Volume 1

## Talking Your Way to the Top

There is perhaps no greater skill to help build your career or business than effective public speaking. Whether you're speaking to a small committee of ten decision makers or an arena filled with 10,000 future leaders, knowing how to persuasively present your point of view can make the difference between thriving and merely surviving in a vastly competitive environment.

**Goals Of Public Speaking** – No matter your vocation or avocation, public speaking can be a valuable tool for increasing the level of your success. There are many advantages in becoming an effective public speaker to present your message. Perhaps four of the most obvious include, in ascending order of success level: Awareness, Understanding, Impact, and Action.

**Awareness** – Whether you're presenting information on a service, product, or point of view, public speaking provides a medium to expose your audiences to the advantages of what you have to offer. Awareness, from a marketing standpoint is the first level of starting to achieve your goals through public speaking. Awareness in this respect means a superficial impression, notion or perception about your message.

**Understanding** – Practically any speech will help create some degree of awareness for the message, but to get a better result from your effort you want to audience go beyond a superficial awareness. You want them to understand your message. To do this, you gear that speech to address the needs and wants of your audience. Understanding here means a greater comprehension of your message. To achieve a greater understanding you need to develop and deliver that message with skill. The more effective you are in your

presentation skills, the greater the chances that your audience comprehends and remembers the key points of your message.

**Impact** – Just because audience members understand your points, doesn't necessarily mean that they agree with your message. To persuade using public speaking, you must impact your audience. At this level you've not only helped your audience members remember your key points, but you've caused them, through your persuasive style and message to actually "buy into" your message. You want your combined message and style to reach them on an emotional level.

**Action** – The ultimate result for a public speaker is to combine both the message and the presentation style so effectively that it causes members of your audience to take a suggested course of action. This is certainly the most difficult result to obtain from a speech but generally the ultimate goal a speaker has in mind.

The rewards of mastering your public speaking ability go beyond giving that speech and reaching that particular audience.

**Increased Credibility** – Public speaking is a form of persuasive communication that literally puts you on a pedestal. Since the vast majority of people in your audiences are scared to death to speak in front of a group, the audience is likely to admire your passion and talent for speaking. The assumption by your audience might be that "if you're speaking on the subject, you must be an expert." You will prove or disprove this assumption by presenting your speech, but in most cases your audiences will give you the benefit of the doubt.

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