



3 CORE ESSENTIALS TO SPEAKING WITH CONFIDENCE

Foundations that every communicator needs
to effectively reach their target audience.

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I dedicate this accomplishment to my wife Sharon Salas, my children
Nehemiah and Noa for giving me a reason to SPEAK MORE!

Introduction

"TO COMMUNICATE, WE MUST REALIZE THAT WE ARE ALL DIFFERENT IN THE WAY WE PERCEIVE THE WORLD AND USE THIS UNDERSTANDING AS A GUIDE TO OUR COMMUNICATION WITH OTHERS."

- TONY ROBBINS

Contrary to the past, today there are hundreds of platforms and speaking opportunities from social media outlets to podcasts and ultimately live speaking events. The main problem today is not getting an audience, but rather keeping them engaged to your content and what you have to say. If you are reading this strategy guide on becoming a confident speaker, it means you have something worth discussing. The question is not "What can I talk about?" Instead, try, "Why am I not talking about it enough?" The answer may be that you lack the confidence to speak more.

I always knew very early on that I had a special gift for communicating, but I wasn't always a confident person. I was comfortable in middle and high school as a performing arts major, yet I battled to believe in myself outside the moments when I wasn't performing. To be honest, I still struggle with it from time to time. My story goes back to trying to understand how certain events and experiences have shaped my mindset. It has taken a lot of personal development to overcome my fears, failures, and challenges around my confidence when it comes to speaking.

At the age of 6, I experience abuse while being in the care of a family friend. I was told that if I told my parents, they would be mad at me. For two years I held it inside not wanting to talk about the shameful things that had happened to me. Until one day I was sitting in a school assembly, listening to a presenter talk about boundaries. The invitation they made prompted me to share what happened to me.

Even after telling my parents what happened to me, we never really addressed the issue. So, the message about them being mad at me started to become true in my mind. For many years, I was unable to speak freely and honestly. I felt trapped seeking approval, and people-pleasing in order

to not be disapproved by anyone. The truth was this speaker influenced my life in a powerful way. She gave me something that day that has transformed my life ever since.

Understand that just like this speaker, you are already an influencer! You have the ability to affect certain outcomes with how you communicate through your words, actions, and decisions. As an influencer, you will either positively or negatively affect someone or something.

As a speaker, you will use this powerful force called influence to inspire lives, sell products, serve clients, create programs and build businesses. It will set your leadership apart from others and open doors for you to speak. So, let's dive right into the conversation. How do you see yourself as an influential speaker? Ask yourself the following questions:

1. Are you someone with great potential to impact people through speaking? Are you ready to do so?
2. Are you an active speaker looking to go to the next level? If so, you should share more meaningful stories. This will give you better results!
3. Are you struggling with speaking and lack the confidence you need because of fear, anxiety, or a self-sabotaging mindset?

Whichever position you hold, I want you to know that I created this eBook to help stir you up. I believe there are three core essentials that will frame the mindset of every speaker who wants to level up their speaking game. Learning these core essentials will change the way you speak and will immediately open doors for you that otherwise would have remained closed.

I encourage you to lean into the reading and challenge yourself to grow! It's time to become that influential speaker who can be, do, and create what they were designed to do.

Let's explore the 3 Core Essentials of successful speaking: WHY, WHAT, and WHO.

Chapter One

Discover Your “Why?”

Why are you speaking?

The first step in becoming a confident speaker is to discover your *why*. The *why* will become the core and the most important aspect of any message you want to deliver. By definition, *why* is the **cause, motive, or purpose** for which something exists. So, what (*why*) is your reason for speaking? It is the most important question you will ever ask yourself about everything that you do in life. Answering this question will provide your *why*.

Mark Twain made the following statement: "The **two most important days** in your life are the day you are **born**, and the day you find out **why**."

The significance of knowing your *why* is as important as knowing the reason for your very existence! It will be the foundational building block for influencing your audience or listener when you speak.

You might be thinking already, "Is it really that deep?" The answer is yes. If you share something that solves a problem, answers a question, inspires a life, or empowers a mindset; yes, it is that deep! The challenge for many speakers and communicators is that they are focusing too much on remembering *what* they want to say, instead of being focused on *saying what others will remember!*

As you continue to read through this eBook, my goal is that you can answer your "WHY" question. I intend for you to begin to discover these answers for yourself and not rely on what others think you should do.

Running Without a Purpose

When we talk about the *why*, in reality we are talking about your purpose or your reason for wanting to communicate. There is always a reason. Do you remember the infamous scene in the movie Forrest Gump where he "just felt like running?" If you are under 25 years old, you probably think, "Forrest, what?" It's a great movie. Watch it and stop making me feel old, lol.

Anyhow, Forrest Gump has this moment where he begins running and challenges himself to continue running for an extended amount of time despite of the limitations that he had. He kept pushing himself to continue running while gaining national recognition and a large following. Reporters questioned him asking, "Why are you doing this? Are you doing this for world peace? Are you doing this for women's rights? Are you doing this for the homeless?" His response was classic: *"I just felt like running."* Then, after running for more than three years, he stops to turn around as he looks at the crowd of followers and says, *"I'm pretty tired now. I think I'll go home,"* and heads in the opposite direction.

It is a simple example, but Forest Gump was able to push himself because although his *why* was simple (I just felt like it), he was aware of why he was doing it. He had no other secret intentions beyond simply running.

A speaker without a *why* is like someone blindfolded trying to hit their target, goal, or objective. They have no clear direction, and many are confused about their mission or how they can help solve a problem. On the other hand, when people connect to your *why*, they are willing to give you their time and attention. This is the reason why your message needs to stand out from the rest and why you need to build better engagement and connection to your audience.

You might be thinking. Does this apply to me? YES, it absolutely applies to everyone. **You will not attract the right attention if you cannot communicate the "why" behind your existence.**

Chapter Two

Uncertain About Your “Why”?

When someone is uncertain about their *why*, they can easily go through the struggle of making a deep connection with their target audience and might feel fake or superficial. They may not connect as well as someone who clearly understands their *why*. Chances are they will be speaking **at** people versus speaking **to** them. Your *why* has to have personal value. When you are delivering a message that you connect with emotionally or spiritually, the connection will be perceived by your audience as **credibility**.

The clearer you communicate your *why*, the more confident you will become in speaking about it. As a result, people around you will notice, they will pay closer attention to what you're saying, and share how you made them feel with others. It could be the difference between a closed door and an open door.

From beginning to end, it is your responsibility to clarify, communicate and connect your audience to your topics. You want them to know, like, and trust you from the onset. Doing this will help remove any uncertainties people may have and build your confidence with the end goal in mind. Having a clear *why* will avoid having to change it constantly because you feel lost and disconnected. With so many people speaking at hundreds of outlets at the same time, you need to make sure you are clear and confident in the intention of what you are saying and the takeaways that you expect your audience to gain.

Create A Purpose Statement

If you feel you are all over the place with your *why*, I want to encourage you to write a purpose statement. Creating a purpose statement is a method that will help you get clear objective, regardless of if it's in life or business.

Creating a purpose statement is the fastest way to help you understand and communicate your *why*. You can use it in your bio, in business conversations, and as an anchor when trying to develop your strategies to keep you on track.

After many hours spent trying to figure this out, I couldn't sleep until I had something I could believe in and stand behind. As you can imagine, it was a very frustrating process for me. Yet, I was determined to work it out until I figured it out. And, when I did, it was a game changer.

Your idea, vision, product, service, or program serves a greater purpose than just sounding niche or impressive. It has to make a clear statement! I like how **Bizfluent** stated it:

"Your company's purpose is to provide a certain service or product to your clients. Therefore, the statement of purpose should illustrate how you will improve the lives of those you serve. A business purpose statement is not only a good thing to have but can also provide a competitive advantage over companies without such a statement. Also, the purpose can be used as a guide to dictate company actions. If a certain decision does not align with the business's statement of purpose, it shouldn't be considered an option."

Writing Exercise

If you don't have a purpose statement, it is time to create one. But, first, check out a few clear examples that can be helpful when creating yours. These are simple, direct, to the point statements that establish the foundation or the purpose for why and what we do as speakers.

- **ING** - "Empowering people to stay a step ahead in life and business"
- **Kellogg** - "Nourishing families so they can flourish and thrive."
- **AIG** - "To help people manage risk and recover from the hardship of unexpected loss"

Here are some sample formats you can use to create yours.

Sample 1

I help _____ do _____ by _____.

Sample 2

My primary purpose is to _____, so that _____ will _____.

Don't worry about getting it perfect. You will most likely change, add or tweak it as you grow and develop. But, for now, I want you to get started and work from there.

Before we move on to the next section, here are some handles you can consider using to help you build your purpose statement.

- Get clear about your messaging.
- Get comfortable speaking about your message.
- Get feedback on your message.
- Get creative with your delivery.
- Get focused on your mission.
- Get fueled by people's responses.
- Get connected with your listener.
- Get ideas to build on.

Strategy Reflection: Work It Out

1. What is your drive and motivation behind your topics and content?
2. What personal stories, experiences, and information helps connect people to your *why*?

3. What matters most when connecting someone to your product, program, or service?
4. What value do people get when they meet you?

Chapter Three

Connect Them to your “What.”

What Do You Do?

Have you ever met someone for the first time, and before you could even get to ask each other's name, the question of “so, *what do you do*” pops up? People want to know upfront what you do at a rapid speed. They are sorting out in their minds whether this needs to be a relationship or not. They want to trust their gut instinct to see if there is any value or synergy in this conversation. Be aware that everything you say will be accepted or rejected. This is the reason that knowing your *what* is the second essential in confident public speaking.

Your *what* has to answer the problem you are trying to solve in your listeners. It has to highlight the service, program, or product you want to share, as well as the next steps you wish people to take in life and be able to identify in advance, the questions they may have that will require an answer from your behalf.

Once you know your *why*, it will become easier to talk about *what you do* with greater impact. *What you do* is really a bottom-line question. The rule of thumb is to share it like an elevator pitch. This will require you to step into your best self, confidently and without fear, so that you can express it in seconds. If you don't know what a good elevator pitch is, check out this definition by Mindtools:

“A **good elevator pitch** should last no longer than a short **elevator ride** of 20 to 30 seconds, hence the name. In addition, it should be interesting, memorable, and concise.”

How you answer this question will either push people away or pull them into the conversation. I was a complete mess with this question when I started my business. I was trying to be all things, to all people, and wasn't reaching the right audience. However, once I got clear about *what I do*, I created additional opportunities for business and engagement.

Albert Einstein said: "If you can't explain it simply, you don't understand it well enough." He also said, "If you can't explain it to a six-year-old, you don't understand it yourself."

Explaining *what you do* must include the usage of proper language or vernacular - (language spoken by ordinary people in a particular country or region), to which people can relate. Using buzz words to help frame your industry knowledge and experience can make a world of difference in how you explain what you do.

What is Your Audience Saying?

Your audience wants to listen to something from someone who is inviting, engaging, and direct. Unfortunately, we often talk about things that matter to us, but don't matter to the person listening to us. And so, we waste opportunities to connect and convert people to what we do and the problem we solve.

As a communicator, the most important thing you and your business will do for someone is address a problem that needs to be solved. At least that's what your audience, consumer, customer, or client thinks when trying to get their attention.

Many of us go into business or life thinking that people just want to hear from us. However, people will cling to our every word once we open our mouths. Unfortunately, that's not the case! People are skeptical by nature, and with so many people on social media doing the same thing you might be offering, you will need to speak more about yourself than you know. If you are frustrated right now with your level of confidence as a communicator, then it's time to get a mindset makeover.

As I mentioned, your audience has a problem. You might be thinking, yes, they do! Lol. But seriously, your audience wants to hear from you and what you have to say to them to solve it. So, before we talk about the problem, let me clarify what I mean by "your audience."

Your audience is anyone listening, watching, or reading your messages and content. This audience can be a single person or a crowd of people that fit your target within your goal audience. Your audience, or the people that you wish would become your audience - will influence your

decisions about content and how you communicate to speak their language. We will talk more about this in the other strategies, but I want you to understand that one person could make or break you.

When I started my coaching business, I struggled to get clients to listen to me because I was all over the place. Then, one day I got a call from someone I had just met a few months before asking me about my services. I was able to lock in a 3-month coaching agreement that lasted almost two years in a coaching relationship. That client didn't know how important it was for me to continue doing what I am today. He kept believing in me, in my words, and what I was offering to him as a coach.

When someone buys into what you are offering, it's a sign that what matters to you has connected to what matters to them. The first thing you want to do as a communicator is to listen to the problem. Depending on how you connect to your audience, you may need to gather answers beforehand or ask direct questions that help you frame the problem more clearly.

Here are some powerful questions every communicator should ask:

1. What is the problem, issue, or concern?
2. Do you want to change your current situation, and when?
3. What is your pain point, and what will happen if you don't address it?
4. What is stopping you from reaching your goals?
5. Are you stuck in the past or lost in the future?

When you communicate to your target audience, you will identify specific and targeted questions that create conversation and curiosity. As a result, you will also get some powerful answers that matter to you.

Here are some powerful answers you will need to get for yourself.

1. Can I help them or not?
2. Am I a resource or a referral source for them?
3. Are they a good fit for anything I am offering?

Listening Is a Two-Way Street

Isn't it interesting that the most important factor in communication is not the ability to speak but your capacity to listen?

My son has helped me understand this concept more clearly. He will talk my ear off if I let him. Half of the things he says are not always as interesting to me as they are for him. Now, I will admit that I've been guilty of going through the motions of hearing him talk without fully engaging in what he's saying. Don't judge me! I think we have all done this with different people.

But seriously, this is a real problem with people in general. This problem is the difference between *hearing what he is saying* and *actively listening to what is said*. The best way to understand active listening is to ask yourself three fundamental questions.

1. **Level 1** - What does this mean to me?
2. **Level 2** - What does this mean to you?
3. **Level 3** - What does this mean to us?

These three questions will guide your active listening skills and challenge you to stay in a level 3 mindset.

Listen To Your Audience

How well are you listening to your audience? Is there a Q & A time after you finish speaking? Is there a feedback survey on how well you did? Is your audience grabbing the spotlight from you?

While all those are important to you as a speaker, I am asking you to consider how well your audience connects with the problem you solve. Are they tuned in after the first 2 minutes of you speaking or tuning out?

Can you pick up on their eye contact, body language, and facial gestures? Does the person or audience ask you questions that create more meaningful dialogue and conversations? Are they taking notes of what you are saying? These are just a few things to be mindful of, but each person should know what to look for when speaking to someone. You must know

what responses to look for that will serve as an indicator to you proving that you are connecting.

Whenever I speak, I look for people to shout back at me. Not literally, but mentally. I expect questions to which I may or may not have an answer. I intentionally challenge myself to create questions and conversations while I am in the moment. I will also challenge myself to connect real-life scenarios, emotions, and situations to which people can relate. Instead of creating a fantasy for people, I speak about reality topics and give them hope through my message.

You will find what works best for you, your personality, and your communication style by listening for what connects best to your audiences. Usually, someone then admits to the problem so they can commit to a solution. Find out why it matters to you as the communicator. You have something you offer, but if you don't think it matters, guess what! **IT WON'T MATTER WHAT YOU SAY!**

There must be a connection between what you are talking about and your audience. For me, when I began coaching that client, what mattered was that I saw a person who needed to build their confidence as a business owner and communicator. The more they talked and answered questions, the easier it was to see where the confusion lay. I was able to connect the stories of my previous coaching clients, as well as my personal experiences to my training, insight, and information, to help frame the problem my client was having.

There are so many ways a person can communicate a message without necessarily using words. Since you are the primary source of words during a speaking event, it will be critical for you to learn to read a room, body language and the tips and tricks I previously mentioned. If you can't learn to listen without hearing words, it will be a lot more difficult to communicate with others beyond what they might respond to you. A good communicator will use to his or her advantage all sources of communications in order to be effective.

Chapter Four

Communication

Build It. Communicate with Confidence.

A sign of a great communicator is when you can speak and listen simultaneously. I know that sounds confusing, but it really isn't if you understand how communication works. When you have the attention of the listener, and they are connecting with what you are saying, it can be a powerful moment.

Communication requires three elements to exist.

1. A sender
2. A message
3. A recipient

That's it! No magic pill or secret sauce to the formula. Whenever you must assess a breakdown in communication, which of the three will need addressing?

The sender is your why. The message is your what. And the recipient is your who. As a communicator/speaker, you play a role in all 3 of them. How you start is not how you'll finish. With each word, sentence, phrase, or story, you are building trust with the listener. How you put your talking points together will become the building blocks on which you'll stand on.

Most people would never tell you they lack confidence about something they value. Can you imagine a car salesman saying, "Before I sell you this vehicle, I just wanted to let you know that I have zero confidence that this vehicle will meet all your demands for safety and efficiency? Now, please sign here." You and I would most likely ask someone else to help us or make a quick dash for the exit door. You would probably never go back to that dealership because you would have zero confidence. You would feel you didn't have all of the information needed to make a trustworthy decision.

As a speaker and coach, can I tell you that lack of confidence will be the death of business owners, professionals, and entrepreneurs who must talk about their business. They may have the best careers and business start-ups but when they have to talk about their mission statement, their why and explain what they do, they seem to not be able to explain it short, brief and to the point.

I want to remind you that you can build your confidence by being who you were meant to be—doing what you have the passion for doing and creating what only you could create.

You Are a Communicator, Now Start Speaking Like It!

Yes, you read that correctly! You are a communicator! That means you can affect certain outcomes by how you communicate with the world around you. As an influencer, you will either have a positive or negative effect on someone or something, whether intentional about it or not.

Remember that as a speaker, you will use this superpower to inspire lives, sell products, serve clients, create programs and build businesses. It will set your leadership apart from others and open doors for you to speak confidently like never before. Once you become comfortable speaking and communicating from your authentic self, you can master your message without failure. But in order to do that, we have to communicate our message with confidence.

So, what is communication? Here is my definition of communication. *It is the exchange of a message between a sender and a recipient.* As a communicator, you must have something to speak about and someone to receive what you are saying. You have a message to share and information to exchange. Now the question is. Are you doing it? Are you communicating effectively? Are you confident? Are you getting the results you want?

Many say the biggest fear that people have is the fear of public speaking! I would agree and disagree 100% with this statement. My experience as a speaker, coach, and trainer for the past 20 years, is that people don't fear speaking in public as much as they fear public speaking about themselves to the people sitting in the back of the room. I REPEAT! People don't fear public speaking as much as they fear the public speaking about them.

Our fears around communication, speaking, or sharing in front of a small, large, online, or face-to-face scenario has more to do with what we think about ourselves. We live in this constant state of confusion and doubt over what people may say about us or to us. If they disagree, we become defensive. If they reject us, we become offended. If they mislead us, we become disappointed. If they lie to us, we become vengeful. If they laugh at us, we become resentful.

If you are going to be a communicator or speaker, you must be fully aware of all these risks while still showing up to serve the people with the value you have to offer. We must become bold about what we do and not allow thoughts, people, and even our issues stop us from experiencing growth in these areas of our life.

Before ever meeting you, I am 100% convinced that you have something of value to offer. But unfortunately, after coaching well over 1000+ clients, many people aren't communicating their value enough and are frustrated with the result they keep getting.

If your personality assessment results are like mine, a DI Dominance/Influence (DISC) or an ENFJ (Meyers Briggs), you really enjoy being a communicator. Or maybe you are more of the introverted type who doesn't like to communicate except when you have to. Whichever you identify yourself as, you are still a communicator who can have great results. I believe you can still function within your personality and communication style to communicate your message of confidence.

Not convinced yet? Let me prove it! Do you email? Do you have social media? Do you talk on the phone? Do you text? Do you have face-to-face conversations? If you do, then you are a communicator. It isn't about how big your stage or your reach is, it's really about how you connect with people on an ongoing basis by sharing, showing, serving, and solving who you are and what you do to the world.

As you engage in this strategy guide, I aim to help you develop the right mindset to become a confident communicator. You have people you want to connect with, and I want to help you do that.

Questions to answer when you want to share your confidence story

1. Why are you speaking?
2. What is your purpose?
3. Why is confidence important?
4. What personal story relates to this?
5. What are you saying?
6. What is your message?
7. Who is your audience?

What personal connection do you have to the problem you want to help your audience solve?

To find those answers, first you must get to the problem at hand. To do that, you will need to listen to what is said and what is not said. Find the pain point. This point is where the problem lies. When you are speaking to someone, the best thing you can do is listen! So why do you matter? Why does your message matter to the person hearing you?"

Your audience, therefore, has a problem that your message, program, product, or service can solve. Every time you open your mouth or get ready to type a post or record, you must remind yourself that you are about to solve a problem for someone.

Now you are probably thinking: "Well, if that's the case, then why don't I have more clients, customers, or converted from potential leads? To be honest, I don't know why you don't, but I do know a few reasons as it relates to communicating why most people don't convert.

- Your value is not being communicated
- Your buying process is too complicated to understand
- Your message and method need a makeover

These are just a few reasons as it relates to good communication but knowing what isn't working for you can be a game changer. When you can communicate and connect with people to find the answers to your message, product, program, or services, then what you have to say matters

more.

Take a few minutes to answer the following questions:

1. What problem does your ideal audience have?
2. What is your message to them about this problem?

Chapter Five

Target the “Who?”

The Million Dollar Question.

So, who is your audience? Knowing *who* you want to speak to is essential if you're ever going to take a message and communicate it to the right person, the right audience, and for the right purpose. It's not easy when we have to figure out who we want to speak to at first because you may feel like everyone needs to hear your message. Initially, when we start, it begins with an idea or concept we think we have all figured out. Then, the more questions we ask, the more likely it is we become unsure of what we originally had in mind.

I truly believe that if you ask yourself the right questions, you'll get more clarity on how you will deliver your message. If you are going to direct your efforts in the right direction, you cannot ignore the ongoing conversations of trying to figure out what works and what does not.

A conversation I have with many entrepreneurs is around this topic. The longer they stay confused about this topic, the less action they will take. Not only will a person not act, but they will also undermine their efforts, overthink their strategy, and undervalue their worth in solving a problem.

They haven't figured out how to get it in front of the right people. They have a big vision and great ideas but are afraid to test their markets to see who needs the solutions they offer. And so, what happens is that they don't reach their target audience. Because the truth is, they don't understand who they want to reach.

What To Do When You Are Stuck With The *Who* Essential.

Have a clear objective. In other words, I want you to get really specific about what you thought would solve a problem. For example, when you said to yourself, "I'm going to do this," what was the vision you had in your

head? *Who* was that person you imagined would benefit from hearing you share your message about a product, program, or service? Were they young? Old? Over 40? Just women? Men only? Which profession? What was their title or vocation? Are they in the entrepreneurial space? Fitness groups? Are they moms? Are they dads? Are you listening to what I am saying? You must map this out and ensure it aligns with your *why* and your *what*.

I started to focus more on entrepreneurial-type people, speakers, coaches, and individuals I knew had a vision and a purpose for growing a service-based business. I didn't start that way because I was confused about who I wanted to serve. So, what I would do is, I would take on clients who honestly were not people I would work with today. But at the time, I thought they needed a coach, and I needed money. So even though I saw a need, I soon realized it was a problem I wasn't connected to or desired to solve.

Now, I know that sounds a little awkward because I should be willing to solve many problems. But the truth is, they weren't aligned with my *why*, *what*, and *who*? And so, if you're going to step out in this space, you'll have to make sure you target your message the right way, so you don't fall into the trap of targeting the wrong person.

Tips for Targeting Your “Who”

- Be Relatable - Your stories, content, messaging, and conversations should let your audience know that you are speaking right to them.
- Be Resourceful - Your audience should feel the value you offer and want to stay connected to you. So, keep adding value and find creative ways to serve, show, and solve problems!
- Be Reliable - Your audience has to build that know, like, and trust factor. Keep showing up. Don't stop sharing and become a unique person and brand to your audience.
- Be Remembered - You should be known for something. So, make sure you are consistent with your messages, stories, and speaking style.

Ideally, we want to target our message to who we want to serve with our product, program, or service. From the beginning of our message to the call to action, we want to pour into those we believe are meant to hear what we have to say. I have spoken to many different audiences where I did not get the opportunity to choose my "who." This situation is most likely going to be your situation as well. You may not have the chance to scan your audience or know who is listening to you, but you can always be ready to help people along the journey when you align yourself with the why, what, and who.

Maya Angelou said, "People will forget what you said, people will forget what you did, but people will never forget how you made them feel."

What people will remember the most is not what you said, but how you said it! The words you used. The way you listened. The impact you made during your time together, will stick with them long after you've spoken.

As someone who has spoken for over the past 20 years, I have experienced these outcomes. I have met many people who remembered me and will remind me where we connected. Because I have a good memory, I can recall how I made them feel. I had always valued those moments because someone impacted me when they shared their message with me, as I heard them speak directly to me.

The truth is that we may never know the impact of what we say and the message we share will have on someone's life, relationship, business, and purpose in this world.

Conclusion

I am closing this ebook giving you the same advice I repeat in many of my master classes and workshops: I have shared with you many tips, tricks and valuable advice; what you do now with the information you have obtained is up to you. It will be useful if you apply it, and it will have been a waste of time if you wish not to follow through. Public speaking is not a complicated science, it's a matter of being convinced that you have something valuable to share and actually putting yourself out there the right way in order to be successful.

Now, there are many ways to “measure the success” after public speaking. In my opinion the best evidence of a successful message is if at least one person was impacted positively or was confronted with your message. If a person after listening to you testifies that something you said inspired them, motivated them, changed their life or helped them solve a problem, you can honestly say: mission accomplished! On the other hand, knowing that people will not always agree to what you share and may feel confronted by your words, is also a positive sign. Why? Because you made them think and react. They might forget your name, but they will never forget your message because it confronted them or created a mental debate in their minds.

Keep in mind that you might be invited to an event of 500 people to speak, and maybe the purpose was for one of them to leave differently than how they walked in the room. Never sell yourself short, believe in the message that you carry and do not let trials or challenges along the way discourage you from the mission you were designed to carry out.

About the Author

Benny Salas is the Founder & CEO of That Coaching Guy, INC. A personal and professional coaching, training and development company for leaders, executives, business owners and their teams based in South Florida. Benny's purpose is to empower high-performing leaders to build and grow their mission, message and mindset in life and business.

As a speaker of over 26yrs, Benny has reached over 50k+ people through ministry, public speaking, social media, and video content. As a certified professional coach with the International Coaching Federation, Benny has been mastering the art of coaching for the past 11yrs and has delivered over 10K hours of coaching and training. In addition, Benny coaches on an international platform that serves executive clients in the areas of professional and personal development.

Benny Services include:

- * 1:1 High Performance Executive, Leadership and Business Coaching
- * Speak More Academy (Speaker Training)
- * Coach Certification Training (EVOKE COACHING ACADEMY)
- * Training and Development Leadership/Team Building Workshops
- * Paid Keynote Speaker

Clients Served: Google, Sayge, Barry University, Keller Williams Realty, Miami-Dade County, United Way Miami, AmeriCorp, Young Management & Consulting, Q-Straint & Warby Parker.

Benny holds a B.A. in Organizational Leadership from Trinity International University, coaching training & certifications with Neighborworks, Central College of New Mexico, Coaching Training Institute (CTI) as Certified Professional Co-Active Coach (CPCC) and accreditation with International

Coaching Federation as an Associate Certified Coach (ACC), and Professional Certified Coach (PCC).