

# Crafting & Presenting

How To Free Your Inner Public Speaker 2

self study e-book for budding public speakers



*“Wow – jam packed value  
for moving ahead as a  
speaker. I learned some  
thing gold with every page!”*

JAKI CONNAUGHTON, SPEAKER & TRAINER

by Geraldine Barkworth

Goddess of  
Public Speaking



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# Read This First

## How To Free Your Inner Public Speaker 2: *Crafting & Presenting*

How do you effortlessly blend authentic, heart to heart impromptu speaking with a powerful, kapow! prepared speech, presentation, workshop or interview in front of any group or audience? *Crafting & Presenting* e-book shows you how in 6 steps. It explains how to:

- Structure, write and deliver an engaging speech, presentation or workshop.
- Research audiences to identify problems and how you can solve them.
- Prioritise and declutter unnecessary detail to focus on the main points.
- Engage attention at your opening and create a heartfelt connection.
- Be fully present with coherent flow and clear outcomes.
- Quickly build genuine trust and rapport with a group.
- Energise, empower and inspire an audience to take action.
- Finish with simple “how to” steps and a compelling offer for the audience.
- Create a unique edge to your message that gets noticed and remembered.
- Expand your emotional intelligence and interpersonal communication skills.
- Develop engaging stories and case studies to explain your services and ideas.
- Enjoy delivering a professional presentation that gets you noticed and remembered.

*Crafting & Presenting* uses short stories backed up by examples and practical exercises. An extra bonus is the inclusion of Presentation Templates to guide you to create your own authentic style.

## Who We Are

Since 2002, the director of Goddess of Public Speaking, [Geraldine Barkworth](#), has been coaching and training professionals who seek a greater sense of purpose and meaning in their life. She takes a respectful and powerful “softly, softly” approach, inviting you to honour who you truly are and connect from that place to your listeners. Geraldine knows from experience that speaking with presence, grace and authenticity attracts a natural flow of clients, income and new opportunities.

Geraldine has written 2 self-study e-books to help budding public speakers:

How To Free Your Inner Public Speaker 1: *Confidence & Connection*

How To Free Your Inner Public Speaker 2: *Crafting & Presenting*

Are you ready to speak, write and present a compelling speech, workshop or interview? Then let's start...



## How To Make The Most Of This E-Book

- Print out this e-book so you can fill in the exercises and questions and keep a record of your progress and insights. Tick (✓) off each Practise Exercise in its box (☐) as you complete it.

It takes time to redefine the relationship between you and your old experience of “public speaking.” Many clients told me they found it useful to first read this e-book through, then go back to the beginning and work through each exercise to really transform their beliefs about “public speaking” for the long term.

*Crafting & Presenting* e-book is divided into 6 progressive steps. Whether you read it while you prepare for your next speech, presentation, workshop or interview or read it through over 6 – 12 weeks, I recommend you complete each step to achieve your personal public speaking quest.





# Week 3: Crafting Great Speeches & Workshops

<b>1</b> <b>Ta Daa!</b> <b>How To Start</b>	<b>2</b> <b>Self</b> <b>Introductions</b> <b>&amp; Biographies</b>	<b>3</b> <b>Crafting Great</b> <b>Speeches &amp;</b> <b>Workshops</b>	<b>4</b> <b>The Art Of</b> <b>Presenting</b> <b>To Audiences</b>	<b>5</b> <b>Job, Media</b> <b>&amp; Camera</b> <b>Interviews</b>	<b>6</b> <b>Trouble</b> <b>Shooting</b>
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*“By using Geraldine’s simple framework for speech construction, I created my speech with relative ease – compared with days of doubt and procrastination previously – and I spoke my story inspiringly and with clarity. It’s an investment that brings bonuses in far more than public speaking.”*

**ALISON, MOTHER, CARER, CO-FOUNDER [HELPKIDSLIKENICK.COM.AU](http://HELPKIDSLIKENICK.COM.AU)**

Week 3 shows you how to use a delightfully simple structure to craft your next speech, presentation or workshop to build on the trust, rapport and connection you have established with your audience.

- Differences Between Speeches, Presentations & Workshops
- How To Craft & Structure Your Message With Impact
- A Simple Speech, Presentation & Workshop Template

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## Differences Between Speeches, Presentations & Workshops

When it comes to crafting speeches, presentations and workshops, they are very similar in terms of structure. The difference lies in the speaker’s information delivery method (high or low) and the intended level of audience engagement (high or low). Thus your structure will reflect those differences.

### GENERAL DEFINITIONS

- A “talk” is the most down to earth, a step up from a ‘chat’ and tends to be less than 30 minutes.
- A “speech” suggests a level of grandeur from which inspirational ideas are shared and could range in length from 3 minutes to 3 days.
- A “presentation” is more of a targeted sales proposition for a specific audience and could last anywhere from 5 minutes to 3 hours.
- A “workshop” or “retreat” provides training and offers participants a hands-on or immersion experience and could last anywhere between 30 minutes and 7 days.

### INFORMATION DELIVERY METHODS

Keynote speeches and sales presentations have a higher level of passive listening and information delivery and a lower level of audience interaction. Speakers may speak up to 85-100% of the time.

Workshops, seminars and talks have a lower level of information delivery and passive listening and a higher level of audience input and interaction. Speakers may speak up to 50-80% of the time.

Forums, panels or meetings have the lowest dominance of 1 main speaker or facilitator, around 30% and the highest level of participant or member interaction. These figures are of course, generalisations.