

The Rodeo of Public Speaking

By LeeLee Robert

Wouldn't it be great to have a never-ending trail of venues where you could sell your CD's, videos and books? There are countless opportunities to sell your CD's, videos, and books through public speaking! There are audiences at service clubs, networking meetings, trade associations, and conferences that would love the opportunity to "take a little bit of you home." In fact, there are many events where they will pay you well to tell a story or two, and you can sell your product, too! All you have to do is talk to them about something interesting, entertaining, or will help them live life a little more abundantly.

I was fortunate to be able to learn the business of public speaking from the best. My Dad, Cavett Robert, founded the National Speakers Association and literally helped to pioneer the Industry. I was able to meet Art Linkletter, Paul Harvey, Og Mandino, Norman Vincent Peale among many, many others. I came into public speaking from a music career and found that once I got the "hang" of it, I felt singing and storytelling went hand in hand!

Dad always said, "A good talk should be a message from the heart, riding on the wings of humor to make it digestible, with stories to remember it by." A message that you feel passionate about is the key, and when our members of WMA get up to sing, tell stories, and read poetry they are already 75% there because they always perform from their hearts! I would rather listen to a person speak from their heart regardless of their "technique," than to hear a speaker with perfect technique and an IQ of 150 who speaks from their head. We tell our ideas from our head, but we SELL our ideas from our hearts!

Humor makes a talk easy to digest. My Dad was once asked, "Do we have to use humor in our talks?" "No," he said, "only if we want to get paid!" Our audiences "pay" us with their attention regardless of whether we actually get financial remuneration. I'm not talking about telling jokes;

that is the most dangerous kind of humor to use because if it doesn't go over with the audience, you "lay an egg!" My Dad used to use several "one-liners" that he would string together, two or three at a time. That way, if one didn't get a smile from his audience, usually one or two of the others would at least get a grin. Off color humor or shock humor is inappropriate in public speaking as is talking politics or religion (unless you are speaking at a political rally or church, of course!).

Dad was an expert at using pithy and humorous "one-liners." He was always trying to lose weight and talked about the methods that he used. He put little signs around the house saying, "A moment on the lips, forever on the hips," "If it tastes yummy it goes to the tummy," "Tempt me not with French cuisine, and make me blind to candy machines!" My Mom tried to help him, bless her heart, and she put a little prayer on the 'frig that said, "Dear Lord, please do not let the light of my life, be the bulb in the refrigerator!" It didn't work and he put on ten more pounds! But it was an entertaining story. Dad and I would collect quotes and one-liners we liked and sometimes trade them back and forth like some people trade baseball cards. "Ok, you can have this one for awhile, but I want it back so I can use it in my talk in six months."

I believe the best resource for using humor is our real life experience! People see humor around them every day and, in fact, there are some real-life experiences that are so unbelievable, that we have to modify the truth because no one would believe us if we told them what really happened. In my career as a professional singer, I would have the most unbelievable experiences before I got into Pro Speaking. My "Signature Story" is a story I tell where I sang on a ship and, although it was probably one of the most stressful days of my life, it made the best story I have. Thank goodness something good came out of the experience. I'll tell you about it in Albuquerque!

A good talk should always have "stories to remember it by." People will remember stories before they even remember your name. My Dad was famous for his "Whiskey Story."



I became known for my "Ship Story," and people will buy CD's of your talk just so they can hear the stories over and over again. I still have people coming up to me saying, "I saw your Dad speak 25 years ago and I still remember that story he told about the two politicians called 'The Whiskey Story!'" These are called "Signature Stories:" stories that are true stories in your life or associated so closely with you that no one can steal them without people thinking, "that is so and so's story!" Constructing a good story is going to be covered in another great seminar by Joe Herrington, and is a very important part of a good talk.

I was asked to deliver a presentation in Albuquerque at our WMA meeting on Public Speaking and I can't wait to share this information with our members! Not only did I grow up watching and helping my Dad as he built one of the most successful speaking businesses in the world, but I went into the field myself and enjoyed a great ride making a difference in this world through Professional Speaking.

I will be talking about "The What, The Why, and The How of Public Speaking." It is going to be a fast-paced, fun-filled talk where I will be covering how to put a talk together quickly, how to get speaking engagements where they will let you sell your product, and I'll share with you some of the "do's and don'ts" as well as sharing the opportunities in this grand rodeo called "Professional Speaking." I'll also have a good question and answer period where you can ask any questions you have. I'm looking forward to seeing you in Albuquerque!



THE AWARD WINNING

RED HOT RHYTHM RUSTLERS




Released & CHARTED

- #1 on the western music chart for the 1st qtr.
- #3 on the western swing chart for the 1st qtr.
- #2 on the western music chart for 2nd qtr.
- #2 on the western swing chart for 2nd qtr.

Now Booking for 2013!

805-551-7763
musikode@aol.com
www.redhotrhythmrustlers.com
www.musikode.com

ADD US!
 Red Hot Rhythm Rustlers

MUSIKODE

"Proud members of the Western Music Association"



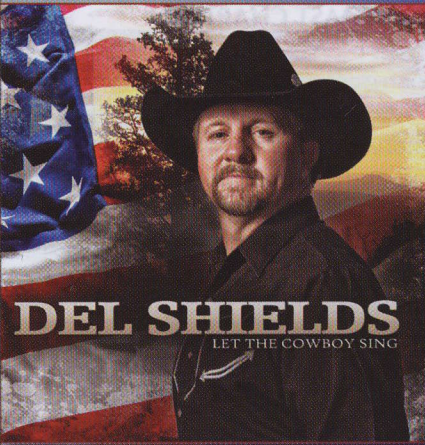
2011 FEMALE POET OF THE YEAR
 and
 BEST POETRY CD
 "WOMEN OF THE WEST"

Many Thanks, WMA!




AWARD-WINNING POET AND HUMORIST
SAM DELEEUW
WWW.COWGALPOET.COM • 435-851-0852

Proud to be a
 part of WMA!



DEL SHIELDS
 LET THE COWBOY SING

TO ORDER CD OR FOR BOOKINGS
 CONTACT ME AT
DELSHIELDSMUSIC.COM
SINGINGPOET_1@HOTMAIL.COM
 620-433-1819



Photography by Faith

Almeda Bradshaw

WESTERN AMERICANA
 Cowboy Bluegrass Country Folk
 CLASSIC & ORIGINAL
 SONGS OF THE WEST

Available SOLO or with her
 RIVER VALLEY BAND

www.almedam2bmusic.com