

**To accompany the audiobook version of *The Fast Track Guide to Speaking in Public* by Jan Yager, Ph.D.**

Thank you for purchasing the audiobook version of *The Fast Track Guide to Speaking in Public* by Jan Yager, Ph.D.

Here are the reference and resource sections from the print version of this book.

Copyright © 2013 by Jan Yager, Ph.D.

All rights reserved. These materials are for your personal use only. Permission is not granted for printing, publishing, or re-posting these materials without written approval by the publisher, Hannacroix Creek Books, Inc. (<http://www.hannacroixcreekbooks.com>)

## References

Alpert, Jonathan and Alia Bowman. *Be Fearless: Change your Life in 28 Days*. NY: Hachette Book Group, Inc., 2012.

Anagwonye, Ben, editor. *Greatest Speeches of Historic Black Leaders*. Volume 1. (Martin Luther King, Jr., Barack Obama, Nelson Mandela, Jesse Jackson.) Benin City, Nigeria: Mindex Publishing Company Limited, revised and updated edition, 2010.

Barkas, Janet (a/k/a Jan Yager) *The Vegetable Passion: A History of the Vegetarian State of Mind*. NY: Scribner's, 1975.

Canfield, Jack; Mark Victor Hansen, and Les Hewitt. *The Power of Focus*. Deerfield Beach, Florida: HCI, 2000.

Dieken, Connie. *Talk Less, Say More*. NY: Wiley, 2009.

DiResta, Diane. *Knockout Presentations: How to Deliver Your Message With Power, Punch, and Pizzazz*. Worcester, MA: Chandler House, 1998.

Dormann, Henry O., editor. *The Speaker's Book of Quotations*. NY: Fawcett Columbine, 1987.

Fletcher, Leon. *How to Speak Like a Pro*. NY: Ballantine Books, 1983.

Frank, Milo O. *How to Get Your Point Across in 30 Seconds or Less*. NY: Pocket Books, 1986.

Goleman, Daniel. "Social Anxiety: New Focus Leads to Insights and Therapy," *The New York Times* on December 18, 1984.

Hartley, Mary. *Stress at Work*. London, UK: Sheldon Press, 2003.

Kador, John. Foreword by Lee Iacocca. *50 High-Impact Speeches and Remarks: Proven Words You Can Adapt for Any Business Occasion*. NY: McGraw-Hill, 2004.

Montefiore, Simon Sebag (introduction). *Speeches That Changed the World*. London: Quercus publishing, 2007 (including 80 minute CD with 21 samples from speeches.)

Nierenberg, Gerard I. and Henry H. Calero. *How to Read a Person Like a Book*. NY: Simon & Schuster, Inc./Fireside, 1971.

Nilson, Carolyn. *Team Games for Trainers*. NY: McGraw-Hill, 1993.

Preziosi, Robert C. *Icebreakers*. Alexandria, VA: ASTD, 1989, 2000. 16-page booklet.

RIT (Rochester Institute of Technology). "Adult Learning."  
[http://online.rit.edu/faculty/teaching\\_strategies/adult\\_learners.cfm](http://online.rit.edu/faculty/teaching_strategies/adult_learners.cfm)

Schiffman, Muriel. *Self Therapy*. Berkeley, CA: Wingbow Press, distributed by Bookpeople, 1980.

Schultz, Chad. "Do people really fear public speaking more than death?"  
<http://tmvision.org/speaking/people-fear-public-speaking-death/>

*Speaker*. Magazine published ten times a year by the National Speakers Association. Included in membership dues or can be ordered by non-members through [www.nsaspeaker.org](http://www.nsaspeaker.org). Offers excellent articles on all aspects of speaking, from the mechanics to tips on speaking skills to marketing and technology.

Stolovitch, Harold D. and Erica J. Keeps. *Telling Ain't Training*. Alexandria, VA: American Society of Training and Development (ASTD), 2002.

Thompson, George J. and Jerry B. Jenkins. *Verbal Judo: the Gentle Art of Persuasion*. NY: William Morrow, 1993.

Thomsett, Michael C. *A Treasure of Business Quotations*. NY: Ballantine Books, 1990.

Walters, Dottie with Lilly Walters. *Speak and Grow Rich*. Englewood Cliffs, NJ: Prentice Hall, 1989.

Woodall, Marian K. *Presentations that Get Results: 14 Reasons Yours May Not*. Lake Oswego, OR: Professional Business Communications, 1997.

Yager, Jan. *Effective Business and Nonfiction Writing*. Stamford, CT: Hannacroix Creek Books, Inc., 2<sup>nd</sup> edition, 2001.

\_\_\_\_\_. *Grow Global*. Stamford, CT: Hannacroix Creek Books, Inc., 2012.

# RESOURCES\*

\*Disclaimer: Inclusion in this resource section does not imply an endorsement nor does exclusion imply a criticism of any services or companies that are omitted. Since contact information can change at any time, including website addresses, no guarantees can be made for the accuracy of any of the listings that follow.

## **Association for Speaker Training**

Toastmasters International  
Headquarters  
P.O. Box 9052  
Mission Viejo, CA 92690-9052  
USA  
<http://www.toastmasters.org>

At the website, put in your zip code at the Find a club part of the site and you will get a listing of the closest toastmasters clubs.

Offers opportunities to speak in front of an audience and network with other speakers.

## **Associations for Speakers and Trainers**

### **Speakers**

**APSS (Asia Professional Speakers – Singapore)**

[www.asiaspeakers.org](http://www.asiaspeakers.org)

Founded in 2003

**CAPS (Canadian Association of Professional Speakers)**

[www.canadianspeakers.org](http://www.canadianspeakers.org)

Founded in 1997

**FPSSA (French Professional Speakers Association)**

Founded in 2008

**GSA (German Speakers Association)**

Founded in 2005

**MAPS (Malaysian Association of Professional Speakers)**

[www.maps.org.my](http://www.maps.org.my)

Founded in 2001

**NSA National Speakers Association**

<http://www.nsaspeaker.org>

Founded in 1973

39 chapters

An association of more than 3,000+ professional speakers who meet specific requirements to be admitted to the association. Local chapters offer opportunities to take speaking intensive training sessions and attend monthly meetings to gain knowledge of speaking skills as well as a better

understanding of the business end of being a professional speaker. The annual meeting, held in July over several days, offers another opportunity to be exposed to some of the country's top speakers. If you don't attend the conference, you can buy the videotapes and/audiotapes/CDs of speakers and benefit from their presentations that way.

Note about the associations that follow:

Go to the website to learn more about each of these associations. Most have an annual or bi-annual conference, open to members as well as non-members, which provides an opportunity to see professional speakers in action as well as exchange information on the latest equipment or services for speakers and to network with speakers and experts.

**NSAA (National Speakers Association of Australia)**

<http://www.nationalspeakers.com.au/>

Founded in 1987

**NSANZ (National Speakers Association of New Zealand)**

<http://www.nationalspeakers.org.nz/>

Founded in 1994

**PSA Holland (Professional Speakers Association Holland)**

<http://www.psaholland.org/>

Founded in 2006

**PSA UK (Professional Speaker Association United Kingdom)**

<http://www.professionalspeaking.biz/>

Founded 1999

Current chapters in London, Midlands, North West, North East, East of England, Scotland and Ireland.

**PSASA (Professional Speakers Association of South Africa)**

Founded 2002

<http://www.psasouthernafrica.co.za/>

**Trainers**

**ASTD (American Society for Training and Development)**

[www.astd.org](http://www.astd.org)

Offers extensive educational opportunities, in person through their annual and regional conferences, as well as through webinars and intensive workshops, with an emphasis on training and conducting workshops. Check their website for information on their upcoming meetings and trainings as well as what published materials are available that might be of interest such as papers on related topics like "ice breakers."

## **SPEAKING COACHES**

(Not: due to the miracle of skype.com and other ways of being connected across continents, it is possible to be coached online as well as over the phone and in person. Contact any of the

coaches listed below to see if they are able to coach internationally or, conversely if they travel internationally so it is possible to meet in another country closer to where you live or inbetween your two locations.)

Max Dixon Communication  
Seattle, Washington  
Maxdixoncommunication.com  
[maxwdixon@gmail.com](mailto:maxwdixon@gmail.com)

Doug Stevenson  
Colorado Springs, Colorado  
[www.storytelling-in-business.com](http://www.storytelling-in-business.com)  
[doug@storytelling-in-business.com](mailto:doug@storytelling-in-business.com)  
How to use storytelling to make your point and to be a better speaker

Robert and Rande Gedaliah  
[www.SpeakingforResults.com](http://www.SpeakingforResults.com)  
The Gedaliahs conduct a 2-day intensive training on how to speak in New York City several times a year. They also offer individual coaching.

Mike Landrum  
[www.coachmike.com](http://www.coachmike.com)  
Landrum coaches speakers on everything from getting over stage fright and how to organize your thoughts into a speech to using Power Point more effectively.

Patricia Fletcher  
[www.patriciafletcher.com](http://www.patriciafletcher.com)  
A coach if you have an accent or dialect that you want to work on as well as if you need help with vocal production.

## **SPEECHWRITING SERVICES**

Contact each service to find out about their fees and what they offer as well as how long they need to write a speech.

Inkwell Strategies, Inc.  
[www.inkwellstrategies.com](http://www.inkwellstrategies.com)  
Executive speechwriting.  
You might find their free blog of interest:  
<http://inkwellstrategies.com/the-inkwell-blog/>

EZ Speech Writers, Inc.  
[www.exspeechwriters.com](http://www.exspeechwriters.com)  
They write a range of speeches, from graduation, wedding, motivational, and executive, or they can take the speech you've written and for a fee improve it. Samples at their website.

Sheila Allee

<http://www.sheilaallee.com/>

Professional speechwriter with more than 20 years of experience. There is a blog about speaking at her website and she is also the author of the book, *Seven Steps to the Podium*.

## **MEDIA COACHES**

Dunlap Media  
New York City, NY

<http://www.dunlopmedia.com>

An award-winning broadcast journalist, in addition to his media training company, Steve Dunlap, Founder and chief media specialist of Dunlap Media, works part-time in network news including CBS News.

Alan Stevens  
London, UK

<http://www.mediacoach.co.uk/>

Works with individuals and companies on how to get their point across in the media including media coaching and crisis media management.

## **ONLINE DATABASES TO GET LISTED AS A SPEAKER**

Speakermatch

[www.Speakermatch.com](http://www.Speakermatch.com)

Paid subscription service which will send you possible speaker bookings based on the areas of expertise that you select. Then you write a proposal and pitch yourself to the individuals that are selecting from the various speakers. Includes free and ongoing speaker opportunities as well as paid opportunities.

Workplace Speaker Network

<http://www.workplacespeakernetwork.com>

Subscription service for speakers who especially speak on work-related topics. Based in Canada but open to speakers in any location.

Expert Click

<http://www.expertclick.com/>

Publisher of the annual *Yearbook of Experts, Authorities, and Spokesperson*. Speakers pay a fee to be listed at the website with a profile that is also included in the book which is available for free as a pdf file at the website to the media and meeting planners.

## **SPEAKER BUREAUS**

Please note: This is an option once you are at a level of professionalism that you are consistently speaking before paid audiences and getting excellent reviews for their speeches. Traditionally speakers get 25% of the fee that their speaker is getting and it is usually based on those needing

speakers coming to a bureau to find a specific client speaker or a speaker within a certain price range or category, such as a celebrity speaker or a bestselling author.

There are bureaus that handle speakers only on an exclusive basis; others will allow you to be listed with multiple bureaus in a non-exclusive capacity.

Some bureaus only want speakers who generate a \$5,000 and up fee and/or are celebrities in their particular field and their speaking fee is in the tens of thousands of dollars.

Go to the website for any of the speaker bureaus you are considering and see what their guidelines are for submitting your material for consideration. Most speaker bureaus require a video of you giving a recent paid speech as well as testimonials, a “bureau friendly” one sheet which means that it is free of contact information including your website, a recent photograph, testimonials from one or more recent meeting planners who saw you speak, as well as a list of topics that you speak on and a price sheet of fees for keynotes or workshops, whether locally or out of town.

Remember, if a speaker bureau lists you, you still have to help by driving interest to them or their site with requests for your services. Although some bureaus may have to include at least two more speakers if they are contacted for your services, so it shows that the association or company did due diligence in determining who would be the best speaker, but if you are singled out and put up against two other speakers you have better odds of getting selected than if you’re up against the 1,000 or more speakers in their bureau.

### **International Association of Speaker Bureaus**

<http://www.iasbweb.org/>

Membership association, founded in 1986, represents speaker bureaus in more than 15 countries. There is an annual conference for education, skills development, and networking. In addition to presenting as part of the program, there are speaker showcase opportunities for speakers to be seen by the attending bureaus.

[www.internationalspeakers.com](http://www.internationalspeakers.com)

[www.leadingauthorities.com](http://www.leadingauthorities.com)

<http://premierespeakers.com/>

[www.harrywalker.com](http://www.harrywalker.com)

[www.simonspeakers.com](http://www.simonspeakers.com) (Simon & Schuster, Inc. authors who are also speakers)

[www.authorsunlimited.com](http://www.authorsunlimited.com)

[www.eaglestalent.com/speakers](http://www.eaglestalent.com/speakers)

<http://www.businessspeakersbureau.com/>

[www.speakers.com](http://www.speakers.com)

Started in 1994. Offers meeting planners two options: search on their own or use their search consultants for help.

To find out what you need to send in order to be considered as a speaker with this bureau, go to:  
<http://www.speakers.com/article.asp?id=8>  
(This is a good prototype of what most speaker bureaus will want you to send.)

## **PLACES TO LIST YOUR UPCOMING EVENTS**

### **Event Brite**

[www.Eventbrite.com](http://www.Eventbrite.com)

A website and service that allows speakers to post information about an upcoming speaking event, even free ones, and they only collect a fee if you charge for admission and individuals sign up. Payment is handled through [www.paypal.com](http://www.paypal.com)

## **PUBLICITY FOR SPEAKERS**

Here are just a few publicity companies that offer a range of public relations services for speakers and experts. Fees and services differ with each company.

Pam Lontos Consulting

<http://www.pamlontos.com/>

Pam Lontos has specialized in providing pr services to speakers. Since selling her company, she is now doing pr consulting. She is the author of the related book, *I See Your Name Everywhere*.

Jill Lublin

<http://www.jilllublin.com/>

Lublin, a professional speaker herself, offer pr consulting; she can also put together a full promotional campaign. She is the co-author of several bestselling books about pr including *Guerilla Publicity*, co-authored with Jay Conrad Levinson and Rick Frishman.

Darcie Rowan Public relations

[darcie.rowan@verizon.net](mailto:darcie.rowan@verizon.net)

Publicist in the New York City area who has a range of clients and offers various publicity packages including a blogger campaign.

Kim McMillon

<http://artsinthevalley.wordpress.com>

California-based publicist who also does a weekly Internet radio interview show with experts, speakers, and authors.

Promotion in Motion

[www.promotioninmotion.net](http://www.promotioninmotion.net)

California-based publicity firm started and run by Irwin Zucker getting publicity for speakers, authors, performers, and others.

World News and Information Network, Inc.

<http://www.worldnewsandinformationnetwork.com>

This is the url for the company that my husband and I run that offers publicity coaching or direct services for speakers who are looking to get more media exposure. At the website you will find a list of available services listed included writing a press release and creating a press kit, pitching



to broadcast, print, and online media, media coaching, foreign rights coaching, ghostwriting, and more.

## **FREE ONLINE PUBLICITY SERVICES THAT JOURNALISTS AND THE MEDIA CAN USE TO FIND EXPERTS**

Below are several free online services that you can subscribe to that have daily free listings of journalists looking for experts. Each service has its own distinctions and the media may be more likely to post in one service over the others. You can decide to subscribe to, and monitor, all three services or try them all for a while and see which one is best for your needs. You or your assistant would then follow-up with a pitch to any broadcast or print journalist that seems to be a good fit with your expertise. Occasionally there is a call for a speaker also posted but almost all of the postings are for possible publicity opportunities.

<http://www.helpareporterout.com> (HARO)

<http://www.pitchrate.com>

Excerpted from *The Fast Track Guide to Speaking in Public* by Jan Yager, Ph.D. (Hannacroix Creek Books, Inc., 2013). Copyright © 2013 by Jan Yager, Ph.D.

All rights reserved. These materials are for your personal use only. Permission is not granted for printing, publishing, or re-posting these materials without written approval by the publisher, Hannacroix Creek Books, Inc.

<http://www.hannacroixcreekbooks.com>