

# This Webinar Presented by

Today  
**MARKETING  
SUCCESS DEPENDS  
ON EFFECTIVE  
PUBLIC SPEAKING**



## Future Topics

- **Social Media Marketing- Do This Not That**
- **Plus Other Topics Monthly**

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# Before We Start

Score.org



Score Hawaii



- Score is a National non-profit organization dedicated to providing educational and **FREE** mentoring services to entrepreneurs ( new and existing )
- Score Hawaii is based in Honolulu and is a member chapter of the Score National organization
- If you are involved in starting or are already operating a business and would like a mentoring service, please go to [Score.org](https://www.score.org) webpage to register for free one-on-one mentoring service
- For continuing education on various business issues, please attend Score Hawaii webinars. Scheduled Webinars and prior recordings can be found by visiting [Score Hawaii](https://www.scorehawaii.org) and going to “Take a Workshop” tab then view “Recorded Webinars”.
- For those interested in volunteering, please visit [Score.org](https://www.score.org) webpage and register to be a Score volunteer

# Disclaimer

- The information presented is for informational and educational purposes only.
- The opinions expressed during this presentation are the opinions of the presenter and no other.



# Presented by National Marketing Expert Lance Luke



- Helping Small Business Owners and Entrepreneurs Build, Manage, and Market Online

Hosted by Score Hawaii

- Today's Topic:  
**MARKETING  
SUCCESS DEPENDS  
ON EFFECTIVE  
PUBLIC SPEAKING**

# PUBLIC SPEAKING 101

A cartoon illustration of a yellow hand holding a blue megaphone. The hand is positioned as if shouting into the megaphone. The megaphone has a blue body and a yellow handle. The background is a solid yellow color.

## PUBLIC SPEAKING 101





# PREPARE, PREPARE, PREPARE

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# FOUR P'S

PLAN

PREPARE

PRACTICE

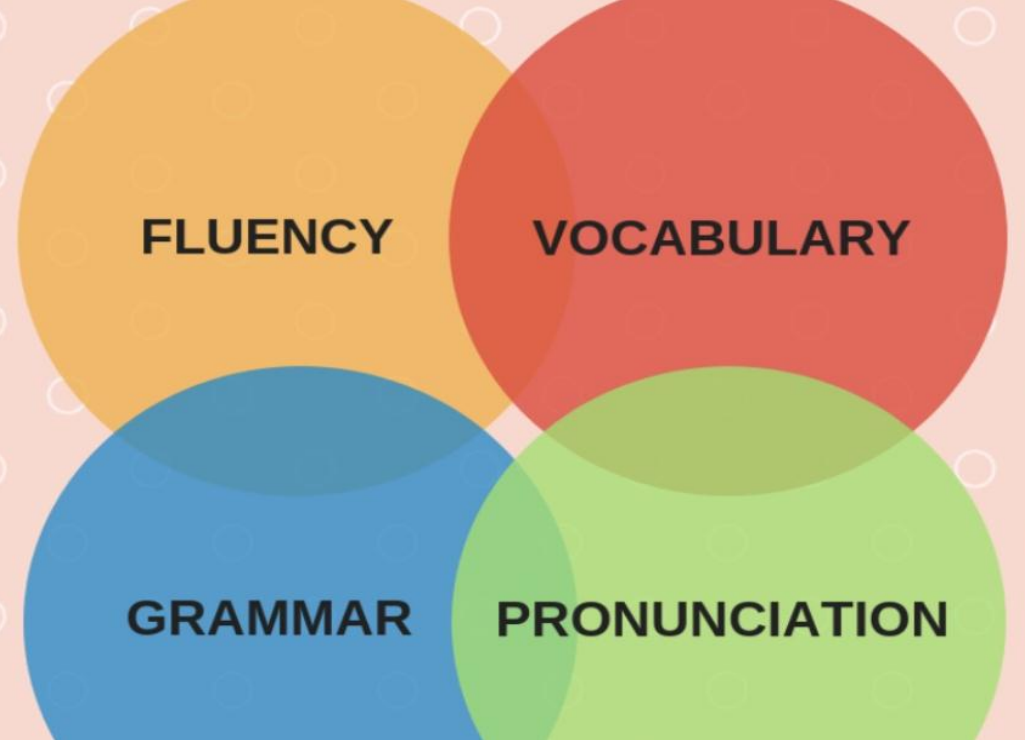
PERFORM





# RULES OF THE FLOOR

- TO DO:
  - MAKE EYE CONTACT
  - KNOW YOUR AUDIENCE
  - STAND/SIT UP STRAIGHT





# RULES OF THE FLOOR

**FIVE TIPS:**

**#1 LIMIT THE WORDS  
FROM YOUR POWER  
POINT SLIDES**



# RULES OF THE FLOOR

FIVE TIPS:

#2 SPEAK UP, SPEAK OUT!

#3 CONTROL YOUR VOICE

#4 KNOW YOUR TOPIC & FACTS

#5 BE THE EXPERT





MAHALO  
GOT CHOKE  
BROKE DA MOUTH  
HOWZIT  
RAJAH DAT  
DAKINE  
BUMBAL

VALLEY  
GIRL TALK

*How to  
Talk  
Like a  
Hippie*

# RULES OF THE FLOOR

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SAY IT RIGHT, SAY IT RIGHT  
NOW

DO NOT TALK TOO FAST,  
OR TOO SLOW

NO JARGON SPEAK

# HELPFUL TIPS TO USE TODAY



## Speaking Tips





## LUCKY 7 TIPS – MARKETING SUCCESS DEPENDS ON EFFECTIVE PUBLIC SPEAKING



### EMM LUCKY 7 TIPS MARKETING SUCCESS

- ☐ PLAN, PREPARE, PROMOTE, PERFORM
- ☐ CONTROL YOUR VOICE
- ☐ KNOW YOUR TOPIC AND FACTS
- ☐ DO NOT TALK TOO FAST OR TOO SLOW
- ☐ DO NOT USE JARGON SPEAK
- ☐ STAND UP/SIT UP STRAIGHT
- ☐ BE POSITIVE, WITH ENERGY



# Your Feedback- Attendee Survey

# Questions?



Email: [Info@ExpertMediaMatters.com](mailto:Info@ExpertMediaMatters.com)  
or with Score: [Patricia.kort@scorevolunteer.org](mailto:Patricia.kort@scorevolunteer.org)

Follow-up  
Free Mentoring –  
Search- Score Hawaii

# WHAT YOU'VE MISSED



# Back up – Not Score Endorsed (1)

## Free Resources

- Digital Business Card
- Monthly Leads
- Marketing Books

(1) As a General Policy, Score does not Endorse Vendor products



## Free Digital Business Card

Ask me how!

# FREE DIGITAL BUSINESS CARD FOR YOU

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<https://freeforeverhelpneeded.now.site/>



**Get targeted prospects  
for your business for FREE**

**Comment "FREE" below**

# FREE MONTHLY LEADS FOR YOU

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<https://ultimatefreeleads.now.site>



# Promote Your Small Business Online Today To Survive

Use Professional Proven Marketing Strategies,  
Tactics, and Tools - Simple and Affordable

Lance Luke & Martin K Pe'a



**THE ULTIMATE  
SMALL BUSINESS  
GAME CHANGER  
(PROMOTE YOUR  
BUSINESS FOR  
\$47/MONTH)**

**UNLIMITED WEBSITES,  
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POSTS AND A LOT MORE...**

**Lance Luke  
Martin K Pe'a**

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