

BOSTONSPEAKS

YOUR SPEAKER ROADMAP



HELLO!



WELCOME TO YOUR SPEAKER ROADMAP

When I first started coaching others on how to become stronger speakers, I never would have dreamed that one day I would be teaching hundreds of professionals in all kinds of different fields.

In today's world, those who can present their ideas with confidence and influence are more successful professionally.

- Employees have to present their ideas to their colleagues and win them over.
- Entrepreneurs have to present their ideas to gain new clients.
- Leaders have to present their ideas to motivate and inspire their team.

It's been a crazy journey and I've certainly learned so much about speaking over the years.

My students and clients have gone from terrified to terrific as speakers in almost every scenario possible.

It's up to you to decide if you want to make speaking part of your life. Now is the time to step it up to start becoming the speaker you've been dreaming of.

I'm really excited that you're here. Let's dive in.

-Kit Pang (Founder, BostonSpeaks)

Why has my training been so successful for so many people?

Here are the different types of individuals that I have helped over the years:

Human resources managers - Marketing Professionals - Accountants - Executives - Entrepreneurs/Small Business Owners - Real estate agents - Managers - Retail Professionals - Journalists - Copywriters - Sales Professionals - Public relations specialists - Scientists - Doctors/Physicians - Teachers - Pastors - Professors - Architects - Engineers - Photographers - Designers - Creative Professionals - HVAC Professionals - Paid Speakers - Aspiring Speakers - Coaches/Consultants - Librarians - Dentists - Writers

And this is just the beginning...

My training will help you go to the root of your speaking challenges + give you the best instructions/feedback to help you reach speaking success.

That's why I've created this simple equation to help you reach speaking success

Going Upstream + Deliberate Practice = Speaking Success

In this guide, here's what I'll cover:

Part 1: Speaking Success - Breaking Down Your Speaking Roadmap

Part 2: Going Upstream - How To Go To The Root Of Your Speaking Challenges

Part 3: Deliberate Practice - How To Reach Speaking Success By Knowing What To Practice

If you've missed the Public Speaking Confidence Series, you can also catch ALL the replays + get all the downloads/case studies here:

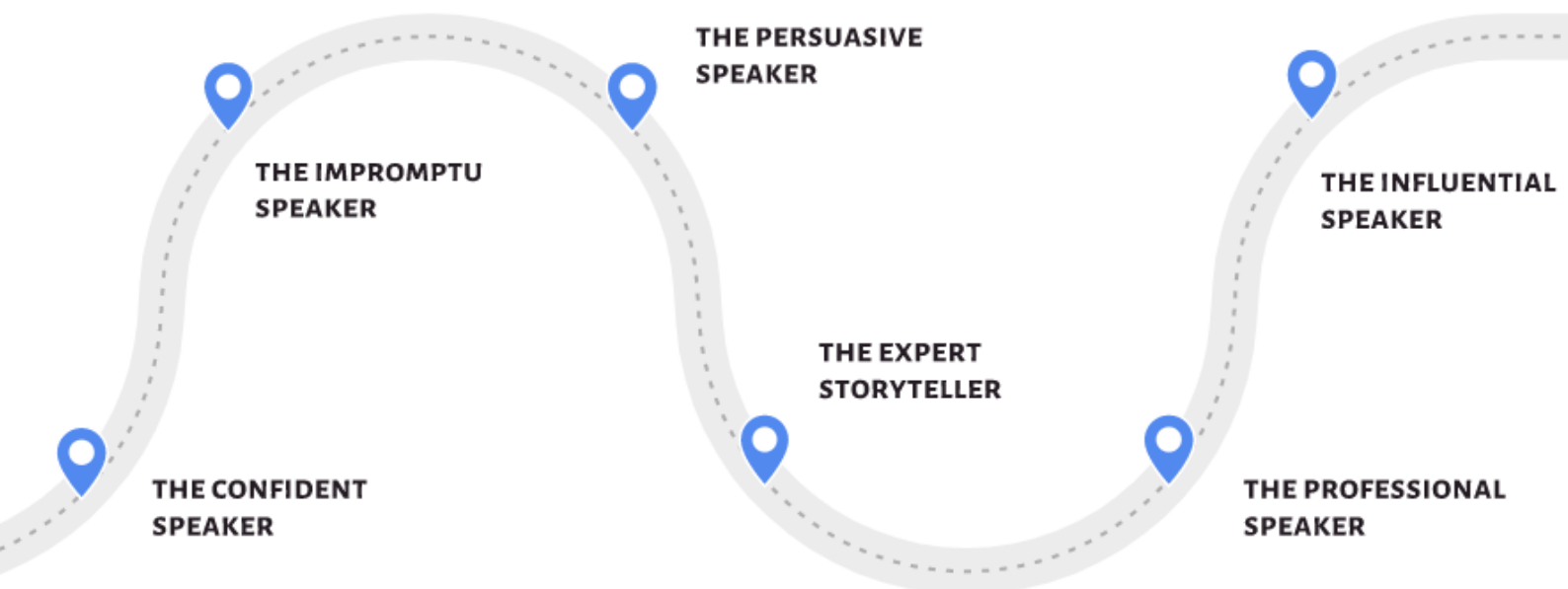
www.bostonspeaks.com/3dayexperience

PART 1: SPEAKING SUCCESS

YOUR SPEAKING ROADMAP

Your speaking is a cultivation of your experiences as a speaker. Think of different stages and experiences you've reached in your life that made you the person you are today.

After coaching hundreds of professionals, here are the most common speaking experiences that I've seen speakers unlock.



On the next page, you'll find a checklist of items you can ask yourself to see if you can truly embody being these speakers.

In the [Influential Speaker Program](#), we walk through every single one of these stages to help you level up.

Let's get started.

SPEAKER ROADMAP CHECKLIST

THE CONFIDENT SPEAKER

- I speak with ease when I present
- I know my material in and out.
- I am vulnerable, authentic, and feel like I can be myself
- I know my audience will gain value from my presentation

THE IMPROMPTU SPEAKER

- I keep cool under pressure
- I can deliver my message off-the-cuff like I have practiced it 1000 times
- My message is clear and coherent on the spot

THE PERSUASIVE SPEAKER

- I speak to my audience's doubts, ambitions, interests, and pre-existing self-talk and NOT just present information
- I structure my message so that it helps my audience make a decision
- I am skilled in using different Persuasive Language Patterns

THE EXPERT STORYTELLER

- I use stories to illustrate my points
- I have a collection of stories to draw from
- People tell me that they can relate to me through the stories I share

THE PROFESSIONAL SPEAKER

- I have a signature talk that grows my brand, thought leadership, and solves a problem
- I am in-demand speaker
- Others pay me for my speaking

THE INFLUENTIAL SPEAKER

- I have the experience, confidence, and training to tap into the speakers above at any time
- I offer hope to my audience
- I live by my values
- I am constantly improving my speaking skills

Now that you've got a glance at your roadmap, where do you start?

You need to first go UPSTREAM.

There's a well-known public health parable about upstream thinking that goes like this:

You and a friend are by a river when you see a child drowning.

You both dive in and save the child.

But then another struggling child comes along, and another.

You and your friend can hardly keep up with the crisis, but suddenly your friend swims back to the river's bank.

You indignantly ask where she's going. Your friend says,

"I'm going upstream to tackle the guy throwing these kids in the water."

What is going upstream?

It's going to the ROOT of what's causing the problem.

How do you go to the root of your speaking challenges? By discovering your pattern. We cover this more in-depth in [The Influential Speaker program](#).

FIND YOUR PATTERN, FIND YOUR LESSON.

Once you recognize the patterns that you keep on repeating, you'll be able to change it to help you become a better speaker.

The Pattern I want to visit is: WHY DO I _____ (Ex: ramble, not prep, etc)

 ***Situation - Describe when this last happened***

 ***Thought - What were you thinking when this happened?***

 ***Feeling - How were you feeling and what physical sensations were you having?***

 ***Action - What DID you do or DID YOU NOT do?***

Why were you thinking this way?

Why were you feeling this way?

Why were you acting this way?

When it comes to Deliberate Practice... what do you practice?

In public speaking, focus on these two main categories:

1) Your Style & Delivery: Your Mindset, body language, and vocal variety.

This is your presence and energy. The most memorable speakers are those who have a great presence on stage or virtually.

2) Content: Making your content easy to understand, engaging, and persuasive.

When it comes to your messaging, you want to think about message clarity, the structure of the ideas you want to get across, and the way you get your ideas across.

On the next page, we'll talk about some of the best ways to get your ideas across using Persuasive Language Patterns.

PERSUASIVE LANGUAGE PATTERNS

To get your message across, you'll need variety in how you present your ideas. The best way to do that is through talking to the head, heart, and gut.



HEAD



HEART



GUT

HEAD

**PROVIDE RATIONAL
ANALYSIS**

HEAD

**COMPARE AND
CONTRAST**

HEAD

ASK QUESTIONS

HEAD

**THE POWER OF
THREE**

HEART

**METAPHORS,
SIMILES,
ANALOGIES**

HEART

TELL STORIES

HEART

EXPRESS EMPATHY

HEART

**SET HIGH GOALS,
INSTILL CONFIDENCE**

GUT

**DEMONSTRATE
PAIN & GAIN**

GUT

**URGENCY
OR SCARCITY**

GUT

**EXPRESS MORAL
CONVICTIONS**

Their stories may sound pretty similar to where you're at right now...

"I'm a business owner and I need to be seen more."

Rita Ng, Founder of Boston Bonbon

- Rita knew that in order for her business to grow, she needed to be the face. However, Rita had always been shy growing up and had a fear of speaking.

- She signed up for speaking training and during the first week in, she was accepted to speak at a major conference.

- Rita faced her speaking devils and now embraces being in the public which proven speaking techniques to wow her audience.



"I'm a Project Manager looking to get my ideas heard."

Jackie Riso, Sr. Project Manager,
Boston Children's Hospital

- Jackie had a tough time getting her colleagues to believe in what she was talking about.

- After making the decision to invest in her speaking growth, Jackie now has the confidence and techniques to get her ideas across in a clear, succinct, concise way every time.



"I speak at conferences/keynotes. I want to up my speaking skills!"

Jeanne Demers, Co-author of FLAWD




- Jeanne is a popular author and she regular speaks at events, conferences, and keynotes.
- After working with Kit, Jeanne realized that she had so much more to learn about the art of speaking.
- "10X-ed the power of my message." - at a talk she gave at the MA Conference For Women.

"I'm a leader looking to motivate my team."

Dudney Sylla, Program Director at MENTOR:
The National Mentoring Partnership

- Dudney knew his stuff. He is an expert and a leader. However, he needed to inspire his team.
- After enrolling in the course, Dudney found out how to exactly connect and speak to his team through the head, heart, and gut.
- Now, he considers public speaking one of his main strengths.





#1

No Opportunities + Risk Taking

If you want to get better at your speaking, you'll need to SPEAK MORE.

It's the same thing for everything else in life. If you don't do your push ups, you won't get stronger.

HOWEVER, not only do you need seek more opportunities to speak, you'll need to increase your risk and try new things.

Most people keep doing the same thing over and over again and it's not working.

No wonder their progress is stagnant.

No Training Or Systems

The reason that the majority of folks out there don't speak with confidence and influence is because they never received public speaking training to help to learn what works and what doesn't work.

Imagine if someone gave you a guitar and told you to go perform. That would be pretty scary.

When you receive the right public speaking training, you'll learn the skills and strategies that will help you manage your mindset while knowing how to sway your audience every single time.



#2



#3

No Accountability

Okay, you might be motivated while reading this guide but..what happens when life takes over?

Winners and losers have the same goal! The difference is that winners stay committed and they keep at it!

Will you stay accountable with your speaking growth or will you let life get in the way?

No Mentor Or Coach

The best athletes ALWAYS have a coach. Why?

A coach will be able to spot your challenges and mistakes right at the beginning + give you the personal feedback you need for your next step.

If you try to do it all yourself, sometimes you'll never even notice the mistakes you are making. A coach will be able to take you from A to Z faster than you can yourself.



#4

If you are ready to become the speaker you were meant to be, The Influential Speaker Program is now open for enrollment.

It will be closing soon, [make sure you check it out here.](#)

**Make sure to catch up on
any lessons you missed (plus
watch the case studies
and get all the PDF
downloads) here:**

WWW.BOSTONSPEAKS.COM/3DAYEXPERIENCE