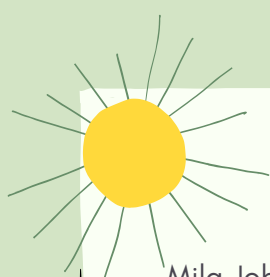


WELCOME TO TEN POWER TIPS TO ROCK YOUR SPEECH

NO FEAR - COACH MILA IS HERE



WHO IS MILA JOHANSEN?

Mila Johansen is a public speaker, writing & publishing coach, teacher, and best-selling author. She has written twenty-two plays, several short screenplays, and nine books.

Her book, *From Cowgirl to Congress*, is about her famous suffragist grandmother, now available on Amazon.

FROM A FAMILY OF SPEAKERS

Mila's grandmother, Jessie Butler, was on the front lines of the suffrage movement in Washington D.C. with Carrie Chapman Catt and Alice Paul as the first woman lobbyist. Before that, in 1912, she helped organize the Pulitzer School of Journalism at Columbia University. She later spoke often alongside Bernard Shaw and Eleanor Roosevelt. She taught Eleanor public speaking. In her early 90s, Jessie shared the podium several times with Gloria Steinem and Marlo Thomas and took Mila along.

SPEAKING IS A PASSION



"I've always wanted to be a speaker and follow in the footsteps of my grandmother. She was also a great storyteller and inspired me to become the woman I am today. I love the art of public speaking because I can inspire audiences and share knowledge and that makes me and everyone around me powerful."

-Mila Johansen

TELL MILA ABOUT YOUR BOOK

Mila is also a writing & publishing coach and has a book *101 Surprising Tips to Promote Your Book* along with a companion workbook. She loves giving people permission to write their Short Book and teaches them how to do it. The Short Book can be used by entrepreneurs to become the expert in their field, to be a calling card, or as the outline for a longer book. Mila's 12-week program, *From Pen to Published*, provides the nuts and bolts of writing and publishing for entrepreneurs and writers while being instantly published in an Anthology.

CONTACT MILA WITH YOUR QUESTIONS

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From Pen to Published
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TEN POWER TIPS TO ROCK YOUR SPEECH

FOLLOW THESE TIPS TO SPEAKING SUCCESS

#1 YOUR INTRO

Give a concise intro about yourself to the host for your introduction. The host or person who invited you to speak will usually let you know how long your intro/bio should be. Generally, it is about 3 to 5 sentences. With name dropping, your credentials and achievements--hit all the highlights.

This is the time to brag about yourself!

#2 YOUR TITLE

Create an enticing title—one that will grab immediate attention and entice the audience to show up. Your title can be witty or say exactly what your speech will be about. To get ideas, check out titles of other speakers and even book titles in your subject area.

You might want to come up with three titles, then ask your friends, family and business associates what they think. Be open, someone from your immediate circle might come up with the perfect one.

#3 YOUR SUBTITLE

Create a subtitle that engages and gives a little more info. If your title is more on the esoteric side, your subtitle can explain what your talk is about.

It is important to let your audience know what you are going to speak about. Don't leave them in the dark.

#4 USE QUOTES

Begin and end your speech with a quote to tie you too someone famous. You can build instant credibility with a quote from someone who is well known.

Then it's not just you saying it—it's you and Oprah! Or perhaps a historical figure like Eleanor Roosevelt or Charles Dickens.

Quotes can also be a great way to get your point across. Even an anonymous one will give your speech the relevance it needs.

#5 YOUR STORY

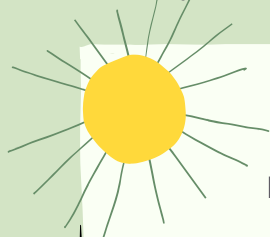
Tell your story if time permits. Everyone loves a good story. Some speeches are more about content & there isn't room for your story.

But when it fits, tell your story about how you started doing what you do or how you came up with the idea. Sometimes telling stories about other people and situations might be what is needed.

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TEN POWER TIPS TO ROCK YOUR SPEECH

NO FEAR - LET'S DO IT-YOU'VE GOT THIS!



#6 DO NOT MEMORIZE!

Don't memorize your speech—repeat after me . . .

Do Not Memorize!

Seasoned speakers will parrot this
and tell you to speak from the heart.

If you lose your place—no worries—just keep going. The speech
often does not turn out as we intend. But remember this—the
audience does not have a list or script about what you were
planning to say.

#7 YOUR SUBJECT MATTER

Speak about what you know or know your material forwards and
backwards. Be prepared and then let it flow.

The trick is to know your material. Either speak about what you
already know or do the research it takes to know your
subject matter.

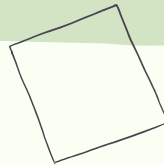
#8 PRACTICE OUT LOUD



Practice your speech out loud several times to unravel your
tongue. The biggest mistake a speaker can make is to not say
the speech out loud at least once.

You can do this while driving, standing in front of your couch. Or
perhaps, you can even find an audience member of one to listen
and give you friendly advice.

#9 USE A 3 BY 5 CARD



Write down your main points in 1-5 words each but
only as a reminder.

Make a bullet list of the items you want to talk about and put
them on a 3 by 5 card or a sheet of paper.

You can even have the notes on your laptop in front of you.

#10 ANATOMY OF YOUR SPEECH

Anatomy of a speech: Opening, Main Body, Closing

Your opening and closing can be the most important parts of your
speech. The opening of your talk should grab the attention of the
audience right away. Your closing is vital to leave them inspired,
informed or ready to take action.

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