

How To Be A Consummate Speaker Faster

By Burt Dubin

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Burt Dubin
burt@SpeakingBizSuccess.com

Speaking Success System <http://www.SpeakingBizSuccess.com>

How do consummate speakers do it? How do they get there? How do you make yourself a consummate speaker -- and how do you do it faster? In this space you harvest as many ideas as I can pack into 625 words:

1. Know your subject

Know it inside out, upside down, backward and forward. Study it tirelessly, endlessly, relentlessly. Make it your other intimate other. Love it with a passion that knows no bounds, has no limits. Devote yourself to your topic resolutely -- and make yourself its master. Dedicate your energy, your time, your resources without limit and without reserve to your chosen discipline. Yes, have a love affair with your theme.

When I was 17 I lied about my age to get a job at RCA. I was the sole support of my mom and 2 kid sisters. I quit high school because there was no one else to support them. I quickly worked my way into the electronic test group. I studied my task just as I recommend you to do. My love affair with the CRT and the alignment process yielded new, original, previously undiscovered ideas to shorten a procedure from 45 minutes to 15 minutes. Standing firm against the non-believers, I prevailed. I got the process I conceived made the new standard, thus tripling production in my department. I knew my subject. Know your subject, speaker!

2. Know your market

Know exactly what people, companies, associations, groups, industries are most likely to appreciate you and your mastership -- and to reward you handsomely for your insights, your views, your recommendations. Know their demographics. Know their psychographics. Then stay on top of events that matter to those

in your market.

Be a restless, hungry, greedy seeker of every crumb of data, knowledge -- and wisdom -- that impacts those at every level in your market. From the shareholders to the Board to the CEO to senior management to every level, every specialty, every group and sub-group. Leave no stone unturned.

Years ago, way back before I dreamed of becoming a speaker, I represented the Pepsodent Division of Lever Brothers to retailers in the Greater Los Angeles area. I found retailers who didn't know that they longed to carry my line, to display it, feature it, promote it. I identified dozens and dozens of stores, targeted them and won them over. Not just as customers, far more than that. I made them advocates, believers, disciples. Amen, brother! This passionate devotion to the cause of that brand carried me to recognition, awards -- and much more. I knew my market. Know your market, expert-who-speaks!

3. Know yourself

Know your values. Know your value -- and don't settle for less. Know what you stand for. Know what matters, truly matters, bone-deep, to you. Know where you've been. Know where you're going. Know why you do what you do.

Hey, fellow speaker, I've lived this stuff, I don't just teach it. Years ago, when Pepsodent didn't reward me adequately, I quit. (When a market doesn't reward you adequately for your contributions as an expert who speaks, find another market that does recognize and reward your value.)

When I moved on I joined Cole Steel Equipment Company -- and in 5 years tripled their sales in the Greater Los Angeles area. This went on and on until I started to awaken others to their potential. And to how to actualize their potential. But -- you don't want my life story. You're more interested in YOUR life story...and how you can write future chapters you'll be proud to show your kids. (Know yourself, fellow expert, fellow speaker!)

Burt Dubin, a 20 year veteran of the business of speaking, coaches and mentors speakers and wanna-be's world-wide. Burt works with people who want to be speakers and with speakers who want to be masters. The words of his clients, the admiration and respect expressed for his work by some of the world's most successful speakers, testify to the values he delivers. For samples of his wisdom, simply go to his web-site, <http://www.SpeakingBizSuccess.com>. Down-load some of the 12 FREE articles and 20 FREE newsletters.

Burt Dubin, 1 Speaking Success Road, Kingman, Arizona 86402-6543, USA. Phone 928-753-7546. Fax 928-753-7554.
E-mail Burt at: burt@SpeakingBizSuccess.com

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