

LESSON 5B

PUBLIC TALK

It's hard for a club to get speakers who have new information to share. Often the same vet speaks six times a year because they don't have any ideas where to find you. Talks are really good ways to get your work known. These clubs and groups WANT you! Please don't let yourself be small. When you give a bunch of public talks, you're creating powerful energy around you and that's what draws you into success.

First a reminder that one of the absolute best ways to hone your talk giving skills is to join Toastmasters. Go online and find one near you and join. You will get coaching and support in real time and you WILL be a better person for doing this.

First we're going to talk about an outline for your talk, one that helps keep your thoughts clear and your audience engaged. Then I'm going to cover all the steps to setting up the event that day including how to engage with people so everyone's comfortable and open-minded. And lastly, I'll talk about how you book appointments with new clients out of this.



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Let's start off with understanding what this club wants to know. It is a good idea when you are booking your talk to ask the person what the members are most interested in learning. Ideas might be things like...

- How to increase jumper speed

- How to add athleticism to the hunters

- How to improve endurance

- How to increase hoof flexibility on varied terrain and slopes

Your talk has three parts:

- What you are going to say

- You saying that

- You telling them what you said

When I started this lesson, back in the third paragraph, that's exactly what I did. I started out by telling you what we are going to cover today to give you a structure for this section. I will bet you felt a tiny bit relieved to know that there is some order to this process.

Tell your audience the THEME of your talk in one or two points.

"Here is what I am going to cover today and how this may benefit you: As endurance riders, you cover a lot of bumpy terrain which asks a lot of your horse's fetlocks, knees and hocks. The more flexible these joints are, the more able that horse is to handle the challenge."

Establish how we are different at start.

"Most modalities look at a problem and try to fix it. We work differently than that. We take a broad view of the potential of the horse and ask how can we bring that horse fully into his highest expression of himself. We don't direct our efforts to fixing problems because the problem is not often where it seems to be.

"We look at what imbalances or inefficiencies are behind the problem so we can appreciate the dynamic involved in that. And then we figure out how the horse deals with that. What reasonable solution has he come up with to accommodate his imbalance with what strength?

“We don’t fix problems. We figure out how the horse is using his body functionally. Then we work to bring potential into the horse.”

(c) Tell a **STORY** to support theme

Give an example of horse/client you’ve worked with -- Horse’s name and breed, background problem (not necessary if there wasn’t one), emotional issues, and what you saw as their potential.

Then what happened?

ex - front end not connected to hind end

“old solution” - work hind end more

paradigm shift - “I see he’s digging in with forelegs to pull himself forward. He’s got **strength in his fore** that isn’t being used by his hind. How can we connect his front & hind ends to integrate and stabilize his movement? How can we connect his front end and hind end?”



Issues I noticed: hesitation, disconnect in hind)

Potential I noticed: unused power available in back end.

What if we could bring that strength through so the power in his body would do him the most good? I worked to integrate his front and hind to create a speedy, strong powerful horse.

* Which brings that horse into his highest expression of being

In your talk: How does your work help make changes? where and how?

Keep this simple to understand

What stories illustrate your premise?

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ESTABLISHING CREDIBILITY

Let's look at how you establish your credibility. First we're going to find out who your audience is. Bring a clipboard with a pen tied to it. This is your sign-in sheet. Your business info is at the

top, followed by lines with generous size room for a name, phone number, barn name and town, and a category that says, "If you'd like to receive my newsletter that comes out a few times a year, please include your email."



Because most of them don't know you yet, they may be wondering if they can they trust you. Here is something I do at every talk I give that builds my relationship with my audience before my talk even begins.

I get there early, before people are starting to come in and find a seat. Rather than standing around, I go up to each person and introduce myself, ask what kind of horse they have or where they drove in from, and shake

their hand. This gives me instant credibility as someone who is warm, approachable and friendly.

Other ways to confirm your expertise is to have copies of articles you have written, brochures, and a survey like we just made that is a handout. The survey will tell you what each person's goals for their horse are so when you speak with them later, you have topics for conversation. You may also want to have some visual aids like charts or large photos that support and backup your talk.

Who are YOU?

Bring with you a **PRINTED BIO** -- a paragraph or three sentences that describes your high points of accomplishment:

- * Credentials, experience, lifetime skills, competitions
- * Don't mention what you have not done

When you arrive, give the person who will introduce you a 5x7 card that tells her what to say about you

That lets your credibility best established by someone other than you. How many years have you been working with horses or doing bodywork?

"I got my first pony when I was 8 years old and by my 9th year, I was a well known expert on falling off ponies. Can anyone relate to that?"

Certifications, awards, keenest skill (not a life story)

* Have a friend in audience. This person will smile at you throughout the entire talk. Even when I know I asked someone to do that, it makes me



smile every time I see her smiling at me. Also, at the end of the talk, she will tell you you did good!

- * If that person has worked professionally with you -- ask her a question, ask about before and after on her horse

- * Use a powerpoint, white board, flip-chart. Don't read off a page. Teaching aids like a powerpoint or a white board make it look like these notes are for the audience, but they actually help you stay on topic.

Discuss these notes

Speak TO audience, make eye contact and SMILE

Don't talk to your feet

Don't write out speech and read it.

That makes an exciting talk seem boring.

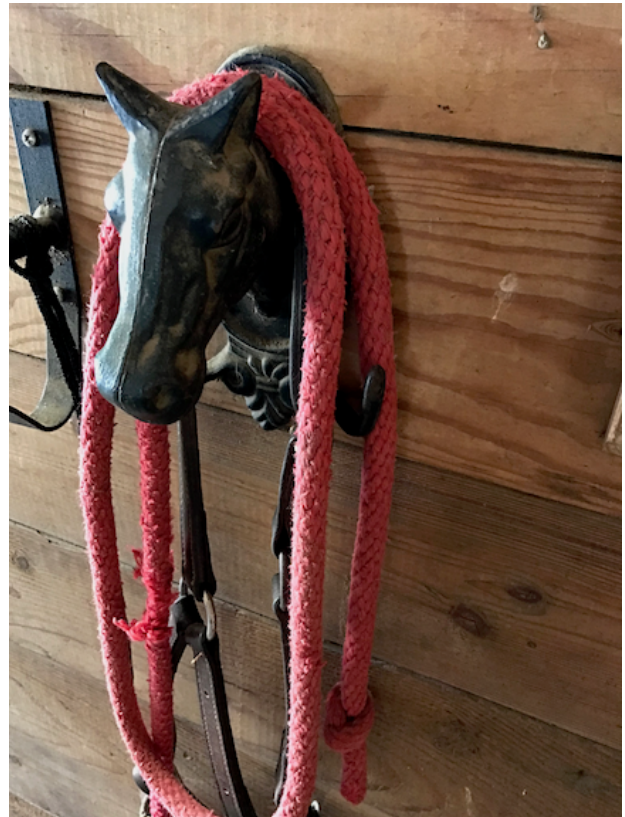
INTERACTION

Ask audience simple questions they can answer correctly

Endurance Riders: How would it affect your horse's performance if you could increase the length of your horse's strides by three inches? What difference would that make over 100 miles?

Therapeutic riding: What kind of stresses do you see on your school horses?

Dressage: Increased flexibility would improve what dressage goals?



DEMO - Can you involve another person?

One of our practitioners demonstrated the directional quality of fascia by showing how you could stretch a sweater with and against the weave, how it moves easily in one direction but not so easily in others. That represented

healthy fascia. Then she showed how a darned sock was more like scar tissue that had lost its elasticity.

Encourage laughter — Smile, smile, smile!

Q & A TIME

Repeat the question so everyone hears it

Give concise answers, relate the answer to something in your talk.

Repeat valuable concepts

If someone asks something that is too specific, suggest you talk after



WRAP-UP

Tell them what you just covered

MAKE AN OFFER

This is where you find new clients.

“Everyone here tonight can have a free evaluation to see if this work fits your horse. Sign up on the clipboard. No risk, no obligation. You will learn something about your horse either way.”

Remember, everyone WANTS YOU TO DO WELL and you will. They’re all horse people who **love to hear stories about horses** and you certainly have a lot of those!

* HOMEWORK PART ONE -- WRITE YOUR TALK OUTLINE

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Things to notice during your talk:

Which way does the energy go?

Toward you or toward the client/horse/audience?
Spirit - does spirit work through you?
Yes, when you're on your mission (and ASK for help)
Mastery - explain complex things in a simple way

What do you charge? Is it high enough?

HOMEWORK PART TWO

Send in 1-3 paragraphs AFTER your talk and tell me how it went, including ideas to make it better next time.

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There you go! If you'd like me to have a look at your notes before your talk, I'd love to do that.

