PUBLIC SPEAKING HACKS



MALACHI TALABI

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Foreword

I should not be happy with Malachi Talabi. Let me explain.

In the year 2000, I was hired to give a keynote speech to an organization in Michigan. It was to be my first high-paid keynote and so I was both excited and nervous. To make my anxiety worse, they bought me a first-class ticket. When I got to the airport, they swept me up in a black limo. They took me out and wined and dined me after which they drove me to a 5-star hotel where I stayed the night. In other words, they really rolled out the red carpet for me.

Can you guess how I repaid them? I bombed onstage. That's right. I said everything I wanted to say but didn't connect with my audience at all. I absolutely bombed. By the time I stepped off the stage, the lady who hired me, and treated me to such a wonderful experience, couldn't even look me in the eyes. I can even remember the limo driver looking at me as if to say, "Whoa man, do I still have to take you back to the airport?" Needless to say, they've never invited me back.

If you fast-forward a couple of decades to today, you'll see that my rehire rate as a speaker, exceeds 90%. That basically means, if you hire me once, chances are you'll hire me again.

The question people ask is, "What made the difference?" What made the difference between me failing as a speaker in Michigan and my consistent success as a speaker who has spoken in more than 20 countries on several continents? Well, to make a long story short, after my embarrassment in the year 2000, I re-dedicated myself to the art of pub-

lic speaking. I invested thousands upon thousands of dollars in coaching. I went through year after frustrating year trying to figure out processes that work. I'm happy to say that I eventually found them.

So why should I not be happy with Malachi Talabi? Because, when it comes to his book, Public Speaking Hacks, he's 20-years too late! That's right, I would never have failed if, in the year 2000, I had the lessons that he shares in this truly invaluable resource. I could have replaced my long road with his shortcut.

The good news is, even though the Public Speaking Hacks book was not there for me when I first started, it's definitely here for you. This groundbreaking resource will help you quickly leapfrog other speakers and become the speaker that others sign up and line up to see. Trust me, there's no better guide than Malachi Talabi. He's truly World-Class. That's why, at the end of the day, I'm genuinely thrilled with Malachi Talabi and I'm excited for you to gain the tools you can use

to speak and touch lives, generate income, and become twice as good in half the time.

Your Platform Partner,

Craig Valentine

World Champion of Public Speaking
Founder, Speak and Prosper Academy
Author, World Class Speaking

Public Speaking Hacks

*10 simple hacks to make you **twice** as good in **half** the time*

Have you ever wondered what it takes to get ahead as a speaker? Me too! (I used to be obsessed with this question.)

When I say get ahead, I'm not talking about giving a good speech. I am talking about giving 'that speech'. You know, the one that you really dream of giving; the one where it's a packed room and everyone is on the edge of their seats, hanging on your every word.

I found out just how you can give that type of speech and be that type of speaker; quicker than you could ever imagine. It's crazy, but I discovered this while I was walking home from the park and something strange happened.

So, I am walking, and this guy is walking on the same path as me, but he is behind me. He looks about 60 years old. When I walk out of the park, he's still behind me. I turn the corner, look in front of me, and there he is—way in front of me. I thought, "What!! How did he get there?"

Have you ever felt that way about your growth as a speaker? You know where you want to go; you see others who started out behind you but are now way ahead of you, and you wonder how they got there so quickly.

Here's what happened—this old man took a short-cut and got further, faster! He got to the same place that I was going but he got there quicker than I did because he took a shortcut. He probably wasn't as fit as I was, he didn't have a bike or a car. BUT he did have something I didn't have—a shortcut.

What if the difference between the speeches you're giving and the ones you dream of giving is a shortcut?

Public speaking hacks are about short cuts and shortening your learning curve. I'm talking about you being twice as good in half the time.

Why am I qualified to write this book? Well, short-cuts worked for me. With no experience and no real desire to become a speaker, by a strange turn of events, I joined Toastmasters; within nine months I became the UK and Ireland public speaking champion at my very first attempt.

This wasn't a fluke – I went on to win the College of Public Speaking championship, and I was first-place runner-up in the UK Humorous Speaking contest.

How did I do this? Because of hacks. If you want to quickly improve your public speaking, then you've bought the right book!

In this book you will learn how to...

- *Sound natural whenever you speak,*
- *Engage your audience and keep them with you,*
- *Connect with any audience, every time,*
- *Sound like an expert and become an unforgettable speaker,*
- *Keep your audience on the edge of their seats,*
- *Give speeches that hit the mark,*
- *Become a 'content machine' and add value to your audience every time you speak,*
- *Motivate an audience to take massive action, and*
- *Speak without notes and internalise every message you send.*

Dedication

To every speaker who truly wants to be world class. Your journey begins here.

A gift for you!

Are you tired of sitting in the audience and admiring a speaker, wishing it was you on stage? Do you want to turn your speaking dreams into reality and give unforgettable speeches?

Most emerging speakers think it will take years to get better but that's simply not true. You don't need time, you don't need talent – you need tools!

"Speaking is 10% talent and 90% tools."

I heard that line from my soon-to-be mentor while I sat in the audience in Las Vegas, watching him and other world champions give their speeches, secretly wishing it was me on stage.

I knew I had talent, but I didn't have tools!


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Now, years later, I've delivered keynotes and workshops, trained lawyers and other professionals, and spoken in front of hundreds of people – while watching my audience nod with agreement, lean forward, and smile as I speak!

This is all down to a few simple tools I picked up on my journey.

I've put a few of these tools into the Nail Your Next Speech Toolbox – available to you for FREE!



Go to www.publicspeakinghacks.com to get your free toolbox.

Use these tools, and you'll start giving the type of speeches that cause your audience to remember you, long after you've spoken.


HACK
1

"You don't need a new speech to impress a new audience"

HACK 1:

REFRESH THEN RECYCLE

The shortcut to halving your preparation time

You've just been booked to speak,
and these four words hit your head:
"Where do I start?"

The thing is, you like speaking, but the thought of writing a speech makes you yawn. It's boring! To make matters worse, you've been asked to speak for an hour; that's about 8,000–10,000 words that you have to type then struggle to memorise, which means no Netflix for a week or two.

Deep down, you wish they'd given you the half an hour slot because preparing a speech is a nightmare for you, and, as usual, you haven't really got time to prepare. So, you'll be using notes again!

That's the story for so many speakers. They get asked to speak and they are a mess! But there is good news: there's a way to take away all of the stress of preparation and actually be totally relaxed when you get the call or the email asking you to speak.

With this hack, you'll be able to deliver speeches with confidence and without one bit of stress in the process!

"Don't write a new one;
re-work the old one!"

DON'T WRITE A NEW SPEECH

If you're booked to speak somewhere and you've already got a speech, *don't write a new one, re-work the old one!*

Refreshing and recycling an old speech will take all the stress out of preparation you'll have the confidence that you already know your content, so you can focus on your delivery.

You can add a few fresh ideas to an old speech instead of creating a whole new speech. Do you know how much time that will save you? Plus, the more confident you are about your content, the more compelling you are in your delivery!

The best speeches aren't new ones, they are old ones that you refresh! Don't write a new speech, refresh an old one!

The best speakers usually have one or two speeches that they deliver every time they're booked; all they do is refresh and then recycle! They don't need to worry about memorisation or writing—they know what they're going to say and are confident that they'll deliver a quality speech whenever the phone rings or that email reaches their inbox.

They are confident, whether they have two months or two days or two hours' notice!

To make the 'refresh then recycle' hack work, commit to creating a good speech and promise yourself that you'll deliver it again and again, freshening it up each time and tailoring it to each audience you speak to. Then you'll be smiling and full of excitement every time you're booked or asked to speak.

Remember, you don't need a new speech to impress a new audience!