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## **Great Entrepreneurs Learn to be Great Speakers**

### **By**

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Earlier this year, I began to feature the “Top 7 Characteristics of Great Entrepreneurs.” This month’s article delves into item #2 of those characteristics which states: observe what other speakers do. This is a powerful characteristic along with the others. As a quick recap, here are all 7 characteristics which are vital to implement in Southwest Florida’s competitive business market.

Top 7 Characteristics of Great Entrepreneurs:

1. Have passion for what you do and in getting your message out regarding your product or service
2. Observe what other speakers do
3. Speak from the heart and become comfortable with public speaking
4. Tell stories that provide a connection with customers and clients
5. Know the three V's of communication – – vocal, visual, verbal
6. Build a team of trusted advisers
7. Utilize the media to get your message out

In order to be a great entrepreneur, you must get your message out. One of the best ways to get your message out is to be a great communicator and speaker.

So, how does one achieve becoming a great speaker? Well, it takes practice, a willingness to consistently self-improve and a desire to constantly learn from other speakers.

As far as practicing, plan time to do run-throughs of your talk. Prepare for what questions maybe asked. Rehearse your responses to anticipated questions.

As a part of your willingness to consistently improve, consider audio taping or videotaping yourself prior to your presentations. Evaluate. Keep what you like. Change what is necessary.

Bear in mind that it is essential to deliver your message with what the audience wants to hear as well is what you know they need to hear.

If possible, during your talks, audiotape or videotape your speech as well. Then review it with a critical eye. Note what went well and what should be corrected.

Learning from other speakers – – what they do right and wrong – – is guaranteed to help put you at the top of your speaking game. Take notes of what other speakers do that you like and don't like. Take notes on when audiences laugh – – a great source of connection. Incorporate the best of what other speakers do into your presentational style. One of my clients listens to motivational speakers to pick-up on their delivery and timing.

So, the bottom line here is to use the above tips and work with a qualified professional to quickly catapult yourself into becoming a great speaker. Make speaking in front of groups a priority in your business plan.

Make every word count when talking with potential or existing clients during a sales presentation to help them with their concerns and to get the business you want – this is truly an art. Make ongoing strides to become a great communicator and be comfortable with small talk.

For the next five columns I will share with you in greater depth characteristics 4 – 7 of great entrepreneurs.

Here's to your speaking success!

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