

Speech And Media Consultants To The World!

Create The Reputation You Want: Five Powerful Speaking Tips

- 1. Deliver your message: don't let the message deliver you.**
 - You have just seven seconds. Learn what you need to do.
 - The role of rapport, passion and enthusiasm.
 - Getting a grip on yourself: F-E-A-R.
 - Why people listen to us. Are you being heard?
- 2. Promote yourself with integrity.**
 - Know what people know you for, like you for, value you for.
 - What are the key stories you need to tell?
 - How and when do you tell them, and . . . to whom?
- 3. Become fluent in the language of the message-givers: nonverbal behavior.**
 - "The lips conceal. The body reveals. Truth oozes out of every pore." S. Freud
 - Learn what your body and your tone is saying about you.
 - Learn to create powerful impact face-to-face.
 - Learn to use gender differences in body language to create impact face-to-face.
- 4. Organize your ideas for impact.**
 - Who is your audience and what do they need to know?
 - What can you learn from Edward R. Murrow?
 - Learn what makes you memorable.
 - Learn how to survive "sitting in the hot seat."
 - Know the best way to open and close your message for attention and persuasion.
 - Learn three little words that kill opportunities and create a reputation you don't want.
- 5. Build credibility by being consistent.**
 - How do you build credibility and establish trust?
 - What makes people know that they can trust you?
 - The lessons to learn from current media players.

Ginny Pulos Communications believes that "being who you truly are" is your most powerful asset. With clients literally around the world, we help clients authentically communicate facts and ideas with passion and professionalism, manage media opportunities like a pro and develop leadership abilities that achieve excellence. Ms. Pulos, 1989 founder and president, helps prepare CEOs, presidents and executives of Fortune 500 companies, entrepreneurs, celebrities, researchers and diplomats for presentations, new business pitches, participation on White House advisory panels, press conferences, Q & A sessions, television interviews and other "live" appearances. Frequently quoted in the media on a wide spectrum of communication issues, her clients respect her ability to master the issues, strategically direct communication around a specific topic and help them communicate with credibility and strength. She is also Adjunct Professor at NYU's School of Continuing and Professional Studies. Some of the organizations that utilize Ginny's expertise include Avon Products, Inc., Johnson & Johnson, The New York Times, BMG Worldwide, Rodale Inc. and UNICEF.