

THE PRESENTERS' BLOG

ALL THINGS PUBLIC SPEAKING

Three Ways to Get In Touch With Your Community

Everybody has unique gifts that they can bring to others. What unique knowledge do you possess right now, that could bring value to someone else?

- In your community
- On your Social Media profile(s)
- For your customers

For example, it might be something that you heard during this PodCast. Was there an idea we discussed that could help you, your team, or your community group to communicate effectively?

Challenging yourself to stand up and share that idea will help your progress as a presenter and will help others at the same time. It's Win Win!

1. In Your Community:

Call (yes, actually call!) the Executive Director of a local not-for-profit organization. Offer to share a 30-minute overview of your content/topic/area of expertise. Let them know you'd like to do this pro-bono, as a way to engage more meaningfully in the community you live in.

2. On your Social Media profile(s):

Take that key point that you want to communicate. How could you share it most effectively across your social media profiles. In doing so, you are practicing the art of refining your all important key point.

Some suggestions:

Twitter: In 120 characters or less (let's people RT or add a word or two)

LinkedIn: Include a link to another article or blog post

Facebook: Include a photo! (people like pictures...)

3. For Your Customers:

Find an article that you think a customer would value (from a magazine or journal). Photocopy or clip it, and then mail it with a handwritten note letting them know you thought they'd enjoy the article.

We hope these ideas help you this week. Please let us know how it goes.

Much success
Jason and Peter

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