Title: Supercharge Your Online Presence: Public Speaking  
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Hello and Welcome. I'm Peggy Mihelich, associate director of member content

here at APA. Today's webinar is titled, Supercharge Your Online Presence: Public

Speaking. This presentation will cover the following topics -- why speaking is

essential for supercharging your online presence, overcoming speaking anxiety and

finding your voice, how to find and land speaking gigs, techniques for translating

psycho jargon for lay audiences, and hacks for improving your public speaking

ability. Some important points before we get started. The views expressed in this

presentation are those of the presenters and may not reflect the views or

policies of the American Psychological Association. Next this program does not

offer CE -- however we will email everyone watching live today a certificate of

attendance. You'll receive this certificate with the recording in about

two weeks. During our time together you will be on mute. You can communicate to

us using the questions box located in your webinar control panel. Have a

question for our presenters? Type them in using the questions box located in your

webinar control panel. Now, for our speakers. Kyler's Shumway is a doctoral

student at George Fox University and current intern with Baylor Scott & White

Health in Temple, Texas. He is the SEO director for marketingfortherapists.org

a business dedicated to helping mental health professionals maximize their online presence. In addition to publishing numerous articles across the web, Kyler is the author of, The

Friendship Formula -- a self-help book for teens and adults who struggle with

making friends and deepening current relationships. Daniel Wendler is a

doctoral student in clinical psychology at George Fox University and a doctoral

intern at the University of Houston Counseling and Psychological Services

Department. Wendler is also the founder of marketingfortherapists.org and

author of Clicking With Clients: online Marketing for Private Practice Therapists. He uses his insights from his previous career in online marketing to help psychologists reach their goals online. Kyler and Daniel are very excited to share their insights with you today. Welcome guys!

[Kyler and Daniel] All right... getting my webcam up here.... good afternoon everybody and happy Friday! We're so thrilled to be here today and we're so thankful for APA

bringing us up on board. We have a lot of ideas and information that we're

excited to share with you. We're hopeful that some of you can take some

of these things away today and really improve your speaking ability.

Unfortunately you won't be able to watch us speak because if we keep the

webcams up there's a good chance that things might crash -- so without further

ado we will we will turn off our webcams. But we are here!

Without further ado, Dan. take us away!

[Daniel Wendler] Let me start by giving a little bit of a background for why it makes sense to

listen to me talk about speaking -- because you saw my background in general but you

may not have known some of my speaking experience. For me, my experience in

public speaking started way back in 2013 when I was invited to go to TEDx

University of Arizona to get a talk about my experiences with Asperger's

because I happen to have an Asperger's diagnosis. At the time I felt

really really hesitant, really frightful. I had this sense of, who am I to be

sharing my story with all of these people? Am I gonna have anything to offer

that would be meaningful or beneficial? But I ended up taking the stage and as

you can see from the screenshot, I've had almost half a million people end up

watching that talk online. And so, that really propelled me into realizing how

powerful speaking could be and in a lot of ways it motivated me to pursue my

career in mental health and to pursue my doctorate because I wanted to be able to

continue to make an impact in that kind of area and that's led to me doing talks all around the country. Last year it led me to do another TEDx talk. You can see that I look a lot less young and gangly in this new picture and so I'm super passionate about speaking and I've been

doing it for a while. I'm really excited to share my passion with all you and hopefully start some of you on a speaking career of your own.

[Kyler Shumway] Now I'll share a little bit of my story. This is a picture of elementary

school-aged Kyler out in front of our house in the middle of the country in a

farm in rural Idaho. When O was around this age I was going through

some really difficult times in my life. I was really severely bullied as a kid and

during some of those formative years I was taught painful albeit untrue lessons

about myself. My bullies made me believe that I should feel worthless. That I was

awkward and weird because of my high-pitched voice and my long eyelashes.

I also had really bad social anxieties so much so that I would go to

great lengths to avoid basically anything that required me to speak or

interact with others. I was the master of avoidance and I was able to get through

most of my life by successfully dodging my anxieties but the problem was my

avoidance started causing me problems during my undergrad at Duke. I would drop

out of any class that required presentation. when I got into graduate school the worst and best thing happened to me during one of my practicums. I was signed up to give weekly presentations on socio-emotional wellness to a group of six and seventh graders at a local school. For an entire

year I was doing these presentations. And let me tell you these

middle schoolers did not pull punches. I still remember when one of them raised

their hand mid presentation -- it was like Mr. Kyler you're really sweaty! It was

brutal but it was also life-changing. As the year went on, my anxiety got better. I

started noticing that I was having an impact. I was really helping those kids

and they were learning how to deal with bullying and hardship in ways that I

really never knew growing up. That's where I really got hooked on this.

Things started picking up the pace for me as a speaker. I started speaking at

conferences, local workshops and doing webinars. People from all over have

thanked me for my message, my ideas. Some of those old beliefs that I had

growing up it started to fade. Speaking got easier for me, but one major fear remained. I remember as a kid when I was working with the school counselor on my social anxiety we put together one of those fear hierarchies. At the very very top of this was something like

being on live television with no notes and having the world see me. Well, just

this last summer I was invited to do just that! I was asked to come speak on

bullying -- no notes, no idea what the news anchor would ask. Just me and tens of

thousands of viewers across Central Texas and my brain was screaming at me

the entire time I was putting myself out there in a way that elementary-aged

Kyler could have never dreamed of doing. This selfie that I took right

after being on air and right before I went to my car and ugly cried for like a

solid 20 minutes. See, I never imagined that I would become a speaker. I never

imagined anybody would care about my story or what I thought. I never imagined

that I could work up the courage to step out on stage or be on live TV.

There are some of you out there watching this webinar who likely feel

that same way and and look, I'm not here to say that those fears and those

beliefs go away because they don't. When I go to events to speak on bullying and

friendship and I share my story, it's still terrifying for me but the impact

makes it worth it. The big part of why we wanted to do this webinar,

we want to help you boost your online presence and speaking will help you do

that but I truly believe that mental health professionals are uniquely

positioned to provide education and insight in a way that's deeply deeply

needed. My hope is if nothing else, if you take nothing else away

from our conversation today, that you'll feel a bit more encouraged to reach out

and begin to give psychology away. The question is how do you do that? So,

that's what we're going to talk about today, because if you take

nothing else away we do want you to have that message. We also want you to take a

lot of other things away. We've got some great content planned for you. We first want to start with just a brief discussion of why speaking matters. If you're on the fence like you're

checking this webinar out because you're like, I don't know if if I really have it

in me to be a speaker -- if that makes sense for me.

Hopefully that sectional convinced you. And then how do you get good at being a

speaker, how do you develop your competency there

to use the buzzword that we're all so fond of as psychologists or

psychologists in training. And then how do you find opportunities to use your

speaking skill and and ramp your way up. Then how do you discover your unique

story and really the thing that you have to offer as a speaker that maybe nobody

else could. Let's go ahead and jump right in. First before we talk about

why you should speak, we want to address some of the obstacles that a lot of

people have that keep them from speaking. A lot of us psychologists or

again psychologists in training, we might identify as introverts. We might think

the idea of taking the stage in front of a million people feels miserable or like it's against our character. We also sometimes like to have humility. We say, oh no, I don't want to toot my own horn saying I'm an expert look at me -- that feels kind of bad or they might think I'm no good at speaking or even who would want to listen to me -- like, who am I to to get on stage and

present. And what I would say to these things is, Kyler's and I have experienced all of these same

beliefs during the course of our development as speakers and as

Kyler said, these beliefs never fully go away but you learn the

ability to to turn down the volume on them and to listen to other things that

tie into why speaking is meaningful that helped to kind of drown them

out. Some of the reasons why I think that you should speak, why speaking

feels so meaningful, is because you have the opportunity to reach more people --

the work that you can do in a therapy hour or by conducting an assessment on somebody or doing something like that like that is really impactful, but it's usually one-on-one or in a small

groups. Whereas if you can take the stage in front of thirty, a hundred, a thousand

different people and give them something that might have the chance to change their life even a little bit, that's deeply powerful. Also it gives you the chance to sharpen your skills if you are going to go on stage and give a talk about mindfulness -- you'd better believe that you're going to be doing some research on mindfulness and you're going to be making sure that your

understanding of it is as crystal clear as possible -- that's going to help you

the next time that you go into the therapy room and you try to use that

technique with a client. And finally, you get the chance

to make some incredible connections that you might otherwise not make. Kyler

and I have had folks come up to us after our talks that would never have come

into a therapist office but that were deeply impacted by the

presentations that we've offered. These are some really meaningful reasons

why I think speaking should be a part of any psychologists repertoire. There's

also some more selfish reasons which are still important but still kind of fun -- it really helps you stand out professionally. Kyler and I just applied to and successfully

received our postdocs and one of the things that they noted during our

application process was, this speaking experience that you have, this

really gets our attention and makes you stand out compared to the

other candidates. Also, if you have a private practice, this is really gonna

help you market yourself both if somebody finds you the fact that you've

spoken, establishes you as an expert, and if you go out into the

community, appear on local TV and you do some talking, that's gonna be

a way that that brings people to your practice and helps folks discover you.

Also, there's some fun perks to speaking -- like it's really nice to be

able to have an all-expenses trip to the speaking conference,

your meals are covered, you get a check for your time obviously. When

you're just starting out you're probably not gonna earn any money from it, but as

you go along you'll start to get compensated for travel and you'll start to

get honorariums. If you have a book, you have the chance to sell a book, you have

the chance to rub shoulders potentially with other speakers and thought leaders.

There's a part of it that's just really fun, so those are kind of my

arguments for why I think that you should consider speaking.

[Kyler Shumway] Some of you are starting to think, all of those things are wonderful ,but

how do I actually do it? For the longest time I thought that getting good

at speaking just meant anxiety management but really effective speakers

do so much more than just keep their nerves in check. These are the three

things that speakers really try to work on to develop their craft. We have

delivery content and confidence. Delivery is how you say it. Content is

what you say and confidence is not freaking out. First how do you improve your content? Keep in mind that good content does not necessarily mean coming up with some radical new or revolutionary way of thinking or doing sometimes it's just by sharing old and forgotten values or simply sharing what's needed. The first thing that you should do is, be constantly on the watch for sources of inspiration and new ways of thinking. Listen to speakers that you admire, read books that have impacted our field or our society. Watch a new TV series or listen to a

podcast that you haven't listened to. Our world is so rich with sources of new

knowledge and new ideas but you have to be kind of searching and open to

having those moments of inspiration. Secondly, you want to share your ideas in

writing. You can do this through blog posts. Guest posting on other sites,

writing articles on LinkedIn you name it. Writing helps you put some of that

inspiration that you went out and got into something that's a little bit more

concrete and usable. And, it gives you the chance to get some early feedback on

some of the things that you'd like to speak on in the future. Finally,

you want to really use and integrate the audience's perspective as you're

building your content. What does the audience need to hear? What do they

already know? Use some of your psychologist superpowers to anticipate

some of that but also make sure that you get some feedback ahead of time --

that's a big part of why Dan and I will ask for questions in advance when we do

webinars just like this one. As you're preparing your content there are

two things that you want to be watching out for. The first one is psycho jargon.

Psycho jargon is just the technical language that we've learned

in graduate school and it really helps clinicians and researchers

communicate knowledge in a way that's quick and efficient that's why medical

doctors really love abbreviations and acronyms it just helps them do their job

faster. But, if you want to be a successful speaker, you want to develop

skills in dissemination so you want to get good at translating psychojargon

into something that most people can understand. The best way that you can do

this is to really make yourself an expert on whatever it is you're talking

about. If you know something extremely well, you can explain it to any audience.

For example, I watched a TED Talk recently that was given by an astronomer

her name is Natasha Hurley-Walker. She was able to explain how radio telescopes

work simply by using an ambulance siren as a metaphor for the way that sound

waves are distorted in space -- it's fascinating you should go

check this out at some point. But if you're struggling to share your core

message without relying on highly technical language, you might want to

just dive deeper and try and understand the more important elements of what your

audience needs here. That's one big thing -- watching out for psychojargon but

the second thing that you want to watch out for is copyright infringement. The

the place where I see this most often with speakers is, they tend to use images

or text in their (slide) presentation which is just not theirs. The best way to avoid

copyright issues like this is to use images that are provided license free.

You can find them at Pixabay. All of the images that are in this

presentation other than Dan and my portrait shots and

the ones provided by APA are all from Pixabay. You can just use those

in your presentation -- there's there's no need for royalties or anything like that.

The problem is, people tend to search Google and just copy and paste directly from

there -- but this can get you into trouble sometimes especially once you start

getting out there on bigger stages so similarly you want to always make sure

just as if you were writing an academic paper, that you're including references

for specific ideas or studies or media that you use. You can put those

directly in the slide -- I've seen some people do that, but if you like a little

bit of a cleaner look, you can use a references slide at the end. You

should also feel free to put your own unique twist on the content. Think of

unique new metaphors, new analogies to help explain things like trauma or

obsessions or ADHD. This creativity is also going to help you with psychojargon.

Your content is the backbone of your presentation, it's the main

message that you want to get across. However, I've been to plenty of

presentations that had really great content but the delivery just wasn't

there and it was super boring to watch. The question is, how do you improve

your delivery? The first thing that you want to do, and this is especially

true for your first few speaking gigs, you want your message so down pat

and well rehearsed that you can do it without having to think about it. This is

known as Happy Birthday level of memorization. If you were to have your

microphone suddenly turned on right now all of you and asked to sing Happy

Birthday to me, which it's not my birthday, but if I were to ask you, every

single one of you could probably do it because it's ingrained, Similarly, by rehearsing over and over and over again, the story of your message kind of becomes part of you. This allows you to be more attuned to the audience and their reactions which gives you the capability to

improvise and adapt. For example, you've been probably sing Happy Birthday

in opera style or along with reggae music, for example. I'm including a link

here if you'd like to learn more about rehearsal and memorization -- specifically

how attend speaker's prepare for that Happy Birthday level of memorization.

Second, you're gonna want to rehearse the way that you'll deliver on stage. A

lot of folks will just try and memorize the words themselves, but you really want

to practice leaning into the emotion of what you're sharing, pausing for affect --

doing all of thes sorts of things in rehearsal, but perhaps most

importantly once you get your content down you have to start rehearsing

without redos or going back and rephrasing something. That's

important because you have to stop practicing stopping. If you are up on

stage and you mess up there's no going back there's no hitting control-z, you

just got to keep going, so you want to practice that way. Third, you

want to let your unique self come through. The audience isn't here to have

you be Brene Brown or Tony Robbins they want to hear your message and your ideas.

And there are lots of different ways that you can do this but I'll give you

an example. Dan and I will do talks together at conferences about our

friendship and we have this silly video introduction that we made where we act

like a couple of goofballs that we are and the video kind of leads into us

saying, "we should come up on stage Monty Python style" and then the theme to Monty

Python the Holy Grail comes on over the speakers. And Dan and I sort of like

prance up on stage while cracking coconuts and the crowd just goes nuts

every single time. That's really what I mean by this -- you want to be

bringing your soul to the stage and it can really change the way the audience

received your message. All right...how do you improve your confidence? Of course

as you improve your speaking ability in your content your delivery all of these

things -- are you're going to get better as a speaker but ultimately you're going to

need to get some exposure. You've actually got to put yourself out there

and get what somebody that I look to for speaking resources Grant Baldwin he calls these getting at bat or opportunities to swing the bat. I can tell you that on a physiological level you're at bats are going to make a huge difference. This is a bar graph of my heart rate in

beats per minute as recorded by my SmartWatch. My resting heart rate is

about 60 to 65 beats per minute. When I gave my first keynote my average rate

was close to 120, like double which isn't far from my average heart rate

when I go jogging. When I was on live TV it was up there at 138. I was super

anxious and my heart's avoidance strategy was to try and burst out of my

rib cage and run away. But then as you can see the exposure effect starts to

make a difference. In my second and my third my fourth key note my average

heart rate during those presentations was much much lower. But, these are just

averages. Anybody who's given a talk knows that the anxiety experience

changes as things go on. Here is my first Keynote sort of broken down as

the talk went on. You can see my heart rate was pretty elevated even before I

went up on stage. Then there's this huge bump when I'm introduced, it's like Ahhh

they said my name this is actually happening! I can't run away anymore! And

for the first five minutes or so my heart rate is similar to when I'm out

jogging -- it's just pounding away. But then slowly things start to return to normal and I adjust and eventually things got closer to baseline and then of course the Q&A; section happens and my heart rate went right back up. T hose first five minutes can call for an insane amount of

courage you have to learn to push through avoid the avoidance and sit with

the fear and your body will follow suit. If you're really looking to work on

all of these areas, your content your delivery and your confidence and this is

what I'd recommend. First of all, you want to get feedback after every single talk.

Dan and I always ask the event organizers if we can send out

questionnaires for feedback or get audience reactions because we know that

feedback is our greatest asset. This is your grade book not your punishment and

it helps you prepare for speaking in the future. Secondly you want to really

consider joining an improv group. Improv can help you

learn how to think on the fly, be creative, express yourself in new ways

and plus it's just super fun. And then finally, think about joining

Toastmasters. For those of you who aren't familiar with Toastmasters it's

an international organization that hosts local clubs all over the world -- you

could probably find one in your town right now. And it's all about learning

the craft of public speaking. In return for a small membership fee you

get access to all sorts of amazing resources -- like you get a speaking mentor

and most importantly every single week if you want to you can typically

get a chance to get in front of a group and speak on whatever topic you want.

Toastmasters is a huge resource it's definitely helped me in my speaker

journey. Remember as you are working on becoming a better speaker and

refining your craft, you're going to want to focus on your content focus on your

delivery and learn how to develop courage over time and and over time it

is going to get easier you'll be able to share your message with the world.

With that I'll let Dan talk about how you can begin to take some of those

first steps and getting out there as a speaker.

[Daniel Wendler] Okay, so if you are energized by by Kyler's talk as I hope that you are you're like okay this this makes sense I can see how I can start this process of growth...what you need is you need to be able to get those at-bat opportunities and then you also need to

be able to scale up so that your impact can reach as wide of an audience as

possible. The model that I suggest for that is to start with what are

called instant opportunities move on to local opportunities and move on to

national opportunities. I'll explain what all that means in a second, but I

first want to want to pause and sort of reflect on this question of what do you

talk -- about because I mean if you wanted to you could probably find a speaking

opportunity to go to a lamp convention and talk about your favorite

floor lamp and and maybe that would make sense but probably

you're wanting a speaking opportunity that's gonna fit you better or maybe

you're like I'm man I don't mind what I talk about but I just need some kind of

guidance to know what I land on. My guiding principle for for

this idea is is an author named Carl Frederick Buechner.

What he said is that your your Calling is where your deep gladness and

the world's deep hunger meet. You know you can feel yourself

being drawn to the place where something that really comes alive in you

meets something that the world really needs. And when it comes to speaking I

would add one thing on to that model -- which is that you also want it to be

something that you know and that you're good at. Ideally if you are

wanting to find an area to talk about, you want the intersection of what you

know what you care about and what the world needs. That's where you're going to

be the most effective speaker. If you do like two out of the

three you talk about something that you know and you know that the world needs

but that you don't really care about that's probably okay but

getting to the intersection of the Venn diagram, that's where you're going to

have the biggest impact. Moving on, how do you sort of identify

what you know a lot about? Well, there's probably research that maybe you

conducted or maybe you just really did a deep dive into that you might be able to

explain and translate for a lay audience and show them how it can be applied.

There might be a therapeutic skill that you can teach. You go to your

local PTA meeting and you you teach some skills for for helping

teenagers or children navigate the stresses of school. Or maybe there's

life experiences that you have that you've gained some wisdom from

that. My TEDx talks were really drawn from my experiences of my

life being on the autism spectrum. Maybe there's something that happened to

you? Maybe you're a member of a particular group or you've had a certain

kind of experience that's given you a lot of wisdom. You might

also want to look at what you care about -- areas of passion for you.

The first place is maybe where you've already started to commit

yourself. Groups that you're involved with that are that are organized around

some kind of cause. You might also have you know an area of personal passion --

whether that's just you know like a hobby or an interest or something that

feels more like a deep conviction and then also maybe there's

something that kind of educates you. Martin Luther King jr. talked about this

idea of divine discontent where there's something in the world that's

not quite right and you can't quite let it go. If you have divine discontent about something maybe that's something that you should take action in whether that's something related to to politics mental health advocacy anything in that area that might be something that

inspires you to speak. Then finally you want to reflect on what does the

world need. You might think about are there specific groups or communities

that really lacked access to the message that you have to bring and maybe you

could bring it to them. Is there is there an idea or a message that would really

be impactful for the world that you might be able to spread. Then just

you know thinking more broadly. As clinicians and

researchers probably have a pretty good sense of the areas of hurt and need and

scarcity in our world. Where are places where you might be able to kind

of you know put your hands against the wounds of the world and spread some

healing. As your reflect about all of these things individually you also want

to come back together to reflect on the intersection and how all of it sort of

fits together. Reflect on your identities your passions your

skills what the world needs and this probably you know maybe as you're

listening to this you're coming up with some some clear sense of guidance of

like man I could really bring this message to this group and I'm really the

right person to do that. Or maybe you have no idea and you need a little bit

more time to reflect, but just continue to chew on this because I think that as

you think through this, things will emerge for you that feel really powerful

and that feel like a talk that maybe only you could give. For me,

I gave my talk about my life with autism and I don't know that

that's a talk that somebody else could have given because it was at the

intersection of what I know and what I care about and what I believe is a deep

need in the world. When Kyler takes the stage and talks about bullying

it's the same thing. Or when both of us do our friendship talk

that we start with our coconuts, I think the reason why the

audience responds so powerfully to those talks is because we've landed them right

at the intersection of these three things. I would encourage you to

reflect on that for yourself. But then as you sort of chew on this and

think about what you might talk about, then we also want to address

where do you speak and how do you start to get a stage where you can

make a big impact. What I suggest is that you start with instant

opportunities. Instant opportunities are kind of like

instant ramen. There's really no barrier to you eating instant ramen as long as

you've got a microwave. You take 60 seconds and boom the meal is there.

You don't have to earn your way in. Instant opportunities are exactly the same way. It's an opportunity to speak where you really don't have to qualify. You don't have to earn it -- you can just go out and do it and this is instant opportunities. They are great for getting

experience like at bat it's great for building your confidence, helping you

hone your skills, giving you a little bit of a resume that you can take somewhere

else. There's a lot of different ways that you can get started with this like

you could probably find one of these this next week if you

chose to. One of the places to start is organizations that you belong to, like if

if you're a part of a therapy practice, you might say, hey I'd like to do a

lunchtime presentation to other members of the other practice about a

skill that I think would be beneficial for you would anybody like to come and

listen? Or I'd like to do a free presentation for our clients could I

do that? If you're a member of a religious organization or like a

community or civic organization potentially you might have some

opportunity to speak there. Or your alma mater either your

graduate program or your undergrad or maybe even your high school who knows. If

you say, hey I'm just you know I used to be a student there

I'd love to come back and do a talk about whatever, chances are you know even

if it's just like to a small group of students or something like that,

they'd be able to give you an audience, You can also think about online

platforms like you could go and open up a YouTube channel right now and start

doing some speaking and putting it up on your channel and maybe nobody

would see it, but you're still getting the experience of putting something out

there. You might also consider starting a podcast or you know being a guest

guest on somebody else's podcast something like that that gets you

exposure. Also in your community there might be open mic events that are

sort of designed around anybody just kind of going and presenting.

I'm familiar in Austin Texas there's a storytelling event where once a month people can sign up to just share whatever story they want to with an audience. Maybe in your community there's

something similar or even if there's just and open mic night at a coffee shop you might think, is there something that I could go and speak about for five minutes -- it doesn't have to be an area of you know your deepest passion, it's just getting you you know those are those at

bat times -- getting you the experience. Toastmasters is going to

be your easiest opportunity because that's what it's designed around, it's a

very supportive environment and every time you go you're gonna have the chance

to do some speaking. Then that brings us to this idea of local opportunities.

Local opportunities are where you start to move into a place where the

stakes are a little bit higher -- maybe the audiences are getting a little bit

bigger and and where there's going to be some kind of barrier to entry -- like you

can't just walk on and start doing it immediately. This might be things

like doing a local TV appearances, presenting at a local

conference or a workshop maybe even starting your own local conference

workshop retreat etc. or reaching out to a local organization that you don't

already have a relationship with. Maybe you reach out to your local school

district, your local hospital, a non-profit something like that where you

know you don't quite have a foot in the door but you can say, hey you know I have

some expertise I'd love to come present for you or your

constituents or something like that around this topic. These are things

that can can feel a little bit intimidating to get these opportunities,

but a lot of cases all you really need to do is ask. If you reach out to

your local TV station and you sort of say hey, I could come and talk to you

about these things or maybe even, hey I saw that you did a segment on X Y & Z, I

could talk about something very similar and you make it really about them and

what you can offer them. A lot of times they'll say, sure! Same thing if you

contact your local school district and you say hey, I'd love to come and do

you know free presentation for parents where I'll teach these skills would you know

would you like to have me? There is some barrier, but generally if you just

start to offer yourself, people are gonna start to bite -- especially you

know if you if you can establish your credentials as a mental health

professional. Once you've started to build experience with these

local opportunities, not only does that give you confidence but it also gives

you a resume that you can then take to go after national opportunities.

These are national conferences that you might have to fly out

to, maybe even like a TEDx event or something of that nature. What I

would say for national conferences, start by looking beyond the psychologist bubble because I think that we sometimes naturally get drawn to academic conferences like th American

Psychological Association's yearly conference and things like that.

Those are great places to go if you can, but I the challenge is that you're you're a little bit more of a commodity when you apply to speak there. You are one psychologist among many

psychologists and it can be a little bit harder for you to get your place on the

stage. Whereas if there's a conference for educators and

you do pediatric work, you might you might be a really in demand

speaker because you're bringing a perspective that they don't necessarily

have. Go beyond the psychologists bubble and look for things that are

at the area of your interest and your passion, but where you would maybe

be able to bring a voice that's somewhat unique. For TEDx, that can be a

fantastic way to to sort of build your brand build your people's

awareness of you and they're all over the place and so I would just look for

ones that are near you see what their speaker application thing looks like and

when you feel ready, go ahead and apply to that. Finally, you might even

consider getting a speaking agent who will go out and find these opportunities

for you. That's really only gonna make sense if you feel like you would be able

to commit to going and speaking somewhere, at least once a month

once every other month something like that. If you want to make it

more of a career, then a speaking agent can be a really a really good choice for

that. I would say that the way to get started with that, is to maybe find some

other speakers that you admire that are kind of in a similar vein as you and

then just see what they're speaking agent happens to be and reach out to

them and that can be a place to start. I've kind of

given this this model of like okay start instant, then go local, then go

national. Then that kind of leads to the question of when am I

ready to to level up? When am I ready to not just speak at Toastmasters

but to approach a local conference? When am I ready to actually

apply to that TEDx talk? I think there's really three things that you

want to look. The first one is, how is my speaking skill? Do I

feel like my delivery, my ability to write good content, my confidence on

stage, do I feel like that's really strong enough for this level or do I need to put in some more hours? You also want to be able to to build a strong speaker page. This is basically just a

page on your website which if you don't have a website look at some of our

previous Supercharge webinars about how to make one and why that's important -- but

just put in a speaker page on your website where you can really

tell the story of who you are as a speaker and why somebody would want to

listen to you because that's going to be really essential for somebody to

choose you for a local or national opportunity where you have to earn your spot. If you can really make the

case for yourself, that's going to be a lot easier for you to do and

you can you can make that case by building up experience at the lower

levels. If you want to sort of see what a speaker page looks like you can go ahead

and go to my website or Kyler's personal website and

just go to the speaking section. You can see how we make the case

for why you might want to bring us in as a speaker. Also, you maybe want

to level up once you've developed your brand or your

niche like what do you speak about? Why are you a unique speaker, because

maybe early on you're not quite sure and so maybe you're going to

Toastmasters and you're just talking about whatever. I remember when

I was early on at Toastmasters. I did a talk about my experiences with PE classes and stuff.

PE classes are not my area of passion but I was just painting experience and

that's what I talked about at first. I think as you

continue to have experience, you're going to solidify a little bit around some

areas that sort of match that intersection that we talked

about where you really are able to combine your passion, your

expertise and what you've identified as the need of the world. As you gain

more clarity, that's going to inspire you to then level up.

There's no hard and fast rule for for when you move on to

the next level but I would say that you're gonna want to look at these three

things as you sort of consider when to then take on that next level of

opportunity.

[Kyler Shumway] I know a lot of you are dying to get questions in.

We want to hear some of your thoughts about aspects of speaking. We want to give you some time to that but before we get to that, I've got a little bit of a send-off for you which was some

inspiration that came to me over the past few weeks. I was reminded of

this word which is sonder -- which for those of you who don't know what that is

here's one definition so sonder...the realization that each random passerby is

living a life as vivid and complex as your own populated with your their own

ambitions, friends, routines, worries and inherited craziness. It is the awareness

that each person out there is stumbling through existence and living as the hero

of their own epic story. And although we can sometimes feel like we're just a

passerby, an NPC in somebody else's game, a side character in the novel of

somebody else's tale, the truth is that each of us has a unique story to tell. Each of us came to the field of mental health because we have a passion for helping and teaching and healing and a big part of that passion came from somewhere and I believe that that somewhere needs to be shared with the world. The world is filled with motivational speakers and salesmen who

have no qualms about sharing their story and I wholeheartedly believe that as

healers and servants of a cause much greater than ourselves, we can do the

same. The story you share has the potential to impact lives and all it

takes is your willingness to tell it. Thank you. With that we can go

ahead and start answering some of those questions.

[Peggy Mihelich] Thank You Kyler and Daniel. That was amazing and inspiring. I think the audience probably enjoyed that as much as I did! We have a lot of great questions.

Questions that have come in with registration and I know you guys were seeing live questions come in. I will get this going, but if you guys

want to just grab questions from the live audience and read those out, we can

do that as well. Let's go. First question. This is actually one that I thought of and I

think I'm sure many of us out there are eager to have your tips for

controlling the butterflies.

[Shumway] Oh man... tips for controlling butterflies.

I can take a first stab at this and then I'd be curious to hear if Dan

has thoughts as well. I've heard at one point that the butterflies

never go away. It's more about teaching them to fly in formation.

For me, one thing that I'll give a bit a disclosure here, when my

anxiety gets really bad my heart pounds so hard that I hear it in my ears.

It makes it really hard for me to focus. For me, early on I did a

little bit of a mental shift because the heart pounding symbolized anxiety in a

lot of ways but I started to think of it as sort of like my internal war drum.

It's my body preparing to do something amazing and go out there and

and be courageous. I mentioned in the confidence slides

that I was talking about earlier the anxiety does get better. Especially

as your skill improves, it becomes easier. I don't feel

quite as anxious but just on a physiological level that exposure

there's a reason why we do exposure therapy and the same is true for

speaking anxiety.

[Wendler] I think that exposure is gonna be one of

the easiest, well maybe not the easiest, but one of the most effective ways of

taming those butterflies. I think also just kind of normalizing it.

Being like. that's part of the experience. For me

I tell myself if this didn't matter then I

wouldn't be afraid. The fact that I'm having those butterflies, the fact

that I'm having this fear, the fact that I had these these doubts as I'm putting

the slides together, all of that is telling me I'm on the

right track. That I'm doing something that matters and for me holding on

to that place of meaning tends to give me an extra burst of courage to be able

to, as Kyler mentioned, push through those five minutes of

insane courage and get to the place where where your anxiety gets a little

bit more easy to handle.

[Mihelich] Would you recommend a speaking coach someone that could help you with

speaking eloquently or taking out the likes and the yums and

articulating?

[Wendler] I can jump on this one. What I would suggest that you do

first is give yourself three to six months of commitment to Toastmasters.

Toastmasters does a lot of those things and they do them very well.

They actually have something that they call the um bell where as you're

speaking, if you go um or ah then they ring this really annoying bell.

It does a great job of conditioning you to not make those

noises. and everytime you time that you speak somebody else in Toastmasters will give

you feedback. It's obviously not the same level of intensity as

if you hired a private coach and they were working with you one-on-one

but I think for most people you're gonna see really significant

growth just from three to six months of weekly commitment to Toastmasters.

I would say just starting with that and then after that point if you still feel

like it's necessary then yeah, I would say feel free to to work with a

professional speaking coach or another speaker that you admire something of

that nature.

[Mihelich] Ho do you prepare your public speaking event to match well with

what the audience is wanting /expecting needing? [Shumway] I've got a couple

ideas on this. First of all one thing that's really important to do is if

you're being invited to speak somewhere or if you've applied to speak somewhere

you want to be communicating with the event organizers. They're the ones who

know the audience. They know what the audience is expecting and they can

really help you tailor your content to what they what they need. Another

thing that I that I will do is I request interviews with some of the attendees/

For example, if I'm gonna be speaking at this event there's gonna be a lot of kiddos there and I want to speak on helping them through the experiences of bullying I want to connect with those

kids and find out what is it specifically that they might need.

Most kids in their schools tend to struggle with and that way I know, I

really want to focus in on cyberbullying when I'm talking because that

seems to be a thing.

[Wendler] one of the things that I've really enjoyed about

these APA webinars is that we get to see some of your questions before we

actually finalize our presentations so we always use the questions that you've

given us to modify your presentation. The one other thing that I would say is

another argument for Kyler's Happy Birthday level of memorization

because that allows you to adapt on the fly to whatever is going on. If you

show up prepared to talk to one kind of audience and in fact the

...you thought that you were going to be talking to parents but it's professionals, if you know your content down cold, you're gonna have a much better time adapting it on the fly to the new environment. Whereas if you are really struggling to remember it then it's gonna be much harder for you to adapt it without losing it entirely.

[Mihelich] When you tell stories how personal do you get?

[Shumway]I think the more that you bring of yourself to the stage

the better. If you're just a talking head, the audience isn't really gonna relate

to you. If the audience isn't relating with you that can be a huge barrier to learning if they feel like they can identify with what you're talking about. They might just tune out.

Uou want to share stories that really highlight your humaneness.

It might mean being emotionally vulnerable and real but of course you

want to kind of tailor this to being appropriate to your audience too. You

may not want to be oversharing if the audience isn't appropriate for

that. Just to give you an example, in in some of my bullying talks I will talk

about my emotional experience and going through some of the bullying that I

went through and in the moment I know that the audience is connecting

with me and attuning with me because I can see it in their faces -- like I can see

this is a good level of personal detail because they're responding in the same

way that I that I feel.

[Wendler] I would add on to that -- you want to be able to share things that

are processed enough in you that you're not using it as a way to get things off your chest or as a little bit of therapy for yourself. Whatever story you

tell you want it to serve the audience and you want the audience to have a

sense that they can connect. If you're sharing

pain, you want them to be able to connect with that pain but you also want

them to be able to feel that you are okay. I think you want to have a distinction.

If there's something that's really raw or really unprocessed for you

maybe do some therapy work around that before you bring it into your talks.

Once you've got it to a place where it's processed to an appropriate

level, then even if it is vulnerable and and really real, I think that

bringing that into your talks can sometimes be super impactful.

[Shumway] That's a great point.

[Mihelich] We've heard this one before... I tend to over prepare due to feeling like an imposter -- the imposter syndrome -- ow do I know when I'm prepared? How do you know when you're prepared?

[Wendler] I'll jump in and then Kyler can add. I think

there's a couple things. One is that you can never be all the way

prepared, all the way ready. You can only be ready enough. I think that if

you if you know yourself and your tendency is to weigh over prepare, I

would encourage you to run some experiments and to be like what happens

if I prepare 20 percent less than I think that I need to? Is this still gonna

be okay? Chances are it will be. I think you might also consider really

experimenting with just totally the opposite direction --

I would suggest improvisational theater as maybe a

really good option foroing something where you're going out and

you're not preparing at all. See how that goes for you. I

think if you can challenge this sense of I need to prepare

with some evidence that can be helpful. I think the other thing that I

would that I would share is that every single time that I have given a major

talk and I have more experience in speaking than most people,

but even even today 2019, every time that I give a major talk I still have that

belief of, who are you to do this?

You're just an imposter? You have delusions of grandeur -- all

of those things. I would say just like speaking anxiety this

sense of impostor syndrome, that's just a sign that you are on the right track and

you are doing something that is significant. Maybe if you reframe

it in that way and it may have less power over you. [Shumway] The only thing I will tack on

to that is you really want to ride that anxiety because that feeling that you

might be an imposter you might be seeing it as an imposter can actually be a

really powerful motivator for you to do the rehearsal that you need to get it

down pat into a level where you feel comfortable. It is adaptive in a

lot of ways and you can use it to your benefit.

[Mihelich] I want to move on and take some questions about finding these kind of speaking

opportunities. How do I go about making connections for speaking

opportunities?

[Shumway] I'll talk specifically about larger conferences because those

are more difficult to get into and there's basically three ways that you

can make those sorts of connections. First, many conferences will have a

call for speakers at some point and you can even Google call for speakers in

your state or your area to see what conferences are looking for speakers.

They typically do this six to twelve months before the conference date and

usually includes an application process. They'll ask you to provide an outline

and what you'll talk about. If you're picked, then you're in the but the

other thing that you can try is just the good old-fashioned cold call. Once

you've nailed down your topic and your audience that you want to speak to, you

can start searching the web for events that might be a good fit. If your

topic is perinatal depression and you want to speak to mothers for example you

could look for your other local MOPS or Mothers of Preschoolers Organization to see if they're hosting an event. Then once you've got a good list of events that you might be a good fit for,

you can start reaching out by sending emails. Sometimes folks don't send

that email -- they don't take that first step because they're afraid of rejection

or being told no. But there's really no harm in asking and so the only thing

that you really stand to lose is the time that you would send in sending out

those emails. Thirdly, the ways that you might make these

connections.... first you can find them by looking for call for speakers, secondly

you can make a cold call and then lastly and this is the most rare -- the

conference will reach out to you. Once you've established yourself as a

speaker and you've started to build up some good SEO, these requests start to happen more and

more often. For example, Dan and I are already starting to book talks into

2020 because we've started to build up our name and speaking a little bit.

Those are the ways that you can start building up those connections but

really the most important thing here is once you've made a connection you want

to do everything you can to maintain that connection and have a good

relationship with whoever brought you on board so that you get invited back for

the future. [Wendler] I concur. [Mihelich] Great. We have a graduate

student who's interested in doing public some public speaking. How do you

suggest they get started?

[Wendler] I can jump on this one. I would say that your

your first opportunity is to is to take advantage of the instant opportunities. I

think that being a graduate student you know if your program is anything like

our, there's probably student interest groups and things of that

nature where you would have the opportunity to say, hey I'd like to

research a topic and I'd like to present on it. Or you might have professors that

have connections out in the community. Just like Kyler got

started because of a professor introduced him to those opportunities. I

would make it known in your program, hey I'm interested in in getting

established as a public speaker. Can anybody send these opportunities my

way because chances are professors are aware of those opportunities but they

might just not know to send them to you. I would get started with that

and sort of use that to build up your amount of experience. I

would then consider even as a graduate student, reaching out to some

local opportunities. I think as long as

you're clear that I'm not a psychologist yet, I'm still a graduate

student, maybe you even have one of your professors look over your slides just to

just to make sure that there's any feedback that you need I think that

you can you can feel bold to go out and to pursue speaking opportunities in

areas of passion for you. My biggest point that

I'm trying to make is, don't wait until you are out of graduate school. Get

started now and I think you're gonna be able to get a lot further than you think.

[Mihelich] Let's talk money. This one is...I want to give

psychology away, but I also would like to make some money from my time. How do I go

about doing that?

[Shumway] I think Dan may have more to say about this but this.

It's an important question because obviously the impact that you're having as a speaker

has a lot of value, but not all organizations are able to pay their

speakers. Many of the places that you might get asked to speak out or that

would be willing to take you early on may be nonprofit. They may just be

putting this together as a free event for the community. They don't have

a lot of funds for those sorts of things. But as you do start to get into larger

conferences you want to start to establish what is your speaker fee.

That way you can provide a quote for your work. Until then, you want to start focusing on the intangible benefits of speaking -- getting more exposure or a boost to your online presence.

Potentially more client referrals and and most importantly the chance for

impact and being able to do some outreach work. [Wendler] I will say also that you

can get money from this and even potentially relatively early on.

I think what you want to do is you want to build up some level of

credibility and expertise first. And for that you just take whatever

crosses your plate -- even if even if you're not getting paid for it. But once

you sort of have an argument that says, look I'm a professional at

this. I'm an expert. I've done these things, I have these credentials,

then I think that it's fair to start asking for payment and I

think that the way that I would do that... if somebody approaches

you or if you approach somebody else be like

what's your customary honorarium? Or what's your customary

speaker fee? Or something of that nature. To start out with you

can let them quote it and see if previously you were earning nothing,

even if they're like, we'll give you a hundred bucks. That's still at least

something. As you progress you can then start to ask for

more and you also start to get a little bit more of a feel for what different

kinds of events are able to pay you. Typically speaking,

a large organization, they're gonna be able to pay you

something. If it's a conference where people are buying tickets, there's going

to be funds available to pay you. Whereas if it's a a non-profit that's

just doing a free thing for the community, then maybe they're

gonna be able to give you a gift card or something like that. But it's not going

to be significant. I would also look for other ways of earning revenue from your

speaking that might not be directly getting paid. If you've got a

private practice think about using that as a way of generating referrals or you

know later on in the year we're going to do another Supercharged series about

self-publishing and if you have a self-published book you can

have copies of your book for sale when you speak and that can be a way to earn

money.

[Mihelich] We are quickly running out of time. Do you guys want to

share any final thoughts, advice resources for our audience before we say

goodbye?

[Shumway] I will just say, Dan and I love connecting with folks and

if you have specific questions for us if you want to contact us through our

websites. One resource that I would recommend looking into -- there's a podcast

called The Speaker Lab podcast which is hosted by Grant Baldwin. I

started listening to this early on in my speaking career and it really gave me

some great insights -- practical steps I can take to improving my

delivery or improving my content. That would be a resource I'd

recommend.

[Wendler] If I was going to recommend one

resource I would just beat the Toastmasters drum one more time. You can

you can visit any Toastmasters group totally for free -- there's no commitment.

If you guys are gonna have one action step in this next week

look up Toastmasters in your local area and just choose one to go to during your

lunch hour. It's a not a big commitment and it might get you

started on a pathway that may one day put you on a stage in front of a

thousand people down the road. Toastmasters is the big thing I would

recommend.

[Mihelich] Wonderful and unfortunately we have run out of time.

Thank you so much for joining us Kyler and Daniel. And thank you to all our

listeners for your participation. APA does have a resource that we'd

like to tell you about. If you're interested in gaining more public

speaking training please check out our training course, Make Your Science Make

Sense -- this two-day training course is hosted by APA and the Alan Alda Center for Communicating Science. Attendees learn how to craft communications intelligible to non-scientists, solutions to common problems in public and peer-to-peer communications, improv

theatre techniques to speak more vividly and expressively and there's much more

that you'll learn. We are sending everyone the link to the training course

via the chat box right now. A recording of this presentation will be emailed to

everyone in two weeks. As soon as this webinar has ended a short survey will

appear on your screen. We hope you'll take just a few minutes to complete the

survey and give us feedback on how we did and how we can improve. Our next

Supercharge webinars will take place in May and focus on various aspects of self-

publishing. Details are coming soon, so please keep an eye out. We thank you for

your attention today and we hope you have a great weekend.