

APA | Webinar

# *Supercharge* Your Online Presence

## Public Speaking

Presenters: Kyler Shumway, MA & Daniel Wendler, MA

March 29, 2019 | 1:00 PM – 2:00 PM ET

THE WEBINAR WILL BEGIN MOMENTARILY



# Welcome

## Discussion 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 psychojargon for lay audiences

Hacks for improving your public speaking ability

# DISCLAIMER

- The views expressed in this presentation are those of the presenters and may not reflect the views or policies of the American Psychological Association.
- No CE credit will be offered for this webinar.
- A “Certificate of Attendance” will be emailed to live attendees only.

# LOGISTICS

- You are on mute
- Webinar recording after the session



# HAVE A QUESTION?

- While you won't be able to talk during the webinar, please submit your questions for Kyler Shumway and Daniel Wendler by using the "Questions" field located in the webinar control panel.



# PRESENTER: Kyler Shumway, MA



- SEO Content Director for [MarketingForTherapists.org](https://MarketingForTherapists.org)
- Author of *The Friendship Formula*
- Doctoral student at George Fox University
- Current intern with Baylor Scott & White Healthcare



# PRESENTER: Daniel Wendler, MA



- PsyD Student at George Fox University
- Doctoral Intern at University of Houston CAPS
- Founder of [MarketingforTherapists.org](https://MarketingforTherapists.org)
- Author of *Clicking With Clients: Online Marketing For Private Practice Therapists*



# A Tale Of Two Speakers





# A Tale Of Two Speakers: Dan



My life with Asperger's: Daniel Wendler at TEDxUniversityofArizona

381,284 views

5.3K 78 SHARE



What Being Autistic Taught Me About Being Human | Daniel Wendler | TEDxBend

23,101 views

880 14 SHARE SAVE

# A Tale Of Two Speakers: Kyler



# A Tale Of Two Speakers: Kyler





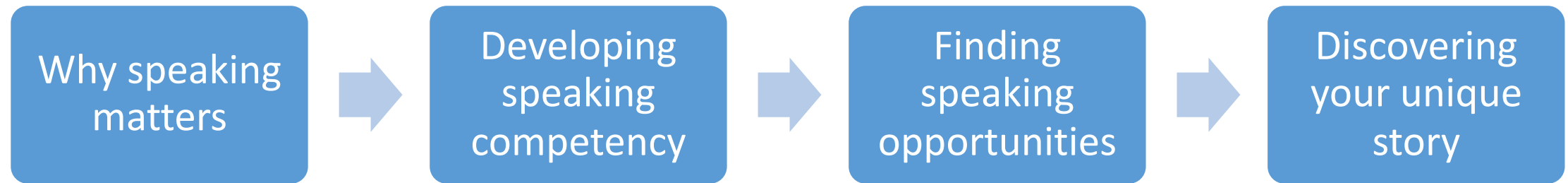
# A Tale Of Two Speakers: Kyler



# A Tale Of Two Speakers: Kyler



# Roadmap



# Why psychologists don't speak

"I'm an introvert"

"I don't like tooting my own horn"

"I'm no good at speaking"

"Who would want to listen to me?"





# Why psychologists should speak

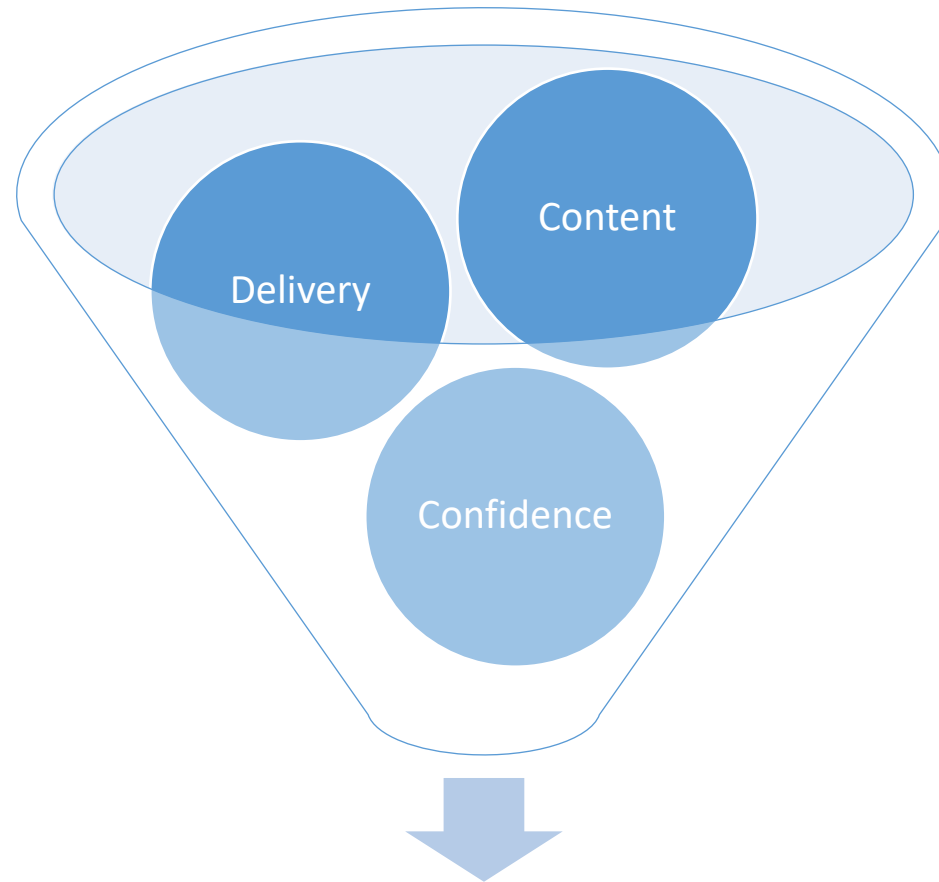
- Reach more people
- Sharpen your psychology skills
- Make incredible connections



# Why psychologists should speak

- Stand out professionally
- Market your practice
- Perks of speaking





Great Speaking



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## To improve your content...

- Constantly search for inspiration
- Share ideas in writing
- Take the audience's perspective



# To improve your content...

## Watch out for psychojargon

- Be the subject matter expert
- Remember humility

## Watch out for copyright infringement

- Images (use Pixabay.com)
- Always include references
- Add your unique twist



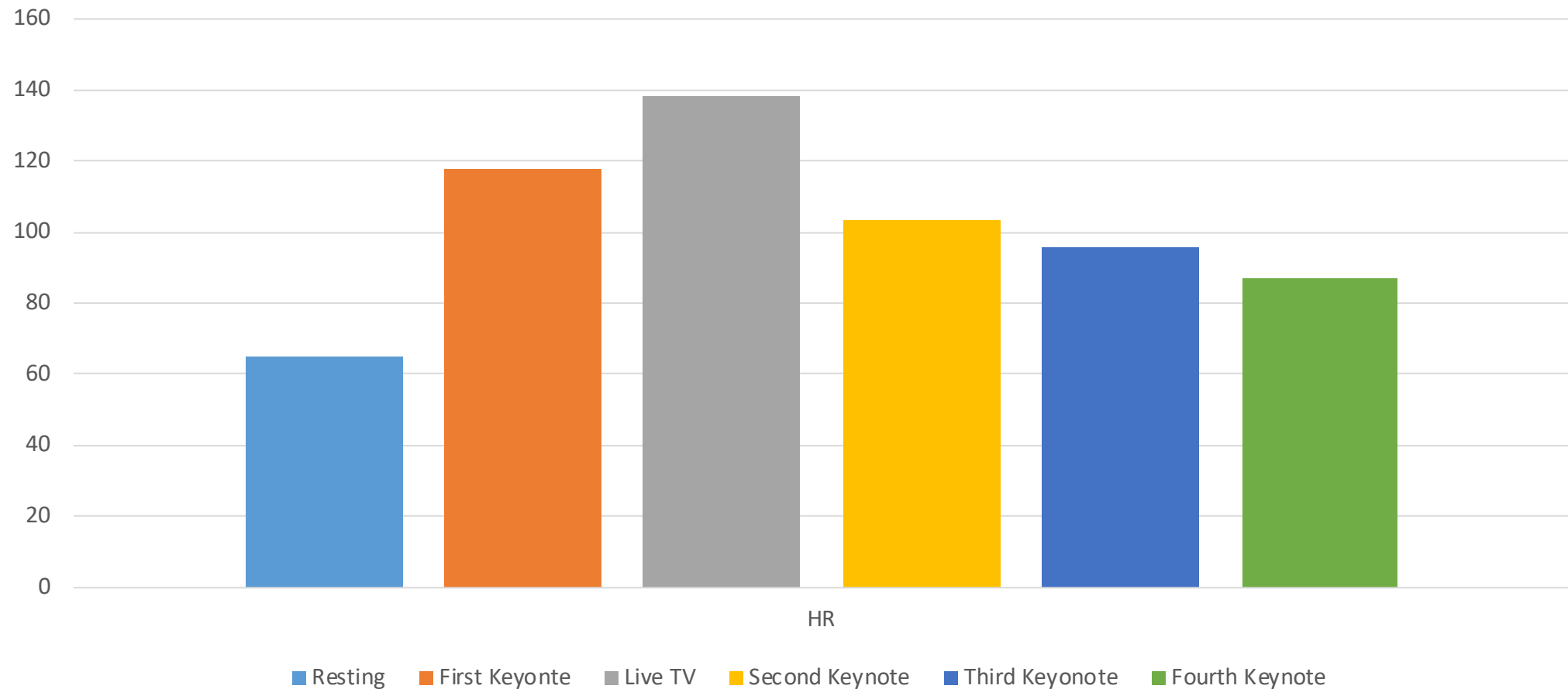
# To improve your delivery...

- Achieve “Happy Birthday” memorization
- Rehearse the way you’ll deliver
- Let your unique self come through



<https://waitbutwhy.com/2016/03/doing-a-ted-talk-the-full-story.html>

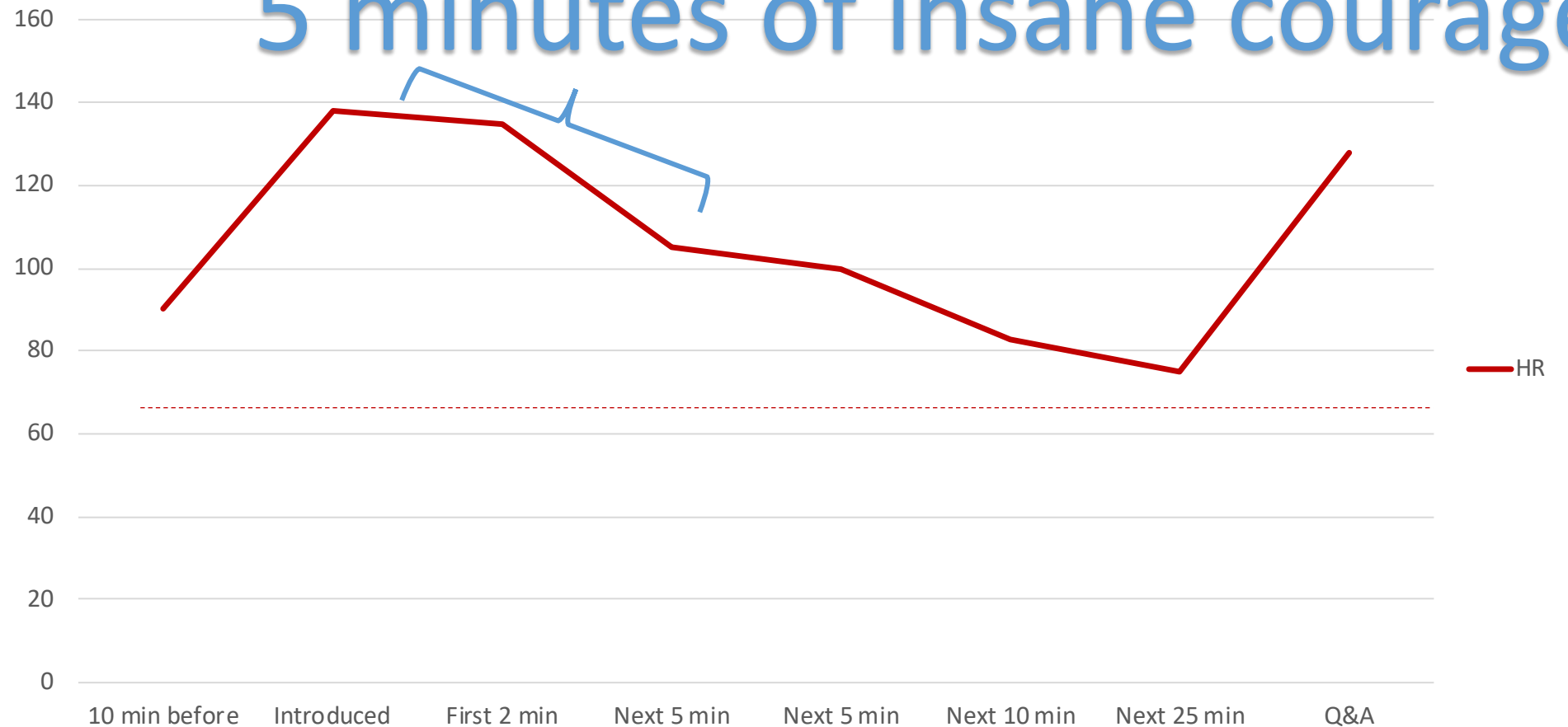
# To improve your confidence...





# To improve your confidence...

## 5 minutes of insane courage



# To improve everything...

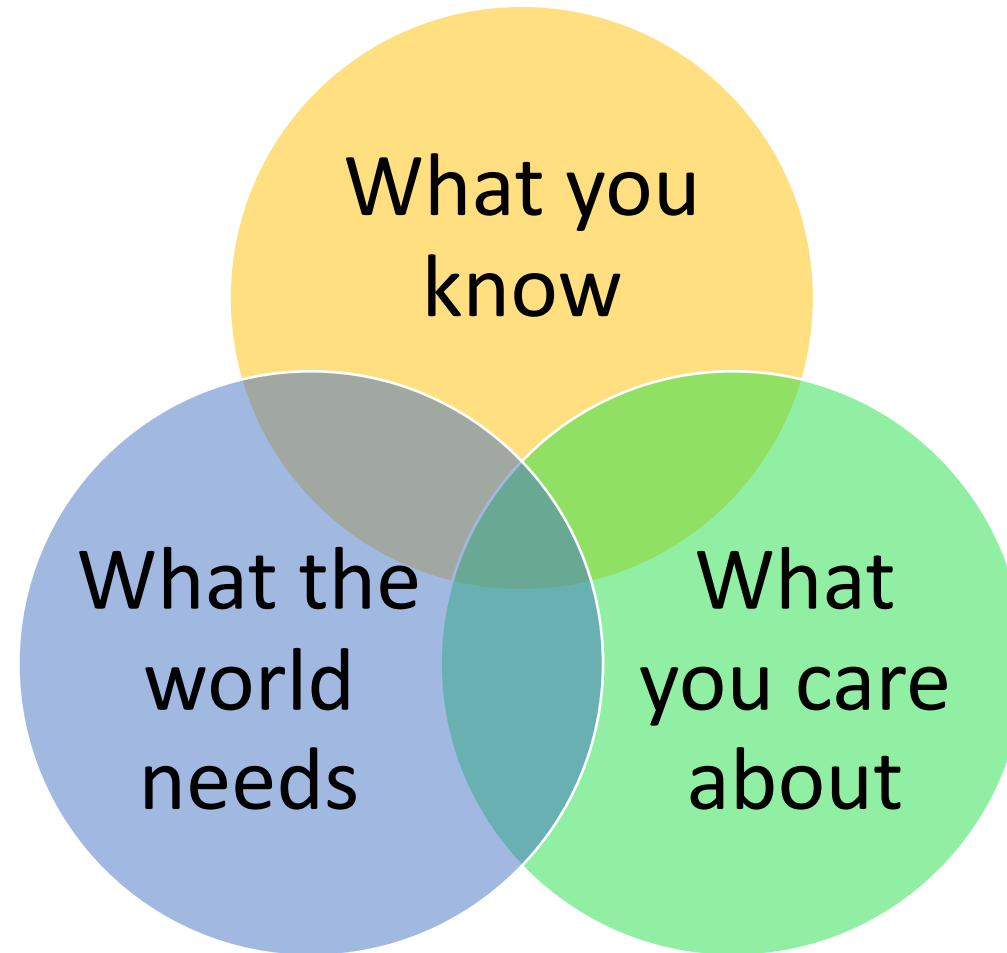
- Get feedback after every talk
- Join an improv group
- Join Toastmasters



# How To Find Speaking Opportunities



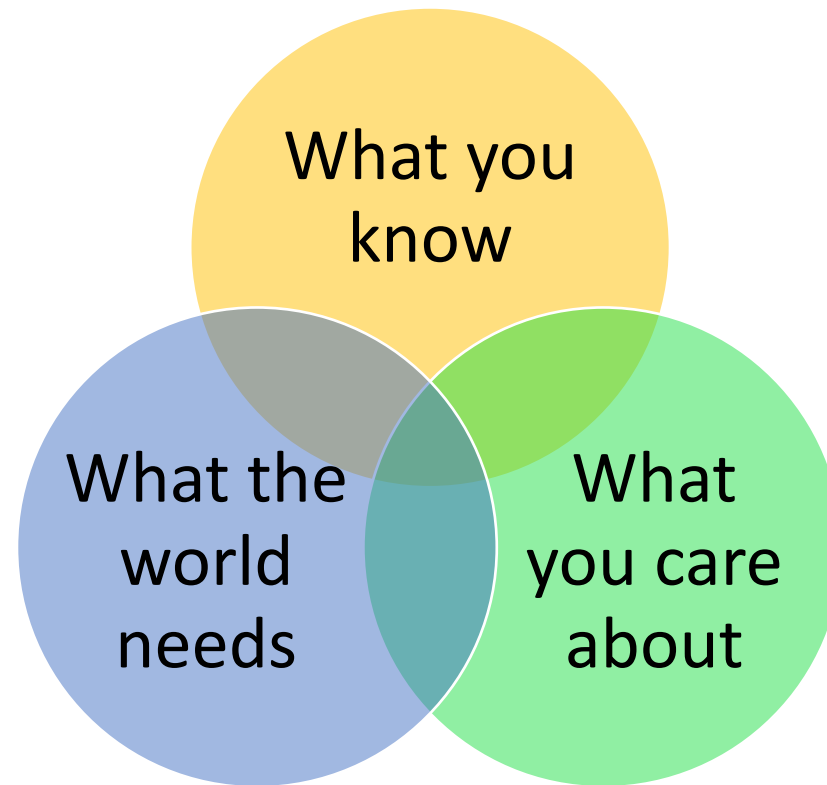
# But first...what do you talk about?



# But first...what do you talk about?

## What do you know a lot about?

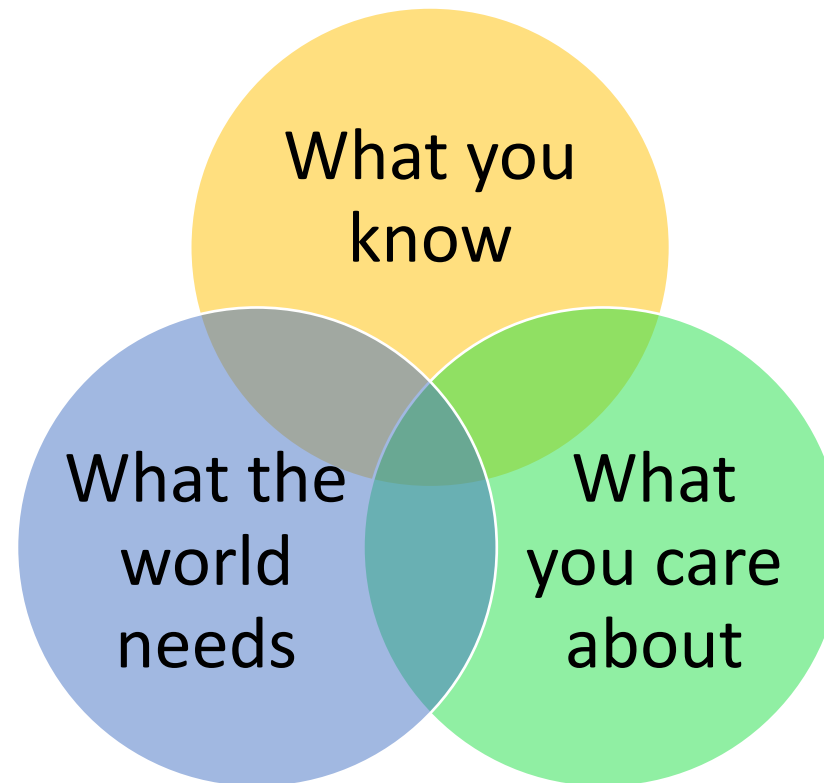
- Research you can explain
- Therapeutic skills you can teach
- Life experiences



# But first...what do you talk about?

## What do you care about?

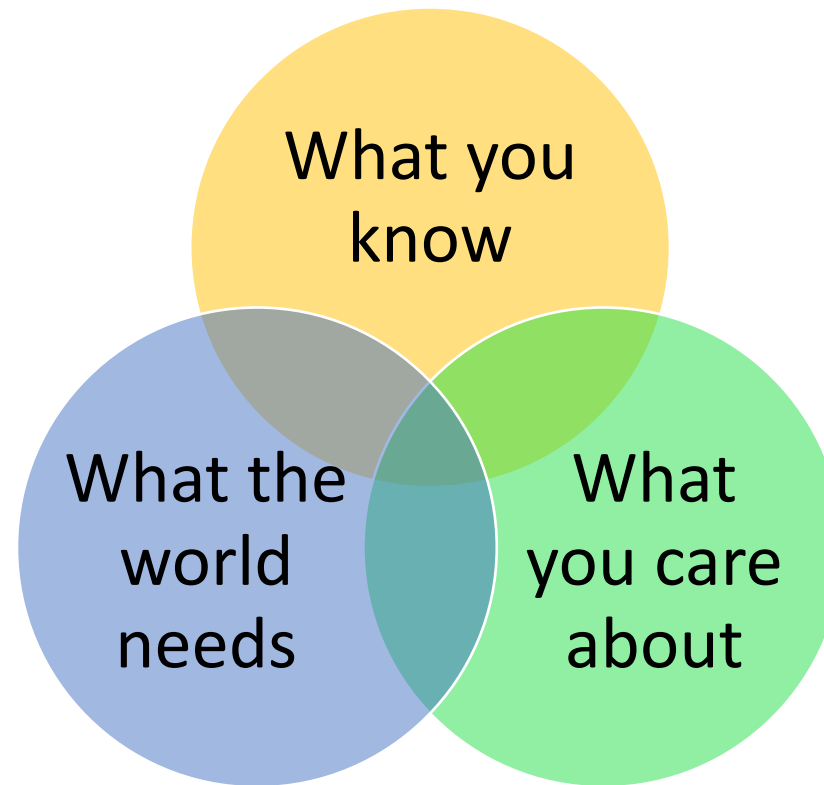
- Groups you are a part of
- Areas of personal passion
- Change you want to see



# But first...what do you talk about?

## What does the world need?

- Communities that need educating
- Ideas or messages worth spreading
- Healing, support, advocacy, etc.

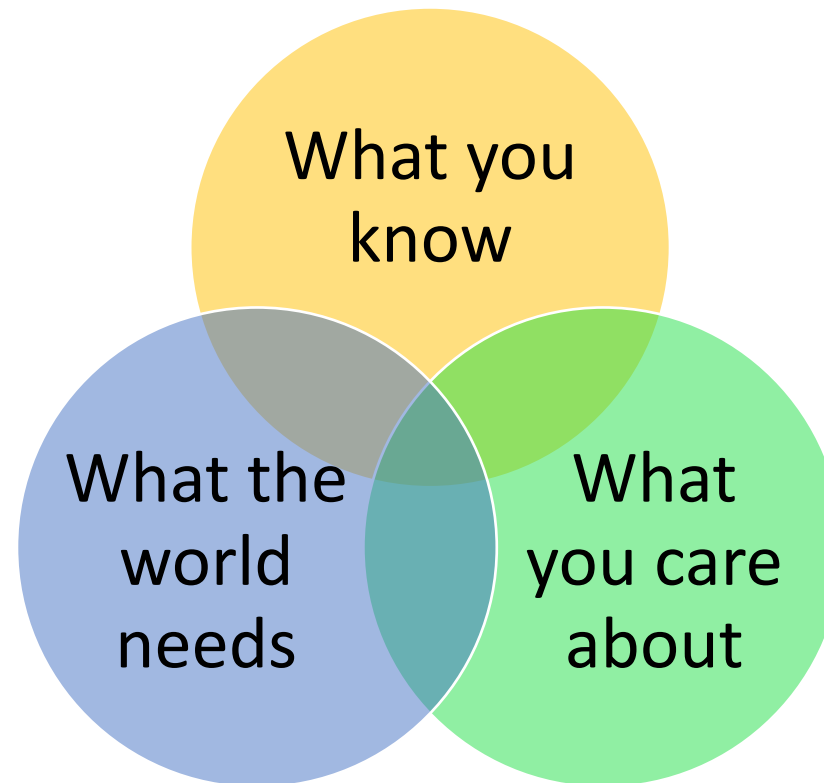




# But first...what do you talk about?

## Where do your intersections lie?

- Combinations of your identities, passions, and what the world needs
- For Dan...
- For Kyler...
- For both of us...



# Instant Opportunities

- Organizations you belong to
  - Your therapy practice
  - Your religious organization
  - Your alma mater
- Online platforms
  - YouTube
  - Podcasting
- “Open mics”
  - Community speaking events
  - Toastmasters



# Local Opportunities

- Local TV
- Local conferences & workshops
  - Consider starting your own
- Local organizations you are not a member of
  - Your local school district
  - A local hospital
  - Community nonprofits



# National Opportunities

- National conferences
  - Go beyond the psychologist bubble
- TEDx Events
  - Look near you...
  - ...But be willing to travel
- Speaking agent



# When are you ready to “level up?”

When your speaking skill is strong

When you can build a strong speaker page

When you’ve developed a “brand” or “niche”



# Discovering Your Unique Story

Sonder



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People need your story



# QUESTIONS & ANSWERS

# Make Your Science Make Sense

A TRAINING WITH



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ALAN ALDA CENTER FOR  
**COMMUNICATING SCIENCE**



Stony Brook University

Learn more: <https://pages.apa.org/alan-alda-training/>



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# Final Thoughts

- Webinar recording will be emailed to you in 2 weeks
- Take our survey immediately after the webinar has concluded
- *Our next Supercharge* webinars will focus on self-publishing – May 14, 16 and 17

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THANK YOU

For more webinars, visit [apa.org/members/](https://apa.org/members/)

