Speechcraft Made Easy

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| Should You Have A Speechcraft* Clubs under 10
* Clubs under 20
* Clubs over 20

Remember any club can have a Speechcraft!EVERY CLUB SHOULD HAVE A SPEECHCRAFT! |  | Plan First Meeting* Type of Meeting
	+ 1st half Speechcraft/2nd half abbreviated Toastmaster meeting
	+ For Speaker use newer member (just for 1st meeting)
	+ For evaluations use experienced members
	+ For Table Topics use experienced member
		- Ask members first, then ask Speechcrafters
* Assign Duties
	+ Have room set-up 45 mins before meeting
	+ Have club members greet Speechcrafters
	+ Have name tags for everyone
	+ Assign Mentor for each Speechcrafter
* First Meeting
	+ Have Speechcrafters arrive 15 minutes before first meeting to fill-out paperwork and pay fee for workshop
	+ Have Speechcrafters introduce themselves, ask why they came
	+ Important to ask Speechcrafters for comments at end of meeting
	+ Get Speechcrafters involved ASAP!
* Last Meeting
	+ Make Graduation Ceremony a BIG deal
	+ Close the Sale – ask them to JOIN
		- Offer to apply fees paid for workshop

Speechcraft Workbook |
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| Develop Member Support* Have ALL club members involved!!!
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| Order Speechcraft Starter Kit* Speechcraft Starter kit#205
	+ Cost for kit $20.00
* Review Speechcraft Material
	+ 3 Coordinator Guides
	+ 10 Instructions for Advisor
	+ 5 Speechcrafters Handbooks
	+ 1 Receipt Book
	+ 15 copies of “Any Opportunity to Succeed”
	+ 2 Copies of “Number One Membership Building Tool”
	+ 5 Completion Certificates
	+ Misc useful items
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| Develop a Marketing Plan* Prepare a prudent and reasonable schedule
	+ Need 6-8 weeks to advertise
	+ 5-8 weeks for speechcraft – most popular format is 5 weeks
* Determine cost
* Advertise
	+ Important to advertise as “Public Speaking Workshop”
	+ Develop a flyer
		- Include location, date, time, cost, contact (day/evening) reasons for coming
		- Give each member 10 flyers to distribute
	+ Prepare Press Release for Community Papers
		- Call to find out who is in charge of community events
		- Call and let them know you are faxing or emailing Press Release
		- Follow-up to see if they received
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