Speechcraft Made Easy

|  |  |  |
| --- | --- | --- |
| 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 |
|  |
| Develop Member Support   * Have ALL club members involved!!! |
|  |
| 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 |
|  |
| 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 |