

# DON'T MESS UP! HOW TO GROW MONEY THROUGH PUBLIC SPEAKING

*Complete with a Pitch outline, do's and don'ts of public speaking, and more!*





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# BOOK OVERVIEW

Here's what you can expect:

01

## TIPS FOR EACH CHAPTER

Each chapter comes with some basic tips to consider when pitching in front of an audience. Take notes!

02

## AN AFFIRMATION SECTION AT THE END OF EACH CHAPTER

Affirming yourself is key to any and everything in life. Affirm your voice. Affirm yourself, your confidence, your business, and your voice daily!

03

## THIS BOOK COVERS FUNDAMENTAL RULES OF PUBLIC SPEAKING

This is a book to get you started on the basics of pitching, however keep in mind that there are several different type of pitches. Consider this the book to build your pitching tool box. It's the first step, but it won't be the last.

04

## ACTIVITIES IN BETWEEN CHAPTERS

There will be activities in between each chapter you can use to enhance your public speaking. Use them and get better daily!

05

## THE OUTLINE

As promised there is a brief outline at the end of this book that will give you the fundamental aspect of pitching in written format. I have a more detailed version available through my courses or private consultation. You can book me for more!

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# HI, I'M L!

*Who is La'Shondra Johnson? And why does she keep talking about pitching?*

It's an honest question. Using my theater background, I began competing in oratory competitions at the age of 16, winning scholarship money for college. I have also received grant money through competitions for my own nonprofit EXTRAordinary Youth Inc., so as a fellow entrepreneur and business owner, I can understand the want and need to get funding for your programs!

*-La'Shondra Johnson*

Because of this I began working with adults and teens on their public speaking in 2017. Not only do I coach pitches, but I have created outlines to further enhance individuals public speaking through the "Pitch It" method! Public speaking outside of pitching is a part of your brand and pitching is just one aspect of ensuring that entrepreneurs get access to any and all avenues necessary to elevate their brands to the next level.

Public Speaking is a joy for me. I have grown so much as a person through that first time I was asked to do a poem in Church to winning money for my businesses. I welcome you all to what I call "my baby." She's been a work in progress for a while now and it is with an open heart that I give her to you! Be patient with yourselves on this journey through the book and even after, because this is a craft meaning it is a marathon not a race.



# INTRODUCTION



*Have you ever heard the expression: "Money doesn't grow on trees"?*

The classic expression "Money doesn't grow on trees" has been used for years. As a child when we had a financial request our parents would often use this phrase as a way to deter us from asking more questions to get what we wanted. But what if money did grow on trees? What if I told you that whatever you plant in your life and your daily habits has the opportunity to grow your finances exponentially? To push your business to the next level and that every time you opened your mouth you could increase awareness of your business and the financial opportunities 100%? YOU CAN.

If you are reading this ebook then you already know you want more. You need and crave better for your public speaking whether it be for personal or business reasons, and you are in the right place. This ebook not only breaks down top rules for public speaking and pitching, but it also gives interactive exercise and tips throughout. Closing with a shortened version of my "Pitch It" method worksheet that guides you to creating a pitch perfect for whatever occasion you decide. Your money tree is ready to grow, all you have to do is flip to the next page.L.



# CH

# 01

# CONFIDENCE

Tip #1, bring us in with a hook, don't just jump right in





# 01 CONFIDENCE IS KEY



What is an affirmation? It is when you or someone else makes a declaration or statement of agreement about something. In the case of confidence, you are declaring something positive over yourself, in particular over aspects of your business and public speaking. The key to success in any area is being confident in your ability to do it. This means that you have to actively pour love into yourself, especially in areas you feel you lack, days you especially feel low, or when you have a big presentation. Although I am primarily speaking of public speaking, it is important to note the same thing can be said and used for any other area of your life (relationships platonic, romantic, business, etc; self esteem in the physical or mental; financially, etc). Examples of affirmations to use:

- "Today I affirm that my voice matters and my words attract abundance to me financially and any other areas my heart desires.
- "My business is growing and making an impact on those I speak to about it"
- "My words attract money to me and my business daily and consistently"
- "I am deserving of all the abundance that comes my way and I speak abundance into others lives through my business."

# 01

These are just a few examples you can use! Throughout this book you will notice that each chapter ends with you affirming something over yourself. Continue to say your affirmation OUT LOUD to yourself daily. I always repeat my affirmations at least 4 times each time I say it, with more intensity than the last. Our words have power. Use them wisely..

Affirm it:

Today I affirm\_\_\_\_\_ over my business.

Today I affirm\_\_\_\_\_ over my words

Write your own:.

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## KEY FACTS

- When assessing college level students surveyed in a study, 63.9% have fear of public speaking and 89.3% would like under graduate programs to include more public speaking courses
- An estimated 5.3 million Americans suffer from a social phobia, with 74% suffering from speech anxiety
- Public speaking fear has a 10% impairment on wages.

# WHAT I AFFIRM ACTION PLAN

**DATE:** \_\_\_\_\_

Prompt: What do you need to get over to claim victory in business today? Speak only in affirmatives (I am, I will, I can). Tell me how you will conquer it!

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# CONFIDENCE CHECKLIST

## ● **Saying your affirmations**

Have you been saying your affirmations? Looking in the mirror? Speaking positively to yourself?

## ● **Research your audience?**

Before going anywhere always keep in mind to do research on who will be there or the type of demographics this business caters to. The more you know about the room before you walk in it, the more control you can have of how you present your brand and to whom.

## ● **Write out your speech with your audience in mind.**

You should always write out your speech to get all ideas out. On paper or on the computer is always key.

## ● **Have you tried a mock audience or mirror?**

Practicing in front of an audience or recording yourself and sending to someone is the next step so you can get real life feedback.

## ● **Have you practiced?**

Practice your speech daily. Record yourself if there is any key points you really need to remember or create notecards.

## ● **And repeat!**

Keep going, keep practicing. You cannot get better without immersing yourself into this world of public speaking, networking and pitching! Take every thing you deem as a "mistake" and then, transform it into a lesson to learn from. Then try again with all these steps and your new lessons!



## **KNOWLEDGE OF AUDIENCE**

Tip #2 Create your ideal pitch and information. Make it as long as you want and then format different versions for different audiences. Condense information for short pitches. You are never creating new pitches, just utilizing different information for different settings.

# 02

## KNOWLEDGE OF AUDIENCE



Let's be clear, every audience is NOT the same. It is imperative that you do your research on the room and type of people you are presenting in front of. Why? Because lack of knowing and understanding your audience can lead you to:

- Present wrong information that doesn't apply to them.
- Possibly offend someone in the room
- Possibly leave out important information

A classic example is the difference between talking to children and talking to your adult friends. Even if you wanted to explain the same scenario (a breakup, a marriage, a death, etc.), your vernacular, tone/inflection, and even facial expressions will differ depending on age, place, relationship to the individuals and more. Most of us have different parts of our personality reserved for specific people. It is the same in public speaking. Investors want numbers and statistics. They want to know their profitability of making money or if this product works versus a direct clientele could care less about the market (in most cases, varies depending on your product). If you sell clothing or have products specific for children, the people buying just want to feel comfortable buying from you. Relating to your clients is more important in those scenarios. Giving that passion in your speech and high energy. In all scenarios, the one thing that matters the most is the same: ethics.

# 02

**ETHICS:** How you carry out your business, relationship to consumers, how long you have been doing this, and work experience in the industry will matter to anyone you are selling to, because it builds trust. And everyone you are selling to or looking for an investment or sponsorship from will need to feel as if they can trust you. The way you speak to your audience can be broken down into three key elements ethos, pathos, and logos. Which will be discussed in a future chapter. Just keep in mind, you **HAVE** to know your audience to know your target. Think about it, even in school terms, would you speak the same in an informative essay as you would in an argumentative one? I would hope not.

Affirm it:

Today I affirm \_\_\_\_\_  
over my business.

Today I affirm \_\_\_\_\_  
over my words

Or

Write your own:

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## KEY FACTS

- Only 8% of those people who have public speaking fear seek professional help to become more confident and effective
- Despite knowledge of how public speaking can help increase income and decrease anxiety
- 75% of people suffer from speech anxiety prior to giving a presentation or public speech.





# **Did you know there are 4 main types of pitches?**

**Elevator pitch:  
30 seconds to catch  
attention about what you  
do**

**Twitter Pitch  
Slogan pitch. one punchy  
sentence for networking  
or conversations.**

**Competition Pitch  
3-5 of explaining your idea  
and how it works.**

**Investor Pitch  
Focus on  
problem, solution, and  
traction**

**Knowing the type of pitch you are doing means you  
will know your audience!**

# WHAT I AFFIRM ACTION PLAN

DATE: \_\_\_\_\_

Prompt: What do you need to get over to claim victory in business? Speak only in affirmatives (I am, I will, I can). Tell me how you will conquer it!

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# CH

# 3

## **KNOWLEDGE OF SELF**

Tip #3 Always give personality and make sure people get to know you. People are investing in YOU first



# 03 KNOWLEDGE OF SELF



Be authentic  
Know what you want

Knowledge of what YOU want from this (a connection, money/grant, to make a sale) and what THEY want is important. Your wants and their wants influence the information you provide and how you speak. Energy is contagious and people can always pick out the real from the fake. Business is not about faking it, it is about growing and learning your best version of self, then presenting it to those needed to help you thrive and those you plan to represent. If you normally make “corny” jokes, continue to make them, but make sure they go with your intent or you have a smooth transition. If you are normally super positive and smiling, that is fine, just make sure you maintain good energy throughout. I am never telling you all to “fake” a presentation when I tell you to work on tone and inflection and pinpoint perfect moments to utilize certain aspects, however I am telling you that public speaking is the art of manipulating your own voice and message to ensure that you leave the impact you want with your audience. If they are to feel motivated, then you must make sure you sound and look motivating in body language, facial expressions and tone. If you want people to feel at peace, then your face, body language, and tone must give off the impression. Even the color tone of the clothes you wear is important. You must embody your brand and what you plan to leave your audience with in every capacity.

# 03

You can never say you want your audience to leave with confidence from your product or speech, but you speak meekly about your ideas. It is imperative that you truly embody your products mind, body, and spirit as you are a physical representation of your product.

Which leads to my second point. Make sure you know what you want from your audience and to give your audience. This means are you trying to inform them of ways they will feel confident through using your makeup? Or persuade them to take some sort of action? You have to know what you want from them in order to speak to them. Once you have defined your audience knowing your purpose is just as important.

Affirm it:

Today I affirm\_\_\_\_\_ over my business.

Today I affirm\_\_\_\_\_ over my words

Or

Write your own:.

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## KEY FACTS

- Before you present, obtain as much background knowledge as possible on prospective investors
- Portray confidence by using hard facts







## **HAVE PERSONALITY**

Tip #4 I should know what your problem/solution is within the first 15 seconds of a 1 minute pitch

# 04 HAVE PERSONALITY. DON'T BE DRY!



Before you speak to an audience you must understand the following:

- Ethos, pathos,logos
- Is your intention to persuade,inform, or relate to?

Once you know your audience and your purpose in speaking to them, it is just as impactful that you now pick out the best tone,inflection,facial and body language to get this impact you want. This is where ethos,logos,and pathos come into play:

- Ethos (ethic)- This is where you build credibility and trust through quotes, references of people you've worked with or spoken to, and etc. This is important in all forms because it shows that you are knowledgeable. When you are using ethos, keep your tone neutral or slightly upbeat. This is you just INFORMING them.
- Logos(logic)- This is statistics or numbers. Talking to government agencies they want more of this than anything. This is often used more with investors but can also be used with direct clients as well. If you are speaking to investors your tone should sound more informative. When used with clients this can be informative but also it can be used to relate to them depending on the quotes or numbers. I would not suggest using too many numbers with clients.

# 04

- **Pathos (Passion/emotion)**-Normally for people who are looking to relate to your story/pitch. Why should they care? This is where your story of self can be especially impacting. This is normally used with clients or consumers. Every commercial you see heavily relies on this. Your tone here should be passionate with the emotion you best see fit. Are you wanting to make them feel angry, sad, motivated, etc.? Think long and hard. You may even want to use a variety of emotions to convey your point at different times. Pinpoint those moments and those emotions.

Public speaking is an art of manipulation. You are in control of your audience, or at least you should be. The speeches we remember best are often because the presenter had us in the palm of their hands. We felt whatever they wanted us to feel when they wanted us to. Your job is to write your speech, pitch, or commercial with the aforementioned skills in mind. Keep in mind that you can use ethos, pathos, and logos in one speech but you may rely on one or two more often than the other. It all depends on your audience and you remembering the impact you want to have. At some moments you may want them to feel empowered, and in another you may want them to feel angry. Your words, pauses, facial expressions, and body language will communicate that. And they are all just as equally important. All of these are used to communicate enthusiasm for your idea. If you seem as if you do not enjoy your own business or that you are excited for your own idea, they won't either. Remember that.

Affirm it:

Today I affirm \_\_\_\_\_  
over my business.

Today I affirm \_\_\_\_\_  
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Write your own:.

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## KEY FACTS

- When looking at MBA programs specifically, some have questioned whether having an MBA is even an advantage, due to an increase in the amount of students receiving their MBA as well as programs now being offered. The boss of Jack Hammer, Debbie Goodman-Bhyat claims firms barely see MBA as differentiating factor, unless it was obtained at one of the world's best business schools.



## Public Speaking Exercise #2

### Emotional Roller coaster:

Take your speech and play with different emotions for various lines. Maybe your hook. What impact do you want to make? Try to say each sentence of your hook with a different emotion. Your pitch and speech can be an emotional roller coaster. It is what you make it. By playing with the emotions and tone of your speech you can figure out what best works for you. You can also try just talking about anything currently on your mind and challenge yourself to stay on topic but switch your tone as you go. **BONUS:** Record yourself and take notes- does your face match your voice? Do you believe what you're saying? This is all important.



# CH

# 5

## **KNOW YOUR ISH!**

Tip #5 Quality over Quantity: Don't try to jam pack your pitch with information, give quality to take your time



# 05

## KNOW YOUR ISH!



Before you speak to an audience you must understand the following:

- You are a constant student of your craft

I am a constant student of my craft. This chapter is self explanatory. Study your ish! Whether it is on YouTube, an actual college course, or going to workshops, do it. You are never the smartest person in the room, and just like you give correction or feel you are an expert in an area, you will need someone else to correct you too. How else would you grow?

- A perfect example is I still make time to attend acting workshops (yes you can catch me in a few movies \*tosses hair to the side\*) I don't just do this for acting though. Many of the tips or exercises you're reading come from my interactions with acting workshops that I manipulate for public speaking. Why? Because public speaking today IS ENTERTAINMENT. Yes you are giving information, but you also have to keep their attention while you do so. It is imperative that I have a coach who tells me how to be better. I also have an AMAZING mentor who gives me a boost or tells me when I am not thinking big enough. This book wouldn't even exist without her telling me to write it (Thanks Gen).Main message of this chapter: Accountability in your craft is key. Keep learning. Keep working. Keep growing. Money will always follow when you increase your quality.



# 05

Affirm it:

Today I affirm \_\_\_\_\_  
over my business.

Today I affirm \_\_\_\_\_  
over my words

Or

Write your own:

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## KEY FACTS

- Rehearsal is needed to increase confidence.
- Rehearse, but don't become a robot.
- People with public speaking and people skills are known to move up more easily in their fields

# WHAT I AFFIRM ACTION PLAN

**DATE:** \_\_\_\_\_

Prompt: What do you need to get over to claim victory in business? Speak only in affirmatives (I am, I will, I can). Tell me how you will conquer it!

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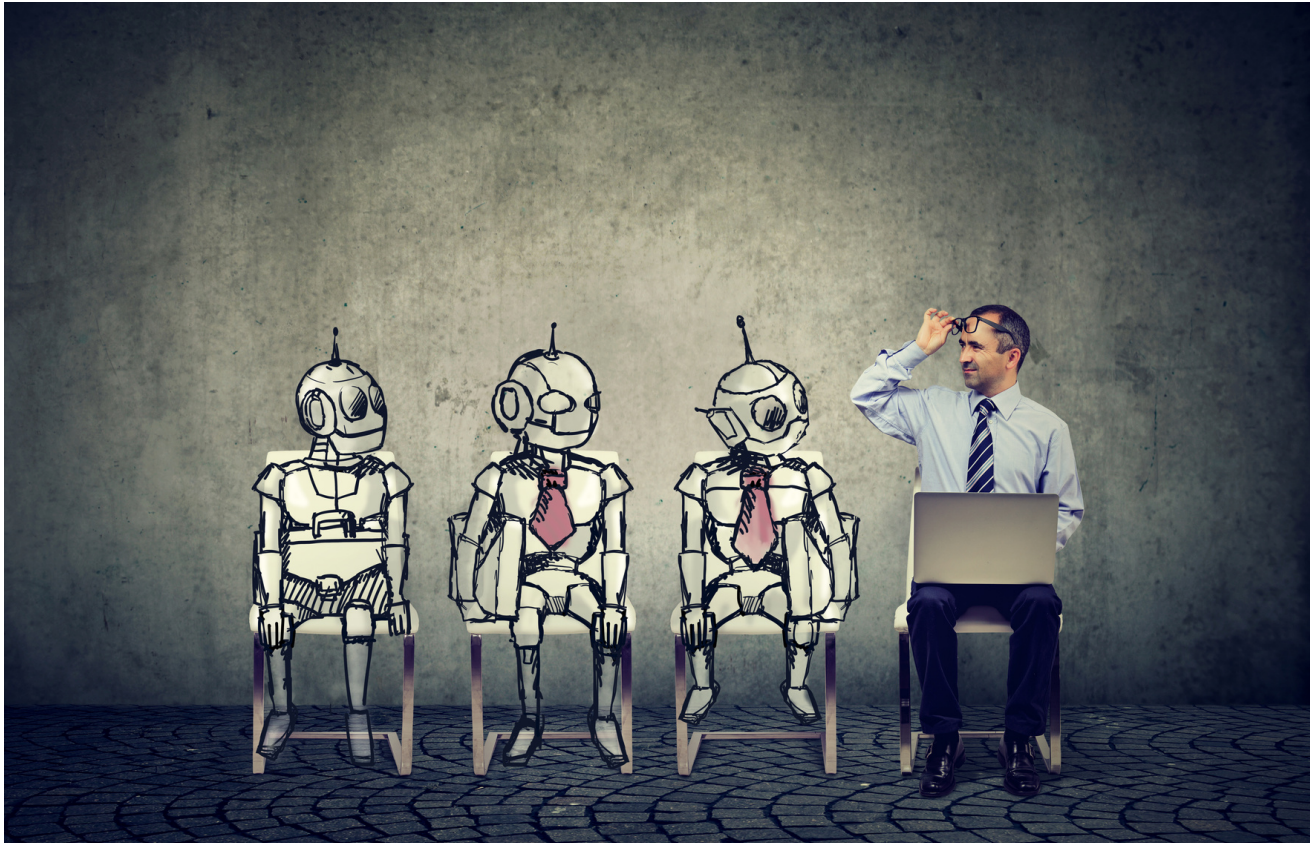


## **KEEP IT SIMPLE:MAKE IT CONVERSATIONAL**

Tip #6 REMEMBER: people want to invest in YOU first, not just your product

# 06

## MAKE IT CONVERSATIONAL



Once your pitch is done. Once the commercial is ready to be filmed. Once you have written the script or speech. It is time to perform it the way you have been PRACTICING. Yes I said practice, because if you are not practicing can you really say you want this? Practice is key to memorizing your information, but it is also key to making sure you pinpoint where you want your tone to increase, decrease, your pauses (which can make a substantial impact but we can save more on that for book 2 =) ). Once you have practiced I need you all to hear me and hear me clear (or in this case read me) DO NOT GET UP THERE SOUNDING LIKE A REHEARSED ROBOT!

I have seen it with several clients. They rehearse so much they don't leave room for the beauty of speaking to people, especially live, which is their reactions. The audience may laugh, they may have questions and you have to leave room for that. Someone's phone may go off, or you could have someone who is a heckler. Knowing how to navigate those situations is key = and you can't be so rehearsed that you stop if you forget something.

The key is in knowing your baby so well that you understand the natural flow of what you are trying to get across even if you forget how you were planning to say it. That's the key to all of this. To get everything out in front of you on paper and then being able to free style it if you have to no matter where you are and no matter the audience. Also keep in mind everything you are about to outline can be adapted to any situation and any audience.

# 06

Think of it like a big public speaking toy box. Put into it what fits your purpose and cause in general and then pull out the tools/resources you'll need for the type of audience it fits. Maybe you'll have only 30 seconds, so you just need the key details, or if you have 20 minutes, you can do the full pitch plus elaborate even more. That's the beauty in building this. Is that the stronger you get, the more adaptable you can be. The more you make live presentations feel like conversations, the greater your impact.

An important note, you will be developing a flow that is like a story of self. People want to invest in YOU often before they deeply care about the product. SO being able to tell what impact this industry you're working in has had on you and your personal stake in this is key in 2020. You ready to get started? Turn to the next page and let's outline!

Affirm it:

Today I affirm \_\_\_\_\_  
over my business.

Today I affirm \_\_\_\_\_  
over my words

Or

Write your own:.

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## KEY FACTS

- Research shows people remember a story more than they remember a statistic, so make it conversational as you deliver information
- Don't over rely on slides as a crutch. Use them as needed, but the focus is on you and how you deliver the information.

# WHAT I AFFIRM ACTION PLAN

DATE: \_\_\_\_\_

Prompt: What do you need to get over to claim victory in business? Speak only in affirmatives (I am, I will, I can). Tell me how you will conquer it!

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## **Public Speaking Exercise #3 Mouth Extension (for those who struggle with slurring their words or accents).**

**While looking in the mirror or  
begin going over your speech  
or even talk normally as you  
would in any conversation.  
Begin over extending your  
mouth (exaggerate your  
mouth formation as you say  
your words). The purpose of  
this is to reprogram your  
mouth**



## CONCLUSION

*Well, we've reached the end of our time together....*

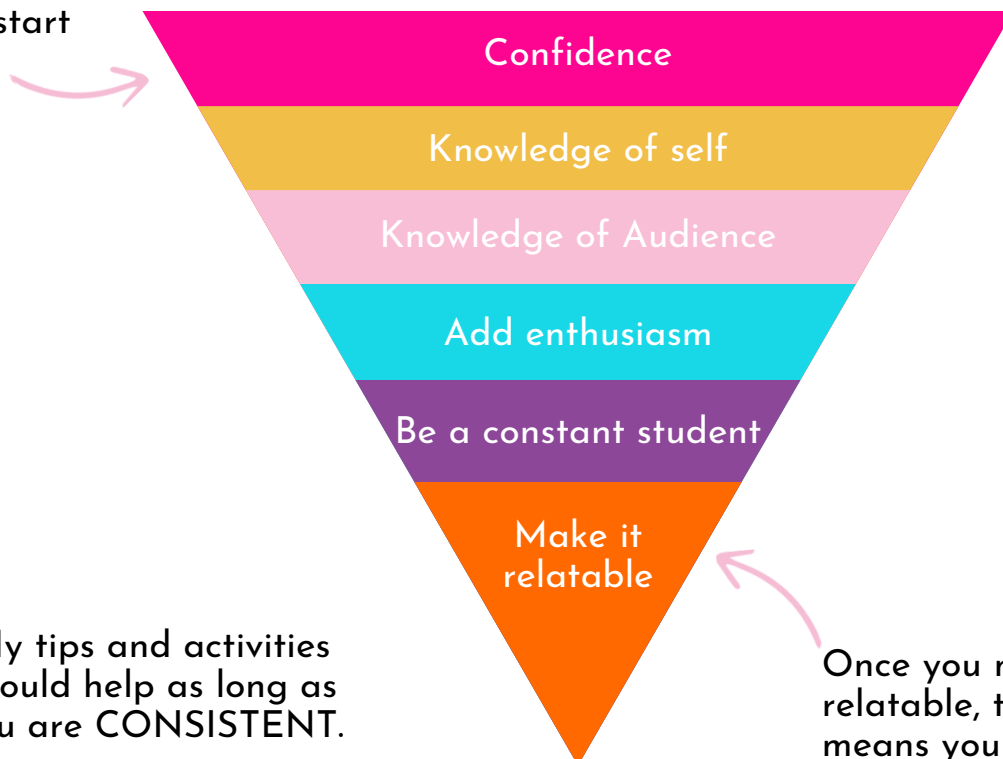
I thank you all for taking the time to read and invest not just in yourselves, but also in me! I pray this book makes you all realize your potential and that these notes be exactly what you need to take your confidence, public speaking, and business to the next level!

I have attached my outline for you so that you all can begin thinking and brainstorming your ideas. Please feel free to contact me if any of my outline confuses you all!

Thank you for allowing me to be a part of your journey and sowing into me as I sow into you!

L.

This is the base of where you start



My tips and activities should help as long as you are **CONSISTENT**.

Once you make it relatable, that means you have a good flow going. Don't be a robot

# Are you ready to learn the Pitch It way?

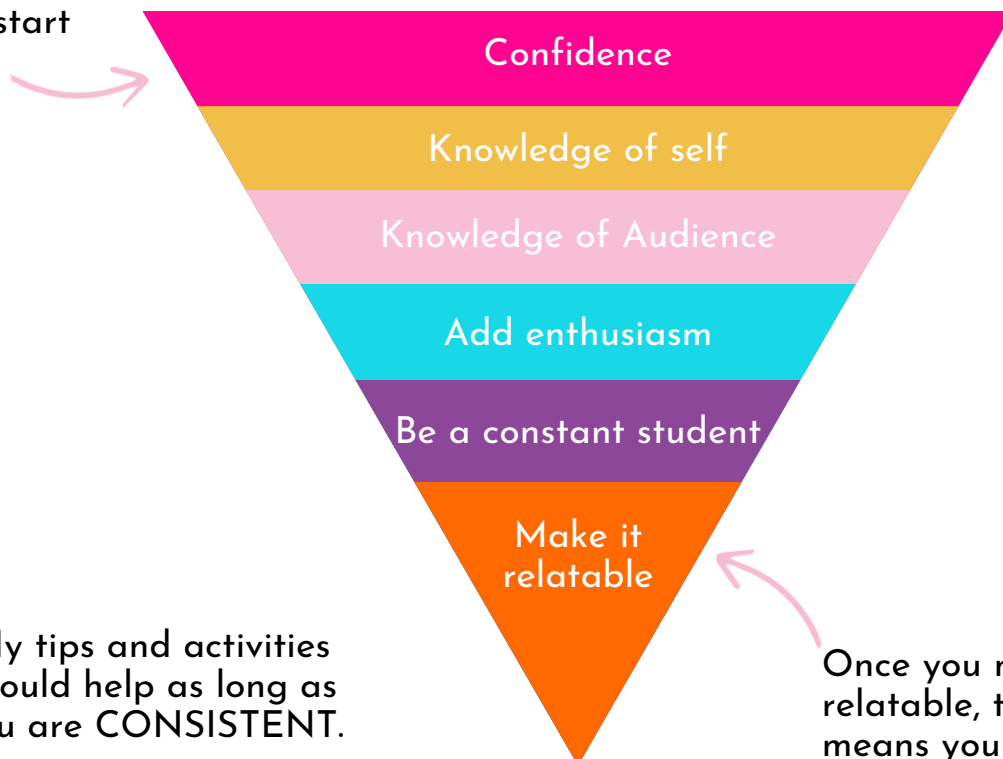
I thank you all for taking the time to read and invest not just in yourselves, but also in me! I pray this outline helps you all realize your potential and that these notes be exactly what you need to take your confidence, public speaking, and business to the next level!

I have attached my outline for you so that you all can begin thinking and brainstorming your ideas. Please feel free to contact me if any of my outline confuses you all!

Thank you for allowing me to be a part of your journey and sowing into me as I sow into you!

L.

This is the base of where you start



My tips and activities should help as long as you are **CONSISTENT**.

Once you make it relatable, that means you have a good flow going. Don't be a robot

# THE PRE WORK: THINGS TO CONSIDER

Answer the following questions about your pitch so you are writing it with your audience, your purpose, and approach (ethos, pathos, and logos) in mind.

Step 1: Who is your main audience? (stakeholders in the community, investors/outside, direct clientele, competitors, etc.) Please keep in mind you can have a different speech or pitch prepared for each one, but still using your main key information

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Step 2: Now that you know your audience, determine your MAIN purpose (to inform, persuade, or relate to) and WHY that best serves you:

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# REMEMBER

Main Components to consider after knowing your audience is to know HOW to approach them and what information to include

Ethos (ethic)- This is where you build credibility and trust through quotes, references of people you've worked with or spoken to, and etc. This is important in all forms because it shows that you are knowledgeable.

Logos(logic)- This is statistics or numbers. Talking to government agencies they want more of this than anything.

Pathos (Passion/emotion)-Normally for people who are looking to relate to your story/pitch. Why should they care? This is where your story of self can be especially impacting.

# THE OUTLINE

What is your hook? (Question, statement, statistic.  
What's getting their attention?



2. Background information/Introduction of a real problem-- This is your "why." Why do you do this? Why are you credible? This is your build up to you noticing and realizing there was a problem; what's your focus? What really triggered you to take action? Give a bit of personal information here:



3. What is the problem your idea/business solves for other people? The problem- (What did you decide had to be addressed through your idea and who suffers from it. Introduce who it affects. Possible statistics inclusion):



4. The solution- (What did you come up with/your idea. How is your idea different? How does it work?)



5. Why- (Why should these people utilize your idea or invest in it-think of your audience)



6. Closing Hook- Closing hook should still grab their attention. Your ending is like a hook in itself! How will you leave them wanting more? Choose your ending (a question, a statistic, a statement. Restate the most important idea they should take from what you said and end with a bang):



# CALL TO ACTION



## GET THE FULL COURSE! USE YOUR DISCOUNT TODAY!

[www.pitchit365.com](http://www.pitchit365.com)

Ready for the full course to build your brand through public speaking. We offer three Unique courses:

### Accelerated:

Accelerated program is for those who do not have as long of a time period to commit but still want the practice and feedback from a professional to create content for presentations. Those who take this course should expect to spend at least 15 hours a week to cover all material (as this program is sped up condensing 3 months of material into 6 weeks).

### Self Paced:

Self paced program is perfect for anyone who wants the tips, but can practice on their own, and want to go at their own speed.

### Full Intensive:

3-6 month program specifically for business owners/fellowships and their employees/staff/fellows

*While these courses are normally range between \$200-\$600, you can get them at a discount! Just email [pitch.it365@gmail.com](mailto:pitch.it365@gmail.com) with the code: Ebook1 in your Subject Heading!*

**CALL TO ACTION**



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**PITCH.IT365**

[pitch.it365@gmail.com](mailto:pitch.it365@gmail.com)

*La'Shondra Johnson*



# **LA'SHONDRA JOHNSON**

CEO and Pitch Expert

Book an appointment/consultation

Calendly: [calendly.com/pitchit365/15min](https://calendly.com/pitchit365/15min)

**Thank  
you!**

LA'SHONDRA JOHNSON

