



Course Handbook



Module 1

Lay the Foundation



Video 1: Welcome and Overview

This course has four modules:

- Lay the Foundation
- Craft Your Message
- Deliver Dynamically
- Build Your Relationships

You are able to connect with others and with Jill in two places as you take the course:

- In the comments under each video
- In the private Facebook group

About the homework:

- Do the homework. This is how you will be able to apply what you learn.
- NOTE: If you post a Facebook LIVE and Jill doesn't give you feedback within 48 hours, please email resources@jillsavage.org to give her a heads-up that a video is out there. Jill and her team are monitoring the page but occasionally things can slip between the cracks and notifications can be missed. Thank you!

Speaking skills are used in a lot of different ways:

- Videos
- Webinars
- Interviews
- Podcasts
- Keynotes
- Workshops
- Training
- Retreats
- Day-to-day personal conversations

Can you identify a time you saw a speaker and it was powerful for you?

What were the elements that made the experience stick in your mind?

- Imagery?
 - Stories?
 - Authenticity?
 - Delivery?
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Homework:

Start paying attention to those you see speaking. Maybe it's every Sunday at church as you watch the pastor speak, or maybe it's as you listen to a podcast or as you watch videos. Pay attention to the details. You've just taken that information in for inspiration in the past. Now I want you to move from inspiration to information, and really take note of what it is that makes a speaker draw an audience in.

Watch a TED Talk. Just Google “TED Talk” and see if you can find one on a topic you'd like to watch. Watch the speaker. What do they do well? What do you wish they would have done differently? What can *you* glean from their message and delivery? If you'd like to, you can share the link to the video you watched and your thoughts either in the comments below the video or over on the Facebook page.



Video 2: Know Your Why, Who, What and How

The first step in speaking is self-discovery. Your homework for this video is to pray and ponder these questions:

Why do I want to speak?

Who is my target audience?

What have I learned in my life that I can share about and use to pass on hard-earned wisdom?

What drives me? What am I passionate about?

What legacy do I want to leave?

(If you're having trouble figuring out the "what" questions, imagine you are dying and you have to leave a parting message. You can only give one piece of advice to those you leave behind. What would it be? What do you want to be remembered by?)

Fill in the blank: “He/She was a person who taught me to:

How can I best deliver this?

Where do I have doors open to begin communicating my message?

Additional Notes:



Video 3: What Are the Messages Only You Can Hear?

Identify your self-talk. What are the messages only you can hear?

“The enemy will try to keep us from sharing hope.”

Common self-talk lies and the truth you need to use to reframe those messages:

“What will people think of me?”

- We can't be people-pleasers.
- We need to be God-pleasers.
- Some people will like you and some people may not.
- We need to stop worrying about what other people think.

“Who does she think she is?”

She's a woman living out 1 Peter 3:15 that says, "Always be prepared to give an answer to everyone who asks you to give the reason for the hope that you have."

“I'm not spiritual enough to be doing this.”

- None of us are.
- Are you learning?
- Are you growing?
- Can you share the lessons God is teaching you?

“I'm not a good enough speaker.”

Are you a growing speaker?

“Fear happens when we begin to focus on ourselves instead of our audience.”

So, what's the story you're telling yourself about being a speaker? How can you rewrite that narrative to tell yourself a story that aligns with truth? What self-talk can you rewrite into truth-talk?

*“God doesn't call the equipped;
He equips the called.”*

Learn to deal with fear by asking yourself, “What would happen then?”

“There’s too much at stake and you have too much to share to let fear stop your story.”

Additional Notes:

“If you’re being called to share your story in big ways or little ways, then you have to trust that God will equip you along the journey.”



Video 4: The Power of Stories

*“Tell me a fact and I’ll learn.
Tell me a truth and I’ll believe.
But tell me a story and it will live in my heart forever.”*

Stories:

- Illustrate transferable principles.
- Allow your audience to identify with you.

My stories:

My stories from the timeline of my life:

Birth – age 4:

Age 5-10:

Age 11-15:

Age 15-20:

Adult stories:

Alphabet Stories:

A _____

B _____

C _____

D _____

E _____

F _____

G _____

H _____

I _____

J _____

K _____

L _____

M _____

N _____

O _____

P _____

Q _____

R _____

S _____

T _____

U _____

V _____

W _____

X _____

Y _____

Z _____

What stories of others do I know?

Homework:

Do a two-minute Facebook Live in our Facebook group.

- Think of one story you can share and one takeaway from that story.
- Keep it between 2 and 3 minutes.
- Tell your story succinctly and then share the takeaway.
- Don't spend time saying hello to people. Jump right in, tell the story and the takeaway.
- Think ahead about what you'll leave us with. What will be the last statement that you'll share?
 - Is it a quote?
 - Is it a call to action?

*“Do not despise the day of small beginnings
for the Lord rejoices in seeing the work begin.”
Zechariah 4:10*

Additional Notes:



Module 2

Craft the Message



Video 1: Choose Your Topic and Identify Your Goal

What do I want my audience to be thinking and doing at the end of my message?

What annoys me about other messages I've heard? Is there a gap I could fill?

What is often left out of conversations in churches? Can I talk about that?

What are questions I'm asked that I enjoy answering?

How do I want to disrupt my audience's thinking?

What is my audience's self-talk that I can address?

"If you can't write your message in a sentence, you can't say it in an hour." What we need to do is really encapsulate what it is that we're going to be speaking about in a very clear, single objective statement.

What messages are floating around in your head? How can you write them out in a single sentence to fit the *why you should* or *how you can* objectives Ken Davis talks about?

Jill's examples:

Every mom should be a wife first, mother second for three reasons: It provides security to your children, it keeps your marriage a priority, and it provides a lifestyle example for your children.

Every mom can know that Jesus understands the everyday challenges she faces with these three perspectives: People were always calling Him, ministry for Jesus was whoever was standing in front of Him, and Jesus was always being touched by people.

Be careful of hidden objectives you may not even realize are there.

- *I hope they like me.*
- *I hope I can fill the time.*
- *I hope I can impress the audience.*
- Those take us away from the importance of the message that we have to deliver.

Homework:

- Use the questions in this lesson to narrow down your topic possibilities.
- Choose a topic for a message you're going to develop.
- Write a single sentence or a single objective statement that helps you clarify where you're going.
- Share your objective statement in the comments under the video or over on our Inspire Course Facebook Page if you'd like!



Video 2: Make it Stick

Sticky Statements do two things:

- Sticky statements take your speaking from mundane to memorable by condensing your thoughts into poetic cadences that stick with the listener.
- Sticky statements increase the reach and the impact of your message by giving your audience easy takeaways that they want to share on social media. (source: Lysa Terkeurst teaching)

Examples:

Bad Moments Don't Make Bad Mamas. Lysa Terkeurst

It is not well with my circumstances, but it is well with my soul. Jennifer Rothschild

A real marriage isn't perfect. A real marriage is two people being perfected." Mark and Jill Savage

When we spend too much time touching screens, we spend too little time touching lives. Jill Savage

Ways to create sticky statements:

- P is Picture; is there a word picture or a metaphor that I can use?
- R is Rhyme; can I use a rhyme to make it memorable?
- E is Echo; can I repeat words or sounds to help it stick?
- A is Alliteration; can I use words that start with the same letter to drive it home?
- C is Contrast; can I say two opposite words or ideas?
- H is hook; how can I naturally repeat my statement throughout my message to make it stick?

Source: The Rocket Group



Video 3: Collaborate and Conceptualize

Who could I collaborate with?

- Individuals: _____
- Groups: _____
- Online: _____

How can I best research this topic? Bible? Online? Library? Collaboration? Surveys?

Consider the wide variety of communication elements you can use in your message:

- Questions
- Stories
- Humor
- Quotes
- Data
- Visual aids (on the screen or in your hands)
- Imagination
- Analogies
- Demonstrations
- Calls to action
- Games
- Gifts (could you give your visual aid to someone in the audience?)
- Stats, facts, and graphs

- Video
- Magic
- Sticky statements
- Timeline
- Music
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Create an organizational blueprint for your message:

- Question-story-challenge template (ask a question, tell a story, issue a challenge, repeat)
- Circular construction (start a story in the beginning of the message and finish it at the end)
- Share your story (make sure the audience knows what’s in it for them—include transferable principles)
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Keynote Message = Inspiration

Workshop Message = Education

Additional Notes:



Video 4: Conceptualize Part II

Structure out the scaffolding of your message:

- Use a word document
- Use a poster board and different colored sticky notes.
- Use different colored index cards
- Trello (online)

Objective Statement: (see page 19)

What elements will you use in this message? (see pages 22-23)

Homework:

Begin collaborating and conceptualizing. You may sit in this place for days, if not even weeks. That's healthy as you allow the creative process to begin taking place.

Additional Notes:



Video 5: Start Well, Finish Strong, and Everything in Between

Structure

- Tell them what you're going to tell them. (introduction)
- Tell them. (body)
- Tell them what you told them. (conclusion)

Airplane analogy: An airplane gets you from point A to point B. You, as a speaker, want to take your audience from point A to point B. In order for an airplane to do that, it actually has to take off, and then it has to transport us there, and then it has to land well.

Take off:

- Start strong.
- Don't thank them for having you as a speaker.
- Don't make small talk or comment on what happened right before you came out.
- Do own the room.
- Tell a story.
- Engage the audience immediately.
- This sparks your own confidence and makes the audience confident in you as a speaker.
- You really only have about the first 60 seconds to engage the audience and let them know if you're worth listening to, so you want to use that time well.

Head to your destination:

- Tell them where you're going to go.
 - Use your communication elements as you develop the content of your message. (see pages 22-23)
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Land the plane

- Tell them what you told them with a brief review.
 - End with a strong story, a quote, or a scripture - something that allows them to carry the message home and find your call to action in their own life.
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How to handle Q&A's. Two options:

- Stop short of the finish, offer a time for questions, then land the plane well so that you end the message the way you want to end the message.
- End your message well, and then exit the stage. Have the event organizer ask you to come back to the stage to have a time of Q&A.

Homework:

Think about how you're going to take off, and how you're going to land the plane. What is it that will capture your audience, and what is it that will seal your message in their mind as you finish?

Additional Notes:



Video 6: Tell Your Stories, Choose Your Words, Keep Them Engaged

Jesus was a master storyteller and He used stories to illustrate points all the time. We call those stories in the Bible parables. They're used to illustrate a story in some way and to teach a principle.

Ask yourself: Why am I telling this story?

- To relate to your audience.
 - To illustrate.
 - To add a little bit of humor into the mix.
 - To illustrate a transferable principle.
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Edit your stories

- Don't include information that isn't needed.
 - What information can I leave out that just isn't important so my audience doesn't have to go places mentally they don't need to go?
 - Record yourself telling stories. Go back, watch it and ask for each story: Am I giving too much information? Is there a simpler way I could say this?
 - Edit stories for the sake of a stronger message. Storytelling is an art and you have to practice your art.
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Watch out for assumptions.

- Don't assume your audience has had the same experiences you've had or even making assuming statements.
 - Think about how the audience personalizes your messages for themselves.
 - Be very careful about your choice of words.
 - Use "us" and "we," instead of "you" and "your." This is inclusive.
- Don't assume everyone in your audience is a believer.

Watch out for Christianese.

- Christian vocabulary
- Denominational vocabulary

Watch out for passive voice.

- Get rid of the "-ing"s in your speaking.
- Use active voice.
- This moves from suggestive to imperative.

“There are always three speeches for every one you actually gave. The one you practiced, the one you gave, and the one you wish you gave.”
Dale Carnegie

Additional Notes:



Module 3

Deliver Dynamically



Video 1: Outline, Outfits, Out on Stage!

Speaking notes:

- Outline or Notecard
- Include prompts to remember where you want to go and what you want to talk about,
- Can use only the upper half of your 8-1/2x11 page in an effort to keep your eyes up.
- Move away from the podium when you tell stories.
- Notate PowerPoint and stories in your notes by highlighting them in different colors,
- Tape specific scriptures that you want to use from a different version right into your Bible.

Your voice and facial expressions

- Project your voice with energy.
- Use vocal variety. Louder than quieter. Faster than slower.
- Smile, laugh, and cry with your audience.
- Use your whole body with gestures.
- Make eye contact.
- Don't pace the stage.

Appearance (particularly for women)

- Don't wear jewelry that jingles.
 - Think about whether jewelry will hit a lapel mic.
 - Updated haircut and color
 - Wear clothing one step nicer than your audience.
 - If you choose to wear a dress or skirt, remember your audience might be below you.
 - Watch cleavage.
 - No leggings for speakers.
 - A little more makeup than usual because stage lights will fade you out.
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Delivery Feedback

- Watch yourself on video. "*What can I learn? What can I strengthen?*"
 - Ask friends and fellow speakers for feedback.
 - Submit your videos in our Facebook group for feedback.
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Video 2: Learn to Love Technology

A microphone is a speaker's best friend!

- Podium mic: Works but you are stuck behind the podium.
 - Handheld mic: Make sure mic is an extension of your mouth.
 - Lavalier Mic. Clips to your clothing.
 - Headset Mic: Best option because it moves with you.
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Powerpoint/Videos

- Helps visual learners.
 - Don't just put words on the screen, use pictures too.
 - Take your PowerPoint on your computer AND a jump drive.
 - Get a powerpoint remote.
 - Take a second set of speaking notes for person running powerpoint.
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*“There are no secrets to success;
it’s the result of preparation, hard work, and learning from failure.”
Colin Powell*

Additional Notes:



Module 4

Build Your Relationships



Video 1: Practice

Speaking is a responsibility, and practicing is a stewardship of that responsibility.

- Practice to time your message.
- Micro-practice individual elements of your message.
- Deliver a new message to a local moms group.
 - Take index cards with you.
 - Ask them to write one thing that was good about the message and one suggestion for improvement.

Where to get experience speaking:

- Moms groups are a great place to get started speaking.
- Moms groups plan their year between May and July for the following Fall/Spring.
- Ask friend if they will be a “warm contact” and do an email introduction to an event planner
- Think about the places you’re already speaking: Sunday school, Bible study

Homework:

Micro-rehearse telling at least one story over and over. Videotape yourself on your phone and then watch it. Cut out non-essential information and practice, practice, practice.

Additional Notes:



Video 2: Promotion and Platform

Build your platform.

- Be active on social media.
- Do Facebook Live videos
- Make sure you think about, "*How am I going to take off? How am I going to land the plane? What story am I going to share and what transferable principle am I going to share along with that story?*"

Provide a fill-in-the-blank handout when you can.

- Keeps your audience engaged.
- Allows you to send your social media handles and contact information home with them.

Website:

- This is where people connect with you, watch speaking video clips, and request you for a speaking engagement.
 - Your website can include a blog if you want. (Make sure people can subscribe to your blog!)
 - Include a page that describes your message(s) using value statements. (see sample download in module).
 - Endorsements: this is a statement past event organizers can share about your speaking and their experience working with you.
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Homework:

- 1) Write up a description of the message you've been working on throughout this course. Use value statements.
- 2) Write up a bio about you as a speaker, something an event planner might use in the promotion of an event or as an introduction.

Additional Notes:



Video 3: People

A speaking event begins the first time an event planner reaches out to you.

- Ask him/her to tell you about their event.
 - Tell me about the audience.
 - What speakers have you had in past years?
 - What do you hope to accomplish at your event?
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Minister as you go.

- The event planner.
 - People on the event committee.
 - The person who picks you up at the airport (if you fly in).
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Research the event.

- What phrasing do they use that you could include?
 - Do they have a theme or a scripture they're building their event around?
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Video 4: Pay

You can get paid in two ways when speaking: a speaking fee and a product table.

Product Table:

- Books (You don't actually have to have a book to have a product table, though.)
 - T-shirts
 - Bookmarks
 - Greeting cards
 - Jewelry
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Speaking Fee:

- Create a fee schedule (see below).
 - A speaking fee speaks of your value as a speaker.
 - Based upon experience + prep time + travel time + event time.
 - Fee schedules give you a place to start conversations.
 - *My usual fee for this is \$___. How does that fit into your budget?"*
 - It's okay to start in small settings, maybe moms' groups, and charge no fee at all. You're getting experience. However, unless the event is local, ALWAYS get mileage.
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Speaking agreement:

- When you're to be there.
 - Where you're to be.
 - What topic you're speaking on.
 - How many people will be in the audience
 - Speaking fee
 - Mileage or airfare required.
 - Hotel accommodations.
 - See sample download provided in module 4.
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Setting Your Speaker Fee: four categories of speakers.

- **Beginners** have two or less years of experience, little name recognition and no publishing credits.
- **Mid-level** speakers have three to five years of experience, maybe some local name recognition, and they might be published, like a book or magazine articles.
- **Experienced** speakers have five or more years of experience, maybe internet presence, a decent platform with some increased name recognition and probably published.
- **Highly experienced**, well known speakers have five or more years of experience, maybe a best-selling author and have a huge internet following.

	Single Presentation	1 Day w/ 2-3 Presentations	Retreat speaker 2-4 presentations over several days
Beginner	\$500/\$700*	\$800/\$1000	\$1000/\$1200
Mid-level	\$800/\$1000	\$1000/\$1200	\$1200/\$1500
Experienced	\$1500/\$2000	\$2000/ \$3000	\$3500/\$4000
Highly Experienced	\$4000/\$5000	\$5000/\$8000	\$8000/\$10,000

*Local/Non-local (more than an hour away—driving or flying)

Considerations when setting fees:

- Is this a single presentation or several messages in one event?
- Fees usually increase every time the speaker has to do more work for that event.
- Local or require travel?
- Corporate environment can often handle higher fees.
- You can determine to do a certain amount of events that you do as a title of your time—no or low fee
- Ask if a lower fee event has the possibility of providing you with a high-quality video of your message.

Homework:

Your homework for today is to use the grid above to fill in the grid below and create your own pay scale.

	Single Presentation	1 Day w/ 2-3 Presentations	Retreat speaker 2-4 presentations over several days
Local			
Requires travel			

Additional Notes:



Video 5: Priorities

Priorities:

- Everything we do is for an audience of One.
- Stay on your knees.
- Trust Him when you speak.
- Dig into His Word for your life, not just for your speaking.

Marriage and family are your first priority:

- Decide in advance how much you will travel each month.
- No one knows what's best for your family and your life better than you.
- You are responsible with your yes's and your no's.

Additional Notes:

*“Through hard work, perseverance and a faith in God,
you can live your dreams.”*
Ben Carson
