



Cool, Calm & Connected

...every time you speak

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EVENTS CALENDAR

From Feb 1, 2011
2 Coaching Programs

**DIY – e-learning.
Do It With
Geraldine
(Phone, Skype,
Face)**

**Feb 19 – Apr 2, 2011
7 Week Course
Face to Face Group
Byron Bay Area, NSW**

**June 17-19 2011
3 Day Intensive
Byron Bay Area, NSW**

**October 2011
4 Day Retreat
Women Only
North NSW, Australia**

Quick Survey

**What's Your Biggest
Public Speaking Fear?**

- Boring people
- Appearing nervous
- Going blank
- Exposing too much

“ It’s like Geraldine handed me a torch to shine on the shadow areas, the corners I’d ignored for years. Geraldine’s no “BS” approach, her articulate dissection, steered me back on track and allowed me to learn from my own process of slip-ups and exploration. She has professionalism with personality!”

You've Got 30 Seconds



COOL CALM CONNECTED EZINE



Cool, Calm & Connected ezine
Be seen, heard and remembered
...every time you speak.

September / October 2009

A “How To” ezine of practical strategies and inspiration to help professionals communicate with ease and authenticity every time they speak. Average read: 3 minutes.

Published by Geraldine Barkworth every 2 months & emailed to confidential subscriber lists.

Back issues: are available here

What's New

➤ Cool, Calm & Connected 5 day retreat, Sunshine Coast QLD, Oct 31-Nov 4, 2009.

4 places only left for this Public Speaking Goddess Retreat. Press the “Pause Button” and let your “Inner Speaker” out to play at this exclusive working holiday for busy women needing to boost communication and leadership skills.

In 5 days you will become a public speaker who communicates with ease, grace and an authenticity that is compellingly attractive. **Contact Geraldine for information and registration now. All inclusive cost of \$1,290.**



“You've Got 30 Seconds”

Article 5 of 6 in the 2009 theme of “How To Talk In Difficult Places”.



**Geraldine Barkworth
Wholistic Public
Speaking Coach,
Australia**

FREE E-NEWS

Your Public Speaking problems solved by The Goddess.

- Quirky, Practical, Fun & Thought-Provoking.
- Read How The Goddess of Public Speaking Solves The Challenges of Interpersonal Communication

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What's Your Biggest Public Speaking Fear?

- Being judged / mocked
- Feeling Unheard
- Answering questions

Vote

Results

NERVOUS?



Learn to manage speaking nerves with the Inner Calm exercise.



"With each issue, learn how to stay comfortable within your own skin to make meaningful connections and get your point across, even in the most trying of public places..."

The Problem

We live in a society with advert-length attention spans. We can capture that short attention span by creating a 30 second personal ad, otherwise known as "a self introduction". I'm going to show you how... in 180 seconds!



The Impact On You

One of my bugbears occurs at functions when the harassed organiser pleads: "Now we've got a lot to cover today, so please give brief 30 second self introductions." Before long, someone grabs 4 minutes of "Me Me Time" at everyone else's expense. A new trend begins of 4, 5, 6 minute mind numbing self-introductions.

I used to think such people were insensitive, selfish and couldn't follow direction.

Now having worked with so many people, I understand that the number one reason that some people rave and ramble when they introduce themselves is:

The No. 1 Reason

- they simply don't know how to structure a succinct self-introduction.

The No. 2 Reason

- they simply are so nervous about speaking, they blank out and ramble.

The No. 3 Reason

- they simply are unprepared and have no idea what they are doing there.

The No. 4 Reason

- they simply are insensitive, selfish and can't follow direction.

Let's identify the benefits of keeping **you** short and sweet:

- **First Impressions**, like First Contact, create a lasting legacy.
- **Less Is More** – keeping your words clutter-free makes you easier to understand.
- **Succinctity** shows respect for other people's time & this is always appreciated.

(Yes I just made "succinctity" up. Pretty good isn't it? You may use it.)

Introducing yourself with ease, grace and succinctity enables you to:

- Quickly establish rapport and open a connection,
- Give an 'elevator' speech and create an opportunity,
- Make a powerful impression that gets you noticed.

The Solution

Here's how to create a compelling 15-30 second self-introduction. It's a good idea to have a few of these up your sleeve, because you don't want to sound like a broken record and because everybody, every situation and everyday is different.

1. Describe the benefit of what you do for others (not your title or process.)

The Calm Kit



\$16.95

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2. Use visual, graphic examples to which people can easily relate.
3. Give your name.

This might not sound nice (because we like to be nice, don't we?) but most people want to get a sense of who you are and what you can do for them, before they want to know your name. And if they are interested in what you offer, they are likely remember your name. So think about Them, not You, when you introduce yourself.



What You Can Do **Be intriguing, not boring.**

- " I help people find their toes. I'm Wendy and I help people lose weight. "
- " You know how some people look 20 years older than they really are? Well I fix that. I'm an anti-aging specialist and my name is Nathan. "
- " I'm the person that people call when the wheels have come unstuck in their life and they want to do something about it. I help people get back on track with a 12 week program. My name is Lou and I'm an accredited Counsellor. "

Create your own 30 second personal ad and grab those short attention spans before they pass you by. And don't forget to practise.



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For more information about services including private coaching, corporate training or to make a media enquiry, please contact Geraldine Barkworth directly on +61 (2) 6685 1917 or email geraldine@coolcalmconnect.com.au

To subscribe or unsubscribe, please email geraldine@coolcalmconnect.com.au with your request.

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