

Myths and Misconceptions Interview

Interview Data:

Interviewer's Name: **Jim Edwards**

Publication / Project Name: **I Gotta Tell You Podcast**

Expert's Name: **Felicia Slattery**

Target Audience (SINGULAR): **Business Owner**

Target Audience (PLURAL): **Business Owners**

Keyword Theme of the interview: **Public Speaking**

Topic of the Interview: **using public speaking to get more business**

Payoff Of The Interview (For Target Audience): **How to easily use public speaking, webinars, and teleseminars to get more business, get more customers, and make more money, no matter what you sell.**

Call To Action of the Interview: **Felicia Slattery's Signature Speech Wizard Software at SignatureSpeechWizard.com**

Introduction

Hi everyone and welcome to the **I Gotta Tell You Podcast**

(Today's interview is sponsored by **Felicia Slattery's Signature Speech Wizard Software at SignatureSpeechWizard.com**. Helping **Business Owners** with **How to easily use public speaking, webinars, and teleseminars to get more business, get more customers, and make more money, no matter what you sell** and other important **Public Speaking** topics. Check out **Felicia Slattery's Signature Speech Wizard Software at SignatureSpeechWizard.com** for more.)

My name is **Jim Edwards** and today I'm talking with **Public Speaking** Expert **Felicia Slattery** about the common myths and misconceptions about **Public Speaking** and **using public speaking to get more business** that stop most **Business Owners** dead in their tracks, really before they ever even get started.

Welcome **Felicia Slattery!**

Felicia Slattery is a well-known expert on the subject of **Public Speaking** and has graciously consented to this interview to share extensive knowledge and experience to dispel the common myths and misconceptions in this area so every **Business Owner** can understand **How to easily use public speaking, webinars, and teleseminars to get more business, get more customers, and make more money, no matter what you sell**.

Felicia Slattery, thank you again for joining us on this live interview.

Let's just jump right.

Questions

My first set of questions is about your background and experience in the field of **Public Speaking** so the **Business Owners** in our audience can understand who you are, where you're coming from, and how you can relate to where they are right now.

Then we'll jump into the main areas where people have misunderstandings and misconceptions when it comes to **Public Speaking** so our audience can understand how to get past those ideas that actually stop so many people.

1. Could you tell us a little about yourself in terms of background, education and experience in **Public Speaking**?

- a. When did you get started? *AGE 6*
- b. Have you had any formal training or education in **Public Speaking** or has it all been on the job training? *competitions College*
- c. What kinds of things have you done / experiences have you had in **Public Speaking** that are relevant to our audience of **Business Owners** and our topic of **using public speaking to get more business**?
- d. Were you an overnight success, or did you have to work for it?

Life Coach?

Ryze

Teleseminar Tips

Take for granted

Networking w/ skill set!

"What do" Speaker

Well, it's obvious you're the right expert for us when it comes to **Public Speaking!**

READY w/
MESSAGE

Let's dive into those myths and misconceptions and cleared up for people.

2. What is the #1 Myth or Misconception that **Business Owners** have about **Public Speaking**?

Need a
Plan!
Need something
to sell!

- a. How does believing that hurt them?
- b. Why is it not true? Or why is it false to believe that?
- c. What's the reality instead? *Follow Formula/Recipe*
- d. What should our **Business Owners** do now that they know the truth about this one?
- e. What would someone do if they've fallen into the trap of believing this? How can they get out and get back on the right track?

Think it's hard/takes a
long time

3. What's the 2nd biggest Myth or Misconception that **Business Owners** have about **Public Speaking**?

I don't have anything to sell!

- a. How does believing that hold them back?
- b. Why is this a false belief?
- c. What's the actual reality here they should understand? → *Sell time + knowledge*
- d. What should people do now that they know the truth? What action(s) should they take? *Coach/Consulting/Advising?;*
- e. If this myth / misconception had derailed them, how can a **Business Owner** get back on track in this area?

Keep Simple - Sell phone appt.
time → Give a
deal!

4. What is the 3rd biggest Myth or Misconception that **Business Owners** have about **Public Speaking**?

My website's not READY!

+ Checklist
Cool Simple thing!

- a. How does believing that hurt them?
- b. Why is it not true? Or why is it false to believe that?
- c. What's the reality instead?
- d. What should our **Business Owners** do now that they know the truth about this one?
- e. What would someone do if they've fallen into the trap of believing this? How can they get out and get back on the right track?

FOCUS ON HELPING
OTHERS!

5. Are there any other major myths or misconceptions about **Public Speaking** we need to let our **Business Owners** know about? *SCARED TO SPEAK? → GO SPEAK!*

6. Is there anything that *used to be true* in the world of **Public Speaking** but is now false? In other words, is there something that used to work or be required for success that now doesn't work or isn't necessary, etc.?

7. What is the perfect mindset a **Business Owner** could or should have about **Public Speaking** that would virtually guarantee their success?

- a. Stated differently: Now that we've gotten rid of the wrong beliefs, what are the right beliefs that will empower **Business Owners** when it comes to **using public speaking to get more business**?

SERVICE + SCALING

8. Is there anything I haven't asked you about **Public Speaking** myths and misconceptions that many **Business Owners** suffer from that you'd like to share?

Conclusion

Thank you **Felicia Slattery** for a great interview. I'm sure all the **Business Owners** in our audience have a MUCH clearer understanding of the realities of **Public Speaking** now that you've cleared up all these myths and misconceptions. So thank you very much for sharing your expertise and experiences so graciously.

Can you tell us a little bit more about **Felicia Slattery's Signature Speech Wizard Software at SignatureSpeechWizard.com**? Specifically how does it help **Business Owners** with **How to easily use public speaking, webinars, and teleseminars to get more business, get more customers, and make more money, no matter what you sell?**

So again, thank you **Felicia Slattery** for sharing with us... and thank YOU all the **Business Owners** in our audience for joining us for this amazing presentation about the myths and misconceptions surrounding **Public Speaking** and the REAL truth that will help you get better results yourself.

So again, I'm **Jim Edwards** and thanks for joining us on the **I Gotta Tell You Podcast**.

I'd like to invite you to check out **Felicia Slattery's Signature Speech Wizard Software at SignatureSpeechWizard.com** today for more on how YOU can succeed with **Public Speaking** and **using public speaking to get more business**.

Have a great day!

Additional / Supplemental Questions (If Needed)

- What are some **Public Speaking** tools or resources you think have become or are becoming obsolete? What or who is on the way out?
- Where do you see **Business Owners** wasting a lot of time in **Public Speaking**?
- Where are the big challenges in **Public Speaking** right now?
- Where are the big opportunities in **Public Speaking** that many **Business Owners** might be missing?
- Is there one particular story or example you'd like to share that really sums up what we've been talking about here?
- What are the best **Public Speaking** tools every **Business Owner** needs to use and know about?
 - Online / phone apps
 - Offline
- Any tips for time management when it comes to **Public Speaking**?
- Do you think it's easier or harder for a new **Business Owner** starting out today with **Public Speaking** than it was for you when you got started?
 - Why or why not?
- What final thoughts do you have to help motivate **Business Owners** to get started or take their **Public Speaking** to the next level?