



“Turn Your Written Words into Compelling Platform Presentations”

Instructor: Carol Kent

Class Type: Continuing Class

Florida Christian Writers Conference

Leesburg, FL

Oct 16-20, 2024

Syllabus



“Turn Your Written Words into Compelling Platform Presentations”

Instructor: Carol Kent

Class Type: Continuing Class,
Florida Christian Writers Conference
Leesburg, FL

How do speaking and writing connect? Both are very similar in the developmental stages—and in today’s world publishers are extremely interested in writers who have speaking platforms. Your carefully written words have the power to transform lives—in print and in spoken form.

Carol Kent has trained thousands of Christians in communication skills through the Speak Up Conferences. Come to this continuing class to learn how to put together an outstanding topical presentation.

You’ll discover how to develop powerful illustrations, how to gain the attention of your audience, how to deliver a message with energy and enthusiasm, and how to motivate your audience to follow through with a positive action step.

An added benefit is that Carol will share the secrets of building your speaking platform, setting appropriate fees, and she’ll reveal how to get meeting planners to invite you to come back again and again. You CAN learn how to speak up with confidence!

Connect with Carol:

www.CarolKent.org

www.SpeakUpMinistries.com

www.SpeakUpConference.com

www.facebook.com/authorcarolkent

www.instagram.com/carolkentspeaks

www.X.com/carolkentspeaks



Designing Your Signature Keynote Presentation.3

Dig Deeper--Illustrations, Support Material & Delivery
Techniques. 5

Develop an Expanding Speaking Ministry.7

Sample Contract. 9

Sample Recording Agreement. 10

If you are interested in additional training in presenting your signature keynote presentation, check out:

[Speak Up Conference](#) -- July 10-12, 2025 (In-person in Grand Rapids, MI, or virtually from anywhere in the world)

[Speak Up Speaker Certification Course](#) – Begins February 13, 2025, for six consecutive Thursdays.



Promo Code: Speak200 for \$200 off

This is a six-weeks live ZOOM course in preparing your signature keynote presentation. One hour each week is instruction; the second hour is an opportunity to be critiqued in a small group with feedback from the instructors, Carol Kent and Bonnie Emmorey.



Designing Your Signature Keynote Presentation

What makes a signature keynote vital to your ministry? _____

What are the two best sources for the content of a signature keynote presentation?

1. Your own _____
2. A topic _____

Key Steps in Building a Signature Keynote Presentation:

1. Brainstorm _____

- What are the significant events of my life?
- What is the topic (or what are the topics) I am the most passionate about?
- Pick one; don't be distracted by trying to develop more than one presentation at a time.

2. List the _____.

3. Write out your _____.

Answer the question: What do I want to cause my audience to do _____?
_____?

Make sure it is _____ & _____.

4. Develop your outline.

- What are the most _____ in my message?
- What style of _____ will I use?
- Remember an outline is _____
_____.
- Shorter is _____.
- If you can't remember your points _____
_____.

5. Illustrate your _____.

- Definition
- Anecdotes
- Personal Experience
- Quotations
- Key scriptures
- True stories
- Biblical examples

“The best speaker is he who turns ears into eyes.” Old Arab Proverb

6. Prepare your _____.

- A humorous anecdote
- A personal experience or illustration related to the topic
- A series of thought-provoking questions
- An interesting description of your topic
- A startling statement of fact or opinion
- A quotation
- A visual aid

7. Ask _____ questions.

8. Decide on your _____.

- Is your purpose to lead people to Christ?
- Are you there to give solutions to a problem?
- Is your goal to offer hope in desperate times?
- What are the goals of the meeting planner?

9. Determine _____ you can delete if you have a shorter time to speak.

10. Arrive _____.

Practice. Practice. Practice. Cover your preparation and your delivery with prayer. Get so familiar with your signature keynote presentation that you can concentrate on the needs you see reflected in the faces of your audience.



Dig Deeper

Illustrations, Support Material & Delivery Techniques

“The right idea presented in the right way can ripple across the world at the speed of light, spawning copies of itself in millions of minds. There’s huge benefit to figuring out how best to set it on its way, both for you, the speaker, and for the rest of us who need to know what you have to say. Are you ready? Let’s go light a fire.”

Chris Anderson

FACTS:

1. Basic Truth: There is no _____ to present a great talk.
2. Your Mission: To take something that matters deeply to you and to rebuild it _____ of your listeners
3. Unique Models:
 - _____keynotes
 - _____workshops
 - _____presentations
 - _____speeches
 - _____talks
4. Best Length: For your presentation, plan on _____

SUPPORT MATERIAL—Personal Experience:

“Now I want you to know, brothers, that what has happened to me has really serve to advance the gospel.” Philippians 1:3

1. Divide your life into chapters.
 - Stage 1: ages 1-5 _____
 - Stage 2: ages 6-12 _____
 - Stage 3: ages 12-18 _____
 - Stage 4: ages 19-22 _____
 - Stage 5: ages 23-30, etc. _____
2. Trigger Words (Write down anything that comes to mind.)
 - Nationality _____
 - Birth _____
 - Childhood _____
 - Summer Camp _____
 - Music Lessons _____
 - Schools _____
 - Athletics _____
 - Education _____

- Dating _____
- Marriage _____
- Job Experience _____
- Leadership Roles _____
- Children _____
- Trauma/Illness _____
- Family _____
- Vacations/Travel _____

“Brain scans reveal that stories stimulate and engage the human brain, helping the speaker connect with the audience and making it much more likely that the audience will agree with the speaker’s point of view.” Carmine Gallo

SUPPORT MATERIAL—Daily Life

- News Sources _____
- Magazines, Blogs, On-line Articles _____
- Observation of People _____
- Podcasts, Radio, TV, & Streaming _____
- Billboards, Bumper Stickers, and Signs _____
- Email, Letters, & Junk Mail _____

DELIVERY TECHNIQUES

“A happy heart makes the face cheerful.” Proverbs 15:13 NIV

1. What do people “hear” when we speak?
 - 7% involves the _____ we speak.
 - 33% of the meaning is conveyed through our _____.
 - 55% is _____ and it’s more important than what we say.

2. How is our verbal and non-verbal communication as speakers conveyed to our audience?
 - Tone _____
 - Volume (Breathing controls this.) _____
 - Vibrancy (Vocal Variety) _____
 - Facial Expression _____
 - Eye Contact _____
 - Body Language _____
 - Posture _____
 - Gestures _____
 - Stage Presence _____
 - Handshakes _____

The future is not written yet. There’s an open page for you to write your presentation and an open platform where you can stand, speak up, and prayerfully watch God transform lives.

5. Illustrate your _____.

- Definition
- Anecdotes
- Personal Experience
- Quotations
- Key scriptures
- True stories
- Biblical examples

“The best speaker is he who turns ears into eyes.” Old Arab Proverb

6. Prepare your _____.

- A humorous anecdote
- A personal experience or illustration related to the topic
- A series of thought-provoking questions
- An interesting description of your topic
- A startling statement of fact or opinion
- A quotation
- A visual aid

7. Ask _____ questions.

8. Decide on your _____.

- Is your purpose to lead people to Christ?
- Are you there to give solutions to a problem?
- Is your goal to offer hope in desperate times?
- What are the goals of the meeting planner?

9. Determine _____ you can delete if you have a shorter time to speak.

10. Arrive _____.

Practice. Practice. Practice. Cover your preparation and your delivery with prayer. Get so familiar with your signature keynote presentation that you can concentrate on the needs you see reflected in the faces of your audience.



Develop an Expanding Speaking Ministry

“And the things you have heard me say in the presence of many witnesses entrust to reliable people who will also be qualified to teach others.” 2 Timothy 2:2 (NIV)

Essentials for Growing a Speaking Ministry:

1. Start with _____.

“Prayer lays hold of God's plan and becomes the link between His will and its accomplishment on earth. Amazing things happen, and we are given the privilege of being the channels of the Holy Spirit's prayer.” — *Elisabeth Elliot*

2. Connect with _____.

Begin with _____:

- How many _____ are you expecting?
- What is the _____ of your group?
- Will the _____ be men, women, or both?
- How long has your church/organization/business _____?
- What are the _____ of the people who will be attending?
- Does your committee select the _____, or would you like to have me suggest some possibilities?
- Is your date firm, or is there some _____?

3. Determine an appropriate _____.

Ask:

- What season am I in as a _____?
- Who have their _____ been?
- Is this a church, organization, or business where I have _____?
- What is their _____ for speakers for this event?
(Travel expenses are always in addition to the speaking fee.)
- Am I the _____ or a _____?
- Will I be able to sell my _____ and _____ products?
- Will a _____ or a _____ be providing music?
- How many _____ will I be speaking?

4. Customize a _____.

(See sample of Carol's confirmation agreement.)

5. Create a _____ if appropriate.

(Feel free to personalize the templates of Carol's agreements with your own logo and specifics.)

6. Embrace _____.
- Website _____
 - Email _____ (www.textiful.com)
 - Email delivery system _____ (www.convertkit.com, constantcontact.com)
 - Facebook _____
 - Instagram (www.canva.com)
 - X _____
 - QR Codes (www.qrcode-monkey.com)
 - Blogging _____
 - Free _____ (lists, verses, prayers, articles, bookmarks, discount coupons, tips on overcoming rejection/fear, etc.)

7. Get _____. (_____ opportunities, _____ presentations, & _____ meetings)

- Conferences where you meet with _____, writers, & leaders
- Your own _____ (Bible studies, area retreats, banquets)
- MOPS groups, _____ church luncheons
- Speak for _____ if you're allowed to have a product table (bookstores, libraries, civic groups, book clubs)
- Word-of-mouth _____
- _____ for groups that do events nationally. (Stonecroft Ministries)
- Annual _____ with your newest topic featured that you mail to every evangelical church withing a 100-mile radius of your home.
- _____ events where you've been a supporter in the past and you believe in the cause.
- _____ groups (home school groups/parents/students/associations)
- Organizations that are a good fit with _____
- _____ at retreats and conferences
- Ask _____ to recommend you for their event.
- Develop _____ with speakers who believe in your ministry and who will recommend you as a speaker that group will use in the future.
- _____ articles/books/blogs (Always include a link to your website.)
- Agencies/Speakers _____

Remember: _____ are the very best way to make sales and to get the word out about your book.

8. Say _____ to the ministry God has for you and keep your heart and mind in His presence.

“As an overflow of my life—the wake I leave behind with my little dash on earth—I want others to fall in love with Jesus and know of His great hope and purpose for their lives.” Louie Giglio



Carol Kent

3141 Winged Foot Drive, Lakeland, FL 33803
586.481.7661

www.CarolKent.org | www.SpeakUpMinistries.com
www.SpeakUpConference.com

(Send two copies to the client: church, organization, etc.)

CONFIRMATION AGREEMENT

Please print and sign a copy of this contract and return it with the deposit.

Contact:		Website:
Organization/Church:		
Address:		
Phone:	Work Phone:	Email:
Speaker:		
Name of Event:		
Dates:		
# of Presentations:		Approx. Attendance:
Location:		

Financial Agreements

Honorarium: \$-----. Please present a check for \$----- to the speaker in the speaker’s name at the time of the event. (PLEASE INDICATE IF TO BE MADE OUT OTHER THAN TO YOUR NAME)

Deposit of \$----- is due by (one month from date of contract), to confirm the event. Make check payable to Speak Up Speaker Services and mail to 3141 Winged Foot Drive, Lakeland, FL 33803.

Expenses: Lodging (if needed), meals, and roundtrip airfare for two from **(your airport)** to **(location)**.

Cancellation Policy: If the event is canceled, the deposit is non-refundable. If cancellations are made less than three months prior to the scheduled event, fifty percent (50%) of the remainder of the fee will be payable by **(sponsoring group)**, plus any expenses the speaker has incurred, i.e. non-refundable airfare. In the unlikely event that the speaker is unable to fulfill this contract, 100% of the deposit will be returned.

Additional Requirements and Information

A wireless headset microphone **(or your preference)** is preferred when possible. Please provide tables and an assistant for the display and sale of speaker’s books, tapes, and/or CD’s. The speaker reserves the right to bring her own products for sale purposes. If a bookstore will be present, we request that they not sell the speaker’s books, unless prior arrangements are made with the speaker.

Please sign and return one copy of contract, along with the deposit. Contact **(your name)** at **(your phone number and email)** to discuss topics and specific details of the event, and to request a photo or other publicity material.

We acknowledge and confirm that we have read and approve of the terms and conditions set forth in this agreement.

Contact Person’s Signature

Gene Kent, Vice President
Speak Up Ministries

Title

Date signed _____

Date signed _____



3141 Winged Foot Drive, Lakeland, FL 33803
586.481.7661
www.CarolKent.org | www.SpeakUpMinistries.com
www.SpeakUpConference.com

RECORDING AGREEMENT

If you wish to record the spoken messages of

Your Name,

this form must be signed and returned to Speak Up Speaker Services, along with the Confirmation Agreement deposit. Please sign both copies and return one copy to our office. Thank you.

The right to record and reproduce spoken messages of:

Your Name

at

(location and date)

is hereby granted to the undersigned sponsor for the express purpose of low cost distribution to conferees at said conference. The undersigned sponsor hereby agrees:

1. That all rights pertaining to the contents and titles of said recordings are exclusively reserved to said speaker:
2. To send said speaker one complete set of such recordings, which he/she will have the right to use and reproduce in any manner whatsoever;
3. That said license shall expire on: *(one month after engagement)*, unless prior arrangements are made.
4. That signing this Agreement in no way obligates sponsor to record, but only to hold to said terms.

Please note: Separate arrangements need to be made for video recordings.

Contact Person's Signature

Title

Date signed _____

Gene Kent Vice President
Speak Up Ministries

Date signed _____