



What's the Story?

September 2017

Life's a Pitch

Everybody should have a copy of "Life's a Pitch" (Bayley & Mavity) by their bedside. We found our copy in a guest's bedroom with the section on the "Art of Rehearsal" referenced.

The opening and closing insights are:

The legendary golfer Gary Player was once accused of being lucky.

"Yes," he agreed "and the harder I practise the luckier I get."

Secondly, don't work late the night before the pitch.

"The night before Waterloo, Napoleon took his officers through the battle plans one more time, as they had a lot to fight for.

Wellington told his officers to get an early night, as they had a long day ahead of them."

Wellington won

Investing in yourself

Our local adult college is advertising a thousand new courses this September but no presentation or selling courses. It seems a bit short sighted of them, but we know you're better off going to a Toastmasters Club www.toastmasters.org

We had been members and found the clubs friendly, open, inspiring and inexpensive. They allow you to learn at your own pace. We got involved as members and founded two new London clubs.

There's a great story about its founder – Dr Ralph Smedley- which imbues the clubs with their special culture and self-help spirit.

Smedley grew up in Illinois and joined his local YMCA. Many of the young men in the early 20th century staying in the YMCA were unemployed. Smedley could see by the

disappointments they would share at the end of the day, that they didn't interview very well.

So he started helping them to present themselves to prospective employers. It wasn't long before they got jobs but still wanted to learn in this communal, convivial atmosphere. So Toastmasters International was born in 1924.

It's worldwide and you should find a club in your city. If you want to get ahead you'll find like-minded people there.

David Bernstein – a UK creative legend RIP 28.8.17

David Bernstein had been a Creative Director of McCanns London, a founder of one of the UK's first creative independents – The Creative Business. A man, clients trusted and liked.

Before we ran our first "Selling Creative Ideas" workshop, we asked David what advice he would give someone who was presenting ideas.

He said **"Believe in them! If you don't, no one will!"**

David gave us a book he had written on Business Presentations. "Put it together – Put it across" ISBN 0-304-31733-0. Some of it may not be as relevant today, but there are many gems in it.

Selling Ideas remains one of our most popular workshops.

Good luck with your stories, presentations and pitches in 2017

Barry Graham & Sally Clare



28 Gloucester Road, Richmond, Surrey TW9 3BU T: ++44 (0)208 605 3782 M: ++44 (0)7976 919057 W: speakersco.co.uk