Public Speaking for Authors

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**Joshua Kelley**

Hi, my name is Josh Kelly, welcome to this seminar, this webinar, this online presentation of public speaking, Made Easy ish. As a writer, let me ask you, which is scary for you a blank page or podium. I know for a lot of writers, they are introverts the idea of going out and doing a speech or speaking publicly, is like really scary for them. And yet, we're constantly told about how important it is to have a platform to build your platform. And you know, there's social media, there's, you know, all the things you can do. But I really think that one of the key planks of that platform is the ability to speak well, I mean, what would happen if you're having a conversation with someone, you know, you're, you're at the you're at a conference, and you're talking with someone who happens to be from your neck of the woods, talking about your book, and they say, Wow, that is, wow, that could really touch the guys at my at my men's group, or the Sunday school I teach at or, or my co authors group, could you come and share with us? How would you respond? We're gonna go like, cool. This is an amazing opportunity to take this thing that God's given me this gift God's given me, and now give it to someone else? Or would you be thinking, Oh, crap, how do I get out of this? Well, my hope today is that through our little time we have here together, I can talk to you to make it move that needle more over to the Oh, cool, and away from the Oh, crap column. So quickly, a lot of times when when I usually want to do this, it's of course live. And the questions and answers are a key part of how I like to do my class. So trying to do this video presentation makes it a little bit difficult. So what I want to do is to open up space for, for you to ask questions. And if there's I'll answer them one way or the other, I'll kind of figure out the exact way to do it. But if I get enough questions from coming from the conference, what I would like to do is like maybe set up a Zoom meeting, so you can do some interaction. But what you can do is go to my website, Josh Kelley dot inc. So JOSHK, e, Ll, E y dot i n k, like the stuff you write with Josh kelly.com, forward slash CC, WC, Christian cascade Christian writers conference, cc WC, and I'll have some information there that you can use. So with that started up a little bit about myself first. So I was a pastor for about 14 years. Then, right at the tail end of that I had a wrote a book called radically normal of the year, a Christian living book, published by harvest house actually found that the editor at a at a Christian writers conference, not not this one, a different one, but so I believe in conferences, but I had hoped to be the next big deal and really excited about it. And as I found out, as many people do, that they're just getting a publishing contract doesn't necessarily mean your life's gonna change. In fact, it probably doesn't mean your life's gonna change. But it didn't make me realize I really enjoyed writing. And around the time that my book came out, we've had to close a church down that I was pastoring. It just shrunk down to a place where it was no longer viable. And so what we did my wife and I decided to pack up our daughters into a minivan and drove around the country for eight months and saw 40 states, two provinces in Tijuana gotta see so much this country is an amazing experience. I came, we came back from that trip. And at that point, I knew I was just not being called to be a pastor anymore. To be honest, I was quite burned out. And, but I knew I wanted to write. So what does a foreign pastor do who wants to write and needs to provide for his family? Well, I became a bartender. So I spent the next seven years of bartending at some pretty cool places. And got that was kind of a fun job. As for someone who is an extrovert like myself, that was a fun way to do it. Some long nights and you know, the law hardships with that, but what I would do is I would write in the morning, the bartender at night, and then came COVID, all sudden, everything shuts down. And now I'm being paid not to work by the government. And so I ended up God opened up some amazing opportunities. And I began ghost writing, which is never something that was on my, in my plan, but there it was, and I actually have another session here at the conference about ghost writing. And in that, so since then, I've written her Gosh, 1516 books, be able to write quite a few books been able to by God's grace, been able to travel as it went to Kenya and Nigeria last year for a client and just able Do a lot of great things and tell people stories. But so this is my background, I am a full time writer. And again, by God's grace, it's something able to do. And I still preach occasionally at my church up here in I'm in Mount Vernon, Washington about, you know, about an hour north of Seattle. And so public speaking is something I've always enjoyed. It's been easy for me. So I acknowledge that that's something that stage fright has not been a big deal for me. But yet, there's so many of the things that I do as a writer that play directly into public speaking. And so that's what I'm hoping to offer to you is some nine key principles. These will be coming up on the screen. And as well, I'll have them available online at that website, Joshua Kelley dot inc, org slash CC, WC. So these are nine key principles, not necessarily in chronological order, but things that I've discovered that I think really help with becoming a more confident public speaker. And one last pitch for public speaking and the importance of it, I was just telling my daughter the other day, that there's several things that skills that you can do that if you get good at those, you'll be able to take those into any place into almost any job, any marketplace, and they'll help you they'll add value to you as an employee or, or whatever sort of work you're trying to do. The first one was is writing, and hey, we are a writer, if you had this conference, that's awesome. The ability to write well and communicate was a huge benefit. Being a good leader doesn't matter what you do, if you're a good leader, you'll rise to the top. And the other one is public speaking, the ability to speak well, to communicate well, to communicate on your feet to clearly express ideas, that's going to help you tremendously no matter what you do. So with that, let's start. So the first principle, I see a public speaking again, especially visa vie, being a writer is to examine the fear. Look, we're all afraid. And even writing can be very fearful thing. Remember, when I was doing some writing coaching a couple years back, as I was reading the stuff that I would have conversations with a guy, and he was just really open and kind of just a touch, edgy, fun. And then I read his stuff. And it was just like, safe. And I finally as I kind of tried to figure out if I said, Jeff, what are you so afraid of? You need to write unafraid. And I think we all know that point in writing, when we're having choose courage versus fear. Well, the same way public speaking, fear is this massive barrier that we face. And to deal with it, you need to examine it. A good friend of mine, his name is Mike achor. And actually, I'm going to show two of his books that have been very valuable for people speak with no fear. I know this is showing up mirrored on your screen, but speak with no fear. Great book. In this he says that about two thirds of his clients as a coach, as a leadership coach, as a public speech speaking coach, about two thirds of them have what he calls an emotional speaking wound, something that make that like, traumatize them about public speaking. Maybe when they're like in junior high, they did a they were in a draw some drama and some performance piece and it went horribly wrong and everyone laughed at them. Or maybe their parents always were pushing them harder than they're willing to go. Whatever it is, there's something in them that makes it like this. This stop there's like all of us are, everyone's to suffer stage fright, I still have stage fright. In fact, if you don't have stage fright, that's a bad thing. It means that you don't care. But this thing is like makes them terrified. You need to examine this fear and this is from from Mike's book, he says to the four things that he encourages you to do, first of all, journal that fear take time during your writer you can do that think through why am I afraid when I when I feel this fear what does it take me back to in my past? Then you take that very bringing to God. Right? That's what we know to do. God here this is I'm afraid I don't understand why or I can't understand why what's going on. And kind of wrestle with him. Another great idea, right there is to take that fear, turn it into speech. It's kind of scary. But as writers we need to be able to open ourselves up to give ourselves and to turn that into speech even if you don't give it can get you in that mindset of taking this thing that has been a detriment. And now as a way to serve to give to others that also consider professional counseling man I believe in therapy I believe in counseling has been a huge part of my life. And it can be worth kind of walking through that with someone and kind of figure out why it bother you so much.

**Joshua Kelley**

The second principle so first principles to examine your fear second principle is serve the audience. Okay, man, I believe in this so much, especially as a ghostwriter. That was actually, for a ghost writing Association as with I was asked to kind of do like a little bit of an interview and they said what you wish your clients knew. It's that number one, a book is never about you, the client, or you, the writer, a book is always about the reader. We write, to serve, everything we do is to give something if you're doing it to receive, it's not going to work. In the same way, you know, as soon as the same way as a writer you write, to be read. When you speak, you speak to serve the audience, as a servant of God speaking is not about you. This is like one of those fundamental bedrock principles that is never about us what you have to give it is that that your focus is on not how are people going to look at me, but what can I give to them? What can I offer them? And so again, to me, that really goes right in line with writing that your your whole focus is on what am I giving to the person. Your goal is never to look good. Your goal is never to self promote. If you're up there giving a speech trying to sell a book, people will tell if you're up there to share something that means a lot to you, people will tell if you're setting out to be affirmed, to be told that you're a good speaker or writer, you know you're in the wrong business. That's one thing I learned about being a pastor, it's really easy to go into pastoring because you think people are going to tell you how awesome you are. That's really bad. It basically my the way I view that is basically you're you're eating the sheep, you know, your job as pastors was serve, not to have them serve you by telling you how awesome you are. And they frankly usually don't. Sidebar here, just kind of this huge thing is the more you find your value in God, you find your worth in God and knowing that God is the one that you're here to serve, and that God is the one who that is as a child of God, that you are worthy, invaluable. The easier it is not to focus on the audience, the more it's about like God, did I do you proud? Rather than how did I look, the easier it is. And you also won't be as devastated if something bombs because you'll know at the end of the day, yeah, that one really stunk. But I'm still child of God. You know, having that, that peace in you knowing your value, and God is just a huge part of life in general. And definitely in terms of public speaking and writing, because you're gonna have lots of reasons to feel discouraged in your writing. Here's kind of some some key things regarding serving your audience is. Remember that you're giving something to the audience? What are you giving them? Fiction, right, as a fiction writer you're trying to give your writers unexperienced your readers an experience as nonfiction you're trying to inspire you're trying to encourage is trying to educate your reader. What are you trying to give your audience that's the kind of something I always like to keep in my mind is what is it that I want to give? What what do I want the listener to walk away with? This is crucial, again, writing or public speaking? What do I want the person who received this to walk away with? Again, myself on that. But another key thing about this whole idea that you're writing to serve is it is a massive antidote to fear. Joy and fear are mutually exclusive emotions. And if you can focus your energy on excitement and joy at what you have to give, you know better to give than to receive, then you will watch your joy kind of mellow out a little bit. When I get ready to speak, I will I'm kind of sitting there, I'll get keyed up. Because I'm excited I have something I have to give. I'm so excited that I get to give this to the people who are going to be here. And that's what kind of ends up overwhelming me is that excitement about being able to give something. But another important thing about serving your audience is that you have to know your audience. I mean, that seems rather obvious, but you know, not always, that you need to really think about have your audience in mind, who are they? What are they like, again, just like writing, who you're trying to communicate with and know what they need. And if you don't know that, then you're not gonna be able to serve them well. But knowing your audience knowing who's this is when if I whenever I speak somewhere, I ask what's the main way I can serve your audience podcast by the way, that's that's a great way to speaking and find out well, you know, try to listen to some of the podcasts that are pre existing and ask you what can I give your audience always trying to know who they are and what that I have is something that can give. Okay, so that's the second one is to serve your audience. Third one, to be confident in your message. Yeah, this is kind of fun. have my coffee or my Starbucks coffee is good enough to be an effective writer or speaker and this seems to contradict what I just said. But it is that you have to ask her this I call it a holy cockiness. You know, years ago, this is when I was 14 and 15. My, my dad's retired Air Force Reserves, and he was activated for a while for him to be some training. And we went with him and live just off this Air Force Base in Sheppard, Air Force Base in Wichita Falls, Texas. And that that base was also the training center for NATO fighter pilots. And so there's all these young men of course, at that time, they felt old to me, but all these young men who were all the pilots and training and their mom, I remember my mom. And this was kind of a weird experience. But she, she, first of all, she comment on how cute they looked in there. How cute their little tight butts looked in their flight suits, which that was weird to have, my mom say. But she then commented on their cockiness, and she said, You know, I guess if you're gonna go strap yourself to a flying missile, you need to have a certain level cockiness. If you're going to go train to dogfight with other people in flying missiles, you need to have a certain level of cockiness. In the same way a firefighter, it takes a certain type of cockiness to believe that you can run into a burning building and come back out. In the same way. You have to as a communicator, speaker or writer, you have to believe that you have something worth sharing, that you have something to give that needs that they need. And that that's what I call that That's confidence. I call it a holy cockiness again, but it's really it's a confidence. And they also like to call it a disinterested, cocky, confident sorry, a disinterested in confidence. And what I mean about that is, it's not about building up yourself previous point, you're not serving yourself that you are not, you're confident in the message not because it's going to build up your ego, but because you believe that you have something that is worth sharing. That friends, if you've done the work, you know, your material, you spend time in prayer, and you've worked and you've stayed and you've created this thing to be to be awesome. Also, I'm gonna we're gonna get remember the word opposite of confident, to be unconfident to be, to be weak, to be scared to give it is a little bit like calling God insufficient. It's like saying, God you gave missing does not good enough. If you believe God really gave this thing to you to say this is worth while, I know the struggles I went to get here. And I know the stories of so many writers and each of you know your own story, what got you to be where you're at, you have something worth giving. And you have to have the confidence that God gave this to me. And that you're then willing to give it not for the sake of building up your own ego, but for the sake of serving the audience again. Okay, so that's the third one, be confident in your message. As a public speaker, you have to be confident in your message, which by the way, this is another book of Mike's that recently came out published by Wiley, speak with confidence, I don't get any kickbacks on these, this is just a no, this is a really good book, this whole book, what I love about it is it is kind of one of the key tag lines is that doesn't matter if you have the voice of Earl Jones. Or if you have the the all the knowledge of a TEDx speaker, if you don't have the confidence to speak, you're still not gonna be good speaker. And so this is a great resource for that Mike achor speak with confidence. So, the fourth thing be plain spoken. Okay. Part of this is my own bias as a writer, and as a reader, I have ADHD and dyslexia, and I don't like things being super ornate. I don't like things going all over the place again, that's me. That's my style. I own that. That is me. The you know, I'm not a fan of like, so that really flowery MFE type writing. Not this bad. That's just not that's just me. However, when it comes to public speaking, I'm going to be a little more or less like, Oh, this is just me. And so this is what has to happen. Good speaking is clear speaking, a good speech?

**Joshua Kelley**

Bike, good writing, it's like a clear window, or cycle. Writing and Speaking are both like Windows, how good it is. Depends on how clean it is. In other words, what I'm trying to say my point is that a really clean window you don't even know it's there. Really good speaking or really good writing. You as a reader don't know it's there. You just absorb what's on the page and start thinking about the writing. Okay, so that's it. again represents on my advice against the ornate writings. But when it comes to public speaking, it is vital. That goes from being kind of my opinion about how things should be written to know this is how you should speak. speaking clearly playing, being plain spoken is vital because it allows the reader to go from the words you're saying to actually getting right in here. And they're thinking about what's being said now about how you're saying it. It's especially vital because with a, when you're reading something, and there's this really ornate, beautifully worded sentence, it's got all these these clauses and all this, you can take your time, you can slow down, you can read it, you can reread it and you can meditate on say, Wow, that's really profound. When someone speaking, it goes by, there's no rewind button. That's why you have to have this clarity in how you speak. In order to get a good handle on being plain spoken, you have to remember previous lesson, it's not about you, you're there to serve. Writing is not I started speaking is not about you. It's so it's so easy for people to try to sound smart. Their goal is to sound smart, as opposed to serve people. And I actually remember my first sermon that so I live in 26 or so assistant pastor at this large church in up in this neck of the woods. I had like 30 minutes or 3040 minutes worth of material based on how I currently speak and I gave it in, I think they clocked it 12 minutes and 43 seconds or something like that I just buzz through. I was like druvan them. But at the end of it one of this sorry. Backup not at the end of it. Several years later, after I become the pastor of my own church, I came back and guest spoke at my old church. So the sweet old ladies came up and they were just chatting with me being so it was just so friendly and so kind and William said, Oh, we remember that first sermon you gave Josh, Pastor Josh. And I remember thinking, Boy, he is so smart. But I didn't understand anything you said. And when they said that, I of course laugh. But I realized at the time I gave that sermon. To me, that would have been a win. Because I wanted people to see me as smart. Give me a little time in ministry. And I understood that was an absolute failure. Because my value isn't God, I don't need to listen, I don't need other people to think I'm smart. I don't need to get give sermons, give messages, give speeches that have people looking at me, I can't be humbled enough for them to just get the material. You know, if I say something, people think I'm an idiot, but they remember it. It's a win. That's my goal, if it's something that's valuable, and implants in their hearts, that that's the thing, not what they think of me. So here's some some little very practical things that I believe when it comes to being able to be plain spoken when it comes to speaking. Avoid technical language. We all you know, whatever profession you're in, even writing, you know, we can talk about POV you know, someone who's not a writer is not gonna know what POV means. And there's all these things like that, that when you speak to outside groups, you need to be very aware of am I using terminology that is understood? And there's two reasons why two reasons why we'll use technical terminology will use language that's inaccessible to our listeners. The first one is a certain amount of laziness. What I mean by that is that the reason we have all this terminology, again, a profession has its technical terms, its nomenclature that they use, because it's faster, it's easier, they understand each other, they don't need to give the whole explanation. Back when I was a kid, one of my first jobs was working at McDonald's. And I remember one time hearing like, you know, someone talk to the person that drive thru and say, I'm sorry, but we we don't have your we need to park you because of the grill. We need to park you because of the grill. That made no sense to them. Now I understood Park means that we're gonna have you pull forward to one of the slots that were come out, bring the food out to us ready and grill means a special order. So to the person that shows up, excuse me, I'm sorry. It's gonna take a little bit longer because of your special order code, please have your pull forward we're gonna have you wait there and bring it food to you as soon as it's ready. That's the way they need to communicate to that person. Now I was able to communicate I within the store within McDonald's, we could communicate to each other Hey park that order because of the grill, you know, that we can use so so it is easier but when you're speaking someone outside your group, you need to change the language you need to make it in a way they understand. So that's the first thing we tend to be lazy and not think through our terminology. Huge, huge example. This is when you're Christian talking to a non Christian, when you're a Pentecostal talking to non Pentecostals, when you're, you know, whatever it is, within your own religious group. We really think through our terminology, and it's actually kind of fun. I work with a lot of non Christian clients, and realizing how much of the verbiage that I use is Christianese. I love it. I didn't even realize you need to think through that. The other reason we tend to use technical languages is frankly, because of pride. We want to sound smart, right? So like, I could say, I could talk to you about that pragmatic implications of an apocalyptic eschatology. That sounds cool. Or I could say, you know, what we believe about the end times really matters. Okay, which one sounds smarter, which one communicates. Here's another thing. Another way to help you be plain spoken is to ignore the professors and other writers who are in your head. In other words, when like as a pastor, when I first start preaching, I was more preaching to the my professors. The people who taught me about inaugurated eschatology. But they weren't in the audience, I needed to talk in a term that these people would understand I need to ignore the professors they gave me information. Now I need to translate it for the masses. And this is certain level this is personal preference. But this is also I do think it's true is to avoid passive language. In the same way, in writing, you want to avoid the passive language the Okay, this is my personal pet peeve. And most of you're gonna disagree with it, but I hate it when people say be mindful. Don't say be mindful. That's passive. say think about. Be mindful of your actions. Hey, think about your actions. Be plainspoken. Be direct with that one examples meet. But in general, to avoid passive language. It's just as as passive language is bad for writing makes for dull writing, it means for adults speaking. And then And finally, just learning to be conversational. You know, this whole thing I'm trying to do as a conversation. And as a public speaker, actually, as a pastor of the church that I pastored was across the street from a homeless shelter. And so on any given Sunday, I had no idea who's gonna walk through my doors and whether or not they'd be sober. Because of that, that forced me to every sermon. Be conversational, and to not use technical language and to be very plain spoken because again, I didn't know it was gonna come through the door. Okay, so that's the next one be plainspoken. Number five. Keep to the point. Okay, familiar with Elements of Style, right? The one that great classics of writing. I tried to reread it every couple of years, one of their key lessons is omit needless words. That's great advice for writing great advice for speaking. Good writing is on point you know what you're trying to do. And you're getting to that point, it doesn't mean it has to be short, but means that everything you write is serving that purpose. When I meet with when potential clients for ghosts, either ghost writing or for coaching. It's I'm always starting by asking, what's your purpose? Where are you trying to know what your point is.

**Joshua Kelley**

And again, this is doubly true when you're speaking as opposed to writing because again, people can't rewind it, they can't rewind reread, you need to be incredibly clear. And this is, notice I said, Keep to the point, not points. The longer I preached, the more I realized how little people are going to take away from the sermon, they really are going to remember one, maybe two things, if I'm lucky. You can use all the cool analogies and all the acronyms and all these different things that you want. But they're only nine times out of 1095 times out of 100 They're only gonna remember one thing, you can't really mess in my mind, you can't really mess with that dynamic. Doesn't matter what sort of techniques you use. All you can do is to choose which one thing is there remember. So it is far better, to give people one point, speak on one thing, and give them lots of different things that they can then that nailing that one point than to give them 10 different things and then know they're going to remember one of them seemingly randomly, of course, yes or no, what I'm doing here is I'm offering nine points in this speech, but you can rewind it, and you will have the notes and is the nature of these sort of things is seminars is that you know, you get lots of information. So yeah, so this stuff. So in order to really refine keeping to that one point having that one thing that it's about, yeah, here's a four different things I really believe I encourage people to do is first of all you need to determine the one thing you want your people to know. You're listening to note be able to do what is that one thing. And really get that thing hammered in, I will cut a lot of good material for the sake of really making that one point and bringing, again, every tool I have to bear to do that. And it's like, you know, the whole Kill Your Darlings thing. It's true and writing is true public speaking, I will cut a lot of great material from a speech, because I know it doesn't lead to that one point I'm trying to make. Yes, the resort. Look at all the resources that you can muster. You have this one thing that you wanted to say, What's everything you can bring? What are the stories you can tell? What are the illustrations you can use? What are the, the statistics, the slogans, and all this. Once you figure that out, then remove what all the what I call the blah, blah, blah, blah, blah. There's lots of things that we tend to say that don't really need to be said, in a speech. And in writing as well. There's just lots of filler, just lots of blah, blah, blah, blah, blah. And as you're reading through, like you write out your speech, like, Okay, I'm gonna be talking about this topic. And here's I've written out this whole thing, and it's when you start reading it, and you start to glaze over at some points, it probably needs to be removed. Because if it's not keeping you interested, it ain't gonna keep them interested. There's some times where you have to have information in there, that's boring. So here's kind of what my just because you need to set up context or whatever, kind of one of my sayings, personal sayings is, if it can't be interesting, at least make it short. So if there's something that you have to include, it's really not that exciting. Just do everything you can to make it as short as possible. So they have to endure for as little time as possible. Because a lot of times once you lose someone, you're not gonna get them back, or you're not gonna get them back for a long time. Finally, the biggest thing is, why do you care? You need to be able communicate, why does this topic matter to you, if it doesn't matter to you, if it doesn't matter to you, you better believe it won't matter to them. You need to let your passion shine and how you speak. So whatever the topic is, that you have those things that you're passionate about, and that you're able to give and that you have a reason why you can't wait to share it with your audience. So that's, that's the fifth one, keep to your point. Okay, next, number six, develop a good structure. You know, some of your gonna be, we talked about writing somebody plotters, if you're writing fiction or nonfiction, you kind of outline everything out. Some of you are Pantsers, organic writers, whichever term you prefer, I'm the latter. I remember when I was working on my novel, I, one day, I was so excited to go in and start writing it because I knew all I knew was at the point that my female protagonist was going to meet up with her black sheep younger sister at an In and Out Burger in California. And I didn't know what's gonna happen. And I couldn't start writing to, like, find out what's gonna happen, I wanted to know, so I'm definitely more on the organic side. But even still, whether we're talking organic plotter or pantser. Those just describe how you get to where you're going. Not where you end up. At the end of the day, your your your booking, whether it's a book or speech need to have a coherent order. And here's kind of the things you need to have a strong start people within a matter of two seconds, decide whether or not they're going to listen. Same way when it if you're, you know, if you meet with an agent, if you are talking about your book, you have a couple of seconds to grab their interest. And if you don't grab it within that time, they on good faith, they give you about three seconds. I don't know what the actual state state time is, but it's a very short period of time, I think 10 seconds. Within 10 seconds. People decide whether or not they're gonna hang with you. You need to get things going right away. And so to start strong, bring them in then keep their interested in the middle. Yeah, well the sufferer giving as the and then finally, strong, memorable conclusion. That's a good structure, strong opening, a middle that's not boring, and a strong ending that kind of pulls everything together tells them what you want them to do with it. structure will change so much from type of speech to try to speech but still always keep in mind strong ending from closing those that use keep you hope that was the beginning and then give them something to leave with. But I think that's critical on all them. The seventh principle of good public speaking tell stories you need to tell lots of stories you know some of your our fiction writers some of your nonfiction writers some of your bolt that's I write well, this is something I think honestly nonfiction writers need to understand even more than fiction writers that stories are powerful stories. You know, when it came Jesus Nobody was doing Wait, hold all those stories, stories have this ability to grab us to, to capture our heart, they bypass the mind if I tell you such and such, I'll give you a statement of fact your your brains gonna go agree or disagree. If I tell you a story, you can agree or disagree with that. So one of the memoirs I just finished up is writing for a black pastor out in the Midwest and telling his story. And as I'm writing this stuff, you know, I know that some of my more conservative friends if I were to just give them statements based upon what this guy said, they would immediately say, oh, that's, you know, black lives matter or that's, you know, whatever critical research, they would immediately go into agree, disagree. So my friends will agree with it, the statement so my friends would disagree with it. But if I tell them a story, just tell them the story. This guy told. They can't do agree, disagree. They, they're gonna have to say, ha, wow. I never thought just, they're actually like, that's, they're gonna experience what that person went through. And stories also, we just like we're literally wired for stories. There's just something about our brains that just are retain them. They grab their interest. Years ago, I did a sermon, a little mini series on sermons from CS Lewis. CS Lewis is my favorite author, you know, how cliche is that right Christian writer who loves his Louis. But

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for one of the sermons I did it from the book, The Silver Chair from the Chronicles of Narnia, one of my favorite stories. And in the process of giving this sermon, I'm sorry, you're giving the sermon, I had to retell the story, the Silver Chair, because I assume, so people haven't heard it, or even if they had heard it had been so long that heard it. So I give him a very condensed version of the story and it kind of inner bison teachings between those that condensed version the next day, or two days now, the next day, I was on the treadmill, running and listening to the sermon. That's my thing as of this night sermons to kind of see outline. And I noticed that whenever I was telling the story, I'd be listening, I'd be you know, tracking right with what I was saying. But whenever I start doing my yackety, yak, my teaching my preaching, my brain was wandering all over the place. Okay, here's a story, I've probably read the Silver Chair 50 times, that's just guess, I just retold it as listen to myself retell it from the day before, but I was still tracking with it. That's how stories work they pull you in. Stories just have the ability to pull us in. Here's some key principles by using stories and speeches, keep them trimmed, they have to really be very, you know, it's a very short time constraint. So you have to think short story versus novel. You have to get in right away, get to the point and then get out right away. You need to make sure the stories apply. There is I was, gosh, Christian writers conference. This is years ago, and someone had been invited to share the devotional. And he was so excited to do the promotional and apparently someone told him that you should show video clips when you do speeches. So he did this show this video clip from the movie Flashdance. If you remember, it's, you know, 80s movie, the final scene towards the end the movie where she does her recital, or her like, thing when she dances for the judges and all this. And it had nothing to do with nothing. And it was long. It was like a good five minute clip where everyone in the room apparently, except for the speaker was wearing. What does this have to do with anything? It was deliciously embarrassing. I it was a train wreck in slow motion. It was so much fun for me to watch. Because I knew a great story. But it's like anytime I whenever you story, make sure it applies kind of have that image in your mind. Like, this is a huge personal pet peeve and pastors do it all the time. You know, they start with an opening story. So they're trying to get that hook. Hey, awesome, great. You've got your your opening hook. But that opening hook has nothing to do with the rest of the sermon. All is entertaining, that's a wasted opportunity. Find a write your write your speech first. Here's what you want to talk about. Get obviously together, find the story that you think will best kind of excite interest in that make people want to get your point and start with that story. So that applies to you. So you're not wasting time. And then finally, the more personal you can be, the better the more transparent you can be is better. And this man this applies to writing just as much as public speaking, that you have to really show yourself you have to be able to you know, they talk about pleading On page you have to get to yours you have to shine through. And this is again where it comes back to this thing of really having to do having to have your identity and your security and God, because you have to trust that you don't have to worry about what people are gonna think about you. You have to be more concerned about saying something to them. And remember years ago, I watched him the Food Network stars, you know is on the Food Network, it was a show, we're going to go find the next star right as a competition you all these people joined on and every week someone gets voted off and then whoever wins is going to become the next Food Network Star. I think a guy very became a Food Network Star via that. But anyways, this one guy, he was he like, he had the whole he seemed to have a whole package. He was, uh, you have all this information. He was really friendly and all this but there was something about him that just like the judges kept on saying, He's like, he's like plastic like this. He's just we're not feeling him. They were they what they kept on boarding him through even though the like, as he has to, it's gonna get better, right? And then there's one episode where he's talking with Alton Brown, who was his mentor. And he just made some passing reference to, you know, back my way. 300 pounds. And Alton Brown goes, whoa, wait, what? Yeah, well, I used to weigh 300 pounds. And the reason why I cook the way I do is because it literally saved my life. And other brands were like, wait, wait, wait, wait. You were just now finding out about this. This is huge. And the contestant said, Well, it's kind of embarrassing that I don't like seeing pictures from that. I don't like sharing about it. Well, that man's greatest fear was people seeing him overweight. Because why? Because they he feared he'd be rejected by them. But because you refuse to give that he was ended up rejected he was voted off that week. When we open up when we show ourselves people responded sympathy. When we hide something people get suspicious. There's a one stories I told us to kind of make this point about, you know, being transparent. And this can my favorite, favorite story I told in my own book. So I'm gonna read it. Because I took the time to really get the wording down perfect. When I was young, but old enough to know better I hated to stop playing when I had to go to the bathroom. So I just peed my pants. Cold Days were the worst. I vividly remember that feeling of having to pee so bad, but not wanting to go inside. There are a few glorious moments when I enjoyed the relief and the newly acquired warmth. But the relief was short lived. Soon, the warmth turned to cold. And then came the chafing of my skin against the cold wet denim, followed by that distinctive smell. I continued doing that until the third grade, my only year public school. The shame of pee my pants on field trip motivated me to start using the bathroom. Sin is the moral equivalent of peeing our pants. It begins as a short sighted solution to genuine problem, or also short lived pleasure at the expense of long term happiness. I basically see God's rules like him telling us to use the bathroom. That's kind of an embarrassing story to tell, talking about peeing your pants and the third grade the public school. It's still embarrassing to remember it. And the funny thing is, whenever I tell that story, I would have people come up to me and said, Sure, sure they're peeing their pants story with me. It didn't cause you to reject me, but it kind of opened it up and allowed people to feel like they have more access to me. And then from there, I think humor, especially vulnerability and humor have a way to kind of open up our hearts and to go from saying it's humorous to something that hits hard that God's rules are like telling us to go to the bathroom. In fact, it hits us very hard in a cool way. So that's the third thing. I'm sorry, some something, tell stories.

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Finally, know, almost finally, discover your voice. This is something we know from writing. Talk about all about discovering your voice. Voice is not something you just go find in a box one day hidden underneath the underneath the stairs is something that you develop. It takes time to figure out who you are as a writer. And to have that come through and how you write. The same thing is true about public speaking. I got to teach a public speaking class for a bunch of homeschoolers a couple of years. And the thing I loved about that class is that my job was not to fit them into a box, but to listen to how they spoke and encouraged them in that I had this one guy It was all over the place ad lib and Matt and he was hilarious. And so I showed ways to encourage him to how to add some structure, how to do some things so that he got bit, but to really hurt him in terms of that using that spontaneity, and he was hilarious. He was fun to listen to. So I encouraged him in that. This other girl, she's very soft spoken the listen. But she said things that were so poignant, that you know, you just like, I was like, you know, she's like a junior in high school or something. This other girl, whenever she went up, I had no idea what she was going to say. And I wasn't even entirely sure what she was saying while she was saying it. But man was fun to watch her mind work. Any one of them I could, like, I could have said, No, you need to do this, you need to do this, you need to do that. Instead, like, Okay, this is who you are. Now, let's, let's refine that, let's let's work on that. And so in the same way, that's your writing and your speaking is you need to discover your own voice. So you're gonna be philosophical. So I'm gonna get more storyteller, so you're gonna be more energetic. Don't try to be someone else. Don't look at these other speakers and say, oh, I need to be like that. No, you need to be like you and figure out how to do you in a way that communicates best. And then finally, no, I attend apparently, I added a another item since the time anyways, I forgot about number nine, embrace critique. You know, critique groups. And writing is incredibly important. Right, you need some outside people to help you see stuff. One of the biggest things like if you're writing fiction, and you're trying to write a third person, well, actually, regardless of which person you're writing it in, head hopping is a huge thing that we all tend to do. We tend to, like think the writing from one person's perspective, and they just accidentally put something in us from another person's perspective. And I was working on my novel, it just shocked me how often I had often till I had. So a critique group helped me and show me, here, here, here here. Same thing with public speaking, you need to really has some outside perspective. And again, this whole thing about having your identity in Christ, knowing who you are, as a child of God is vital to being able to take that critique. You know, if you if you're a little bit, you know, got a couple years behind you, like I do, you may remember Andy Hong, on an earlier version earlier, a season of American Idol. He was the guy who was a terrible singer. I mean, terrible, but he thought he was really good. And that's what made it so funny, is that he thought he was really good. Because I'm guessing that a whole slew of friends and family who would not tell him the truth, people don't want to hurt your feelings. So if you're going to invite critique, you have to let them know, Hey, I actually you are going to help me by listening to my speech, and telling me where I need to improve. More than that you actually need to ask specific questions. Hey, Did this come away? Clearly, did you understand what my main point was, and to invite people to invite people to give critique, but one of the most important points when I was writing my book radically normal is when my mom told me it was boring. Thanks, mom. But you know what she was right. It needed a lot of help, which, by the way, involves adding a lot more stories. But that was vital for the book. You need to be able to accept an invite, and not just accept invite critique, so that people can help you make your stuff better. There's the first church I worked out. We had this saying around, it was a place that it can be hard to work because you had to be willing to invite critique, it was very loving, but it was your push to be your best and one of our sayings was red ink equals love. The recognition that someone took something I wrote and took the time to edit it. That was a lot of effort on their part, but loved energy on their part. It was a gift given to me to help me become a better writer. And that was in that you know, you'd still stink a little bit. But you I learned to appreciate that input. Um, okay. Now, finally, number 10. Practice your craft. It takes practice to become a good public speaker. There's no two ways about some people it's more natural than others, but it's always going to take practice. you're subscribed you enrolled in this registered vessel where I'm looking for you registered in this conference because you want to become a better writer. You are dedicated to improving your craft and the same thing is speaking, that you need to be dedicated to if it's something that you think is worthwhile is going to take take practice, you know, the nerves are never gonna go away. As I said before, I'm always still a little stage fright and have a little stage fright and that's a good thing. But you're gonna you can get towards manageable and you just by doing it time after time again you need to and this also you need to decide you have to decide how important public speaking is to you. You know, is this something that is a key part of your, your platform for a lot of writers. The only way they can make money as a writer is if they include it with public speaking. In fact, the reason why I get work done as a ghostwriter, or why I have work as a ghostwriter. Because there's a lot of people who have a public speaking and then you book because so they they they come together. So if you decide the public speaking is something that you really want to build as a central part of your writing ministry. You need to commit to it, you need to understand, okay, this just sounds like it's something that takes time takes practice, joining like a Toastmasters group. So that's, that's can be a valuable group for getting comfortable speaking from people having been coming to being critiqued, I have a little I was with Toastmasters for a couple of years, it helped me a lot. But also they kind of have a stilted style, it's a little bit of that ornateness, I'm not a fan of, but I still learned a lot. You know, finding opportunities to speak for a small group at a Bible study, you know, there's almost always going to be someplace at church where you can do something, some sort of foreign public speaking. So just to find anything you can there. So, in conclusion, just to quickly, the nine principles are examined. And again, all these types are like ways that as a writer, your writing skill, bleeds over into public speaking, to examine your fear you serve your audience, be confident in your speech, be plain spoken, keep to the point, develop a good structure, tell stories, discover your voice, embrace, critique, and practice your craft. So I hope I gave you something of a real value there. As I said, come visit the website. And if you have some questions there, I'm still figuring out the exact mechanics of it. But there'll be a way for you to ask those questions, and I'll figure out some way to to answer them. And I will say, right, it's also a lot I mean, sorry, right. It's a lot of fun. Public speaking is a lot of fun. Once you get past the fear ones, once you kind of and you have a lesson once there's something about writing, I'm sort of going back and forth between writing and speaking, because in my mind, they have so many similarities. But there is a thing. We Okay, when you're writing, you know, when you've written something, well, it's something like man that has an impact. I remember with my critique group, and this one scene I saw, well, my critique, while it gives my critique partner to start to do this, and she's right, as she's reading way wrote, it's like, yeah, I mean, you know, I felt good in the same way when you're speaking. And you know, you have something worthwhile, something that's important to say. And you look over there and you can tell you have people that they're listening, they're gaining something that you've that their life might be a little bit better because of what you had to say. It's a great feeling. It's not a look at me feeling. It's a god, thank you for this opportunity that I get to be a conduit of Your grace to them. So again, I know for most people public speaking is really hard. You know, one of the biggest fears that people have is speaking from people, but if you embrace it, I believe it can be a great addition to your ministry, and it can be a lot of fun. Thanks again for joining me here and hope to hear from you in the questions