

How to get the word out

Follow up on [Barbara Hofmeister's](#) presentation at the Spring District 59 conference

Our # 1 PR tool is Enthusiasm:

Toastmasters is unique ...there is no other system which for next to no money offers **regular and practical training** in verbal communication and leadership. When we talk about our positive experience in and through Toastmasters people will listen.

It takes **your fire to light up the fire** in other people. If you tell others the benefits you and some of your fellow members got out of Toastmasters people will listen!

Benefits when belonging to a Toastmasters Club:

- ✓ We can overcome shyness
- ✓ Make new friends
- ✓ Give back
- ✓ Learn to think on our feet
- ✓ Understand the universe better
- ✓ Learn to ask for help
- ✓ Make better sales presentations
- ✓ Learn to give appreciation
- ✓ Learn to speak better in a foreign language
- ✓ Can overcome stammer
- ✓ Learn to give constructive feedback
- ✓ Learn to get to the point
- ✓ Learn to network and mingle
- ✓ Learn to structure speech and presentations
- ✓ Learn usage of modern equipment
- ✓ Learn to respect different cultures and backgrounds of members
- ✓ Learn to write speeches/presentations
- ✓ Improve leadership skills
- ✓ Learn to organize events
- ✓ Have fun
- ✓ Boost self esteem and confidence!!!

- 🔥 If these benefits are not enough for you, talk to your fellow Club Members. Some stories are absolutely incredible.

Remember, words tell – stories sell, especially emotions sell!!!

Who could benefit from Toastmasters?

- ✓ Young professionals
- ✓ Anybody that is in the service business
- ✓ Entrepreneurs
- ✓ People with problems like extreme shyness, stammer, fear
- ✓ TOMs – tired old man and women to keep their brains going
- ✓ Students, etc. etc. etc.
- ✓ In truth ANYONE can and will benefit if they actively participate.

Because most Clubs have little or no money, we need to use **free of charge guerilla marketing**.

1 is our mouth

2 is the local press

1. Write short **articles on at least a monthly basis** and send it with photos to the local papers. You can create an email list and copy to all.
2. **Talk** to the local press – weekly free papers, radio, TV etc.

3. Invite local **TV and Radio** Stations to a meeting or special event.
4. ask your members to use their **personal contacts** to the media
5. Send **invitations to special events** to all your press contacts and
6. Do a **yearly Gala** to promote your Club and **raise some extra funds** – great opportunity to invite friends, family, colleagues and press. Send some photos and short article before the event and later on the success of the event. The Achievers make between 600 and 1000 Euros a year from this one event – enough to buy new equipment to further our educational standards without having to raise our Club dues.
7. **Promote other special events** like a Seminar, workshop, Xmas Party, Valentine's Poetry, Summer Garden Party, Walk for better communication, Toastmasters Garage Sale or whatever you come up with before and after the event. Someone will always pick up the thread and eventually you will also get national media attention.

3 can be **other organizations** like Lions, Round Table, Rotary Clubs, Women in Business, BNI etc. etc. etc. There are literally hundreds of organizations in your neighborhood who are looking for guest speakers. Use the opportunity and show of your skills.

A completely different way to promote Toastmasters is online

Computers and the Internet become more and more important in our daily lives. If someone wants to check you out, they first look in a search engine. If they consciously look for something like Toastmasters they will also look there so we should be dominantly displayed not only with the TMI site but our own as well.

☛ Check how easy it is to find your Club's website?

In case your Club does not have a website yet or lacks an experienced webmaster TMI has picked up the service a very committed Toastmaster has developed. It was described in depth in the April **Toastmaster magazine** – the service is called www.freetoasthost.org
It's a great website, very professional with an incredible amount of useful features and **it is FREE!** You don't even have to pay for hosting – which means your Club pays nothing!
And it uses a **WYSIWYG editor** (What you see is what you get) so even the most novice internet user can update it.

Online Marketing Basics

To advertise on the Internet takes more than a good website because that can only be found when the other person already knows the domain (virtual address like www.toastmasters.org) name. If we want Toastmasters to pop up whenever someone is looking for public speaking, communication skills, confidence, higher self-esteem, leadership skills etc. we need to be there – **right on the top** - for them to find us.

1. Build a professional looking site – for Toastmasters www.freetoasthost.com
2. Submit your site to the search engines – one way to speed up that progress is with www.quickregister.net – it's a free service and reminds you to submit on a regular basis.
3. start blogging on www.blogger.com and don't forget to ping on www.pingomatic.com after you are finished so your new blog content goes out to all services that advertise blogs.
If you don't know **what a web blog** is –
it's like a web diary or a frequently updated 1 page website. The latest information is always on the top so **keep adding new information** about your club or about public speaking, communication, leadership etc.
4. Go to Yahoo and register your blog. That way you can get listed within 48 hours instead of weeks.
5. Find some **good keywords** and use them in ALL your publications including your website.
6. write articles about public speaking, give tips and tricks on how to overcome this number 1 fear, share your success story etc. and submit these articles on a regular basis not only to the local media but also to **article directories** or any site on communication or public speaking that lets you self submit – the most important here is that you have the **link to your website at least once** in your signature, if possible also in the text. You can find a lot of directories at <http://www.arcanaweb.com/resources/article-directories.html>

7. **Exchange links** with other Toastmaster Clubs and put a short bio of your members on the website with links to their personal or business websites. Ask them to put your Club link on their site in exchange. This creates **backlinks** and adds more significance to your site giving it higher ranking on the major search engines.
8. **write comments** on other peoples blogs – always with the link to your site
9. send out **press releases** on events to online newswires.
10. go into public speaking, personal development and overcoming fear **forums** and speak about Toastmasters and its benefits to everyone – **always add the link to your Club website.**
11. The latest craze on the web is **podcasting**. It is an audio that sits on a server and goes through RSS feed (news feed). It is available for anyone to listen to. All you need is a computer with a soundcard and a registration with an RSS feed. It will be my next step for some of the business ventures I am involved in but as I have not done it yet I can't explain it in detail.
12. Put an **audio on your website**. What about the best speech of the week or month? A great educational? I use a small software called Web Audio Plus. Its dead easy to use, very good quality and also very useful for practicing a speech! You can listen to the result on my website www.trainingvisions.com
13. and of course you can use video cast. That would be the ultimate in my eyes but here again, I have no experience with that yet.

These are just a few ways to promote Toastmasters in general and your Club in particular to the world wide web and except for the audio and video software they are **all free of charge**. If each Club with a website would do even part of what I showed you today – Toastmasters would rise in search engine and Alexa rating to one of the top positions which would give us all greater exposure.

Of course Online Marketing is not as targeted as local press or as effective as national press but this is **not only about us** here in Europe. It is about **spreading the word** to the world as a whole.

The better we communicate with each other, the easier it becomes to understand and respect the many cultural, political and religious differences in our fast moving world today. If we look at the bigger picture and at the **power of positive influence we gain through each new member** it is well worth our time and effort to help promote Toastmasters locally and globally.

In my eyes Toastmasters is mainly about gaining and keeping a high confidence level and once we have high self confidence we will find it easier to say NO –
No to manipulative people and governments,
No to chemicals in our food and
No to mental and physical abuse.
No to warfare and fanatics.

Through Toastmasters many of us can finally stand tall and dare to live the life we so far only dreamt of. Isn't that worth some effort?

I believe it is our responsibility to mankind to keep that fire burning and ignite as many fellow beings with the Toastmaster virus as we can. Each of us can be a positive influence as long as we continue to get the word out.

Yours in toastmastering,



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