

# SpeakEtc.

Personalized Presentation Skills

## Embrace Change!

Summer/Fall 2009

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### End of Summer Clearance Sale!



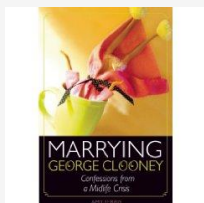
clear'ance (noun)

- 1) The removing of unwanted obstructions...
- 2) Permission to do something or for something to happen

At the end of most seasons, stores offer sales designed to clear out their old stock and introduce their new. SpeakEtc. is clearing out an old name and ushering in a new one, so we would like to help you clear out any old or unwanted habits and introduce you to new skills and techniques that will make you more confident, powerful and profitable.

So take advantage of our limited time offer.

### Buy This Book!



And speaking of CHANGE... [Marrying George Clooney](#) is a wonderful,

Dear Robyn,

What's in a Name?

... Robyn Hatcher's *Speakeasy* by any other name will still provide great service!

I've been doing business as **Robyn Hatcher Speakeasy** for almost 15 years. However, I recently learned another company owns the name *Speakeasy* and I would have to cease and desist using it.

Transition specialist Jayne Spain once said, "*The only thing we can predict with certainty is change*" So... I have changed my business name to - [SpeakEtc.](#) Similar logo, Same great service!

I'm embracing my name change as a way to renew and refresh my business. What new changes will you embrace this month?

*Robyn*



### END OF SUMMER CLEARANCE PRICES!

#### Packages:

Recommended for those who need help creating, organizing and preparing for presentations, sales pitches or interviews and/or who want to make substantive changes in their delivery style including but not limited to; vocal production, body language, accent reduction and audience engagement techniques.

#### Basic:

Includes targeted handouts, personalized feedback, videotaped feedback  
3 private one-hour sessions: WAS \$299 **NOW! \$225**  
5 private one-hour sessions WAS \$450 **NOW! \$350**

#### Deluxe:

All of the above plus: SpeakEtc. Presentation Handbook, SpeakEtc. Vocal Workout CD and access to video tape feedback sessions. Unlimited phone consultations for the duration of the coaching sessions.

3 private one -hour sessions: WAS \$399 **NOW \$270**  
5 sessions WAS \$550 **NOW \$425**

funny, honest, moving, poignant book about mid-life crisis and menopause. (Another CHANGE!!!!) It was written by a good friend of mine Amy Ferris and it hits the stores on September 1st.

It's really important for her book to get mega orders in the first week of September. Follow this link to [order](#). You won't be disappointed.

## Introducing: Communication Inspiration



## [SpeakEtc's BLOG](#)

Do you ever walk away from a conversation wondering how it could have gone better? Asking yourself - "Why did I say that?" "Why did I do that?" "What did he/she mean by that?" I think we've all had those questions from time to time. I'd love you to use this blog to vent about conversations that didn't go quite the way you would have liked. I will offer advice on how you might approach a similar conversation the next time. And of course if you have advice you'd like to share with me or any of the other readers... Feel free! I will also periodically be posting personal communication observations.

[Check it out!](#)

### Quick Links...

[Our Website](#)

[Blog](#)

[Vocal Workout CD](#)

[Join Our Mailing list](#)

**\*Package prices are only applicable if paid in full at first session.**

**Sale ends September 31st, 2009**

To schedule contact:

[Robyn@Speaketc.com](mailto:Robyn@Speaketc.com)

## The Perfect Pitch



"Sales Pitch", "Elevator Pitch" "30-second Pitch" It's no coincidence that the word "pitch" is used to describe selling yourself or your product. **Sales pitching** like baseball pitching, is a talent not to be underestimated.

My son is a baseball pitcher. He'll be playing baseball for the Ivy League this season. In addition to his team coaches, he sees a pitching coach regularly to improve his conditioning, develop his muscles, and more importantly, to develop his muscle memory. His pitching coach makes him go through the motions of his delivery over and over again. Once my son masters a particular motion for a particular pitch, he adds a new pitch to his repertoire.

Most pitchers learn to throw a fastball first. It's the easiest to learn, the most effective and the foundation for all other pitches. But there are lots of other pitches. The pitch a pitcher chooses to use in a game depends a lot on the batter he's facing, the inning they're in and the number of outs on the scoreboard.

Similarly, most of us learn the equivalent of the **fastball** when we learn to pitch ourselves or our products. It's direct, quick and usually "gets over the plate". But like good baseball players, we need to learn to read our listeners and choose the pitch that's right for them and the situation.

Many listeners have gotten used to the "fastball" pitch and it often loses some of its effectiveness. That's why it's important to add new pitches to your pitching repertoire. Here is a brief description of four different pitches and how and when you might use them.

**FASTBALL** - In baseball it is the most common pitch used. It relies on its speed and sometimes its movement to fool the batter into swinging and missing.

- A Fastball sales pitch is your typical straightforward pitch. It's great to use at job interviews and sales meetings.
- It tells your listener - who you are, what you do, why you're great/unique at what you do and asks them to take action.
- Like baseball's fastball pitch, it's very serviceable and everyone should have one under their belt.

**CHANGE UP**- in baseball this is a pitch that looks like a fastball but is actually a lot slower. It challenges the batter's expectations. The batter thinks it's a fastball and swings either too early, or too late.

- A Changeup sales pitch is a pitch that might take a little more time. The change up is a great choice if you sense your listener is leery of being railroaded.
- To create a Changeup: instead of jumping into a typical, "Hi my name is...." structure, begin with an attention getting technique like a question or interesting fact. This has the effect of slowing down the pace of the

pitch. And it's a great way to engage your listener and encourage them to take a swing.

**CURVE BALL** (a form of Breaking Ball) - The curveball or breaking ball in baseball is a pitch that changes direction on its way to the batter. Instead of going straight like the fast ball, it curves up or down or side to side.

- Sometimes we may start with a fastball or a change up and suddenly our listener gives us a visual or verbal cue that they are not engaged that's when you throw them a curve.
- Change your vocal tone or volume; use humor; tell a story or give an example. Or better yet, start asking about them, their business or their needs. This unexpected turn will bring the listener's attention back and may just help you close the sale.

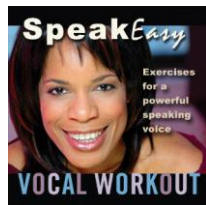
**KNUCKLE BALL**- in baseball is an erratic totally unpredictable pitch. The knuckle ball is the hardest to throw, the hardest to hit and the hardest to catch which makes it pretty risky.

- A knuckle ball sales pitch would be tantamount to a freestyle, off the cuff riff about you and your business - perhaps using humor and an unconventional style and delivery.
- Knuckleball pitches can work at networking events where an organized fastball pitch often sounds canned, practiced and uninteresting. It can also be used when you sense that the person you are speaking to, is an unconventional type or when you are selling an unconventional product or service. But like baseball's knuckleball it can be risky so use it wisely.

The pitcher in professional baseball is arguably the most important player in the game. Similarly, **skilled sales pitching** is one of the most important parts of your business. Like a dedicated baseball pitcher, it's important to learn new pitches and to practice and hone the delivery of your current ones.

To perfect your pitch hire a great pitching coach like SpeakEtc.  
Let's play ball!!

### Workout CD On SALE



Since I have a limited amount of CD's in stock with my old name... I am having a clearance sale on my Vocal Workout CD as well. Order now for the low price of **\$9.95!** WAS \$19.95!

[SpeakETC. Vocal Workout](#) takes you through a series of breathing exercises, pronunciation practices and articulation and intonation drills designed to develop and strengthen the voice and the vocal instrument.

If you faithfully follow the exercises and tips presented on this CD, you will improve the tone of your voice, the clarity of your diction and discover vocal quality and range you didn't know you had.

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"Change is constant" - *Benjamin Disraeli*

I'm looking forward to helping you usher in positive changes this fall.

Sincerely,

Robyn Hatcher  
Robyn Hatcher's SpeakETC.

