



# THE BRIEFING ROOM

*By Business. About Business. For Business.*  
*December 01, 2015*

## ***Ever wished you said it better? Have you tried this?***

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Does, any of this sound familiar?

1. "I hate speaking in public."
2. "Man, I wished I would have said that differently!"
3. "You would have gotten the bid, but your presentation was not clear and concise."
4. "We didn't understand anything that you said."

Or, has any of this ever happened to you?

1. Found yourself being put into a leadership position with no training?
2. Get butterflies and start to sweat at the thought of giving your elevator pitch?
3. Have you been put in charge of running a meeting at the last minute?
4. Been avoiding going for bigger business because you would rather walk barefoot on hot coals, than speak in front of a group?

What if I told you that all of that could be a thing of the past, and you could become a better communicator and a more effective business owner?

Would you be interested?



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What's the solution? Toastmasters!

Now before you stop reading and say, "I am not a public speaker," hear me out. I want to dispel three Toastmasters myths.

Myth #1: "I only need Toastmasters if I want to be a public speaker."

Truth #1: If you talk to anyone on the daily basis you can benefit from Toastmasters. Why, because Toastmaster is an International Communication and Leadership Organization.

Myth #2: "Toastmaster's can't help me in my business."

Truth #2: When you have the right communication skills, it will allow you to:

- Present your goods and services in a clear and concise manner.
- Make better sales, marketing and business presentations.
- Effectively communicate with your staff and your customers.

Myth #3: "I am forced to attend meetings and I don't have time."

Truth #3: Toastmasters is a self-paced organization. You determine what you need to be successful.

My final thoughts...

I used to speak really fast, use a bunch of filler words and cut the ending off of words. As a result, my soldiers, staff and peers had a difficult time understanding me.

I joined Toastmasters in 2009 while still working in Corporate America and I gotta be honest with you, it has changed my life. I am now a Distinguished Toastmaster, a Business Owner and a Professional Speaker. The best part is that, now when I speak to clients and audiences they can understand me. I can truly say that Toastmasters has made a tremendous difference in building and growing my business.

Don't take my word for it, when you have an hour, visit Lunchtime Talkers, Thursday's at Noon, at the Urban Chamber because seeing, is believing.

Looking forward to seeing you there!

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*For more information about this Brentworth Industries, visit their website at <http://www.brentworthindustries.com>.*