



## Show Notes

**Season 2, Episode 11:** Can public speaking become another great income stream for freelancers?

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### What's in this episode?

Hosts Rachel Smith from [Rachel's List](#) and journalist and content creator [Lynne Testoni](#) talk about public speaking and whether it could work for you as an extra income stream.

#### What public speaking can do for you

- Raises your profile
- Puts you into the 'expert' category
- Helps you charge a premium for what you do
- Helps you be easily found on social or within the industry
- Lynne has picked up work and coaching from her public speaking and [her TedX talk](#)

#### Great tips on public speaking / getting over the nerves

- [How to Own the Room](#) podcast
- Flying Solo podcast with [Andrew Griffiths](#)
- If you're on a panel try to find your space in there, your USP
- Preparing / presenting can be easier for some people
- Get there early and talk to the audience
- Find a point of commonality between you and the audience
- Bring the audience into your speech if you can
- Connect via personal anecdotes, share something personal about yourself / how you operate
- Insert a funny story or two
- The more you do it the easier it becomes.
- Consider being a moderator – a lot of journos and writers are very good moderators because they're good interviewers and know how to keep the flow going.

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### What does public speaking pay?

- Can be quite lucrative
- If you're starting out, \$200-300 for a gig (for 1-2 hours)
- Easily \$1000/day at a conference
- If you're high profile? Can get \$10-20K for an evening

### Hot tip for talking on TV

Don't wear dresses! You'll have to be mic'd up and they have to put the microphone up your dress. Go for pants and a top!

### How to find public speaking opportunities

- Look for conferences in your niche
- Talk to your clients and say you're happy to moderate at conferences / events; they often want someone who understands their company and it can be another great way to get more paid work in that company
- Go on Eventbrite and search for conferences in your town and your niche
- If you have a good idea, pitch conference organisers ahead of upcoming events such as Flying Solo, Mumbrella.

That's it for this episode. Hope you've found these show notes useful.

Cheers,

Rachel and Lynne