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CERTIFIED PUBLIC SPEAKER

CERTIFIED PUBLIC SPEAKER (CPS)

STUDY GUIDE

Sponsored by:



Business Training Institute

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Please use this study guide to assist in preparation for the Certified Public Speaker (CPS) examination.

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## **Business Training Institute:**

The Business Training Institute is the leading online program for specialized niche business certification programs. The team behind the Business Training Institute is comprised of industry experts in niches including online marketing, project management, public relations, consulting, and many more.

This experience, combined with our advisory board's expertise in online education and training, is what makes it possible to provide the training and certification programs found on our website.

The Business Training Institute is part of the Wilson Training a continuing educational institute and global training and certification organization that has provided practical industry-specific certification to over 6,000 clients from the United States, Europe, and more than 100 other countries around the world.

We provide high value training programs that provide function knowledge on very specific and functional areas such as public relations, business consulting, project management, recruiting, and supply chain management.

The Business Training Institute's Mission: To provide professionals with high impact business training and certifications in niche subject areas that are functional and immediately beneficial.

The Business Training Institute helps you to:

Quickly gain specialized knowledge in highly valuable business niches.

Enhance your credibility, resume, and overall value in the marketplace.

Complete our training programs in 1-4 months from anywhere in the world.

Our programs accept participants year-round and are flexible to work with your current work schedule and academic constraints. All participants get lifetime access to each program upon registration.

**Master's Certificate Programs:** The Business Training Institute is proud to offer several advanced Master's Certificates that require the completion of any five programs from the Business Training Institute platform.

To learn more about these Master's Certificates and how to earn one, please see our website:

<http://BusinessTraining.com/Masters-Certificate>

## **CPS Details and Timeline:**

### **Program Details:**

The Certified Public Speaker (CPS) certification program is unique in that it is modeled after many online courses offered at Ivy League institutions today, offering more value for a more cost-effective program. The CPS Program is a self-study program that includes educational multimedia resources in video form, a study guide, required readings, and a flexible online examination process, accessible around the world.

The online exam is structured so that in order to complete the exam within the 2-hour time frame one must read through all of the assigned materials and conceptually understand the majority of the material to score well enough to pass the exam.

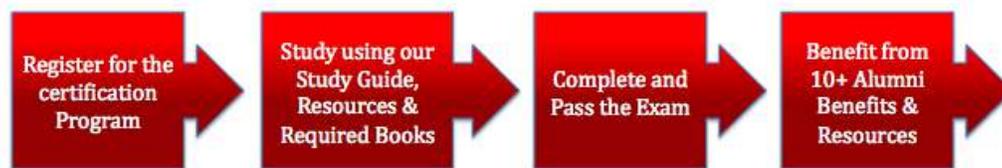
Our goal is to offer the most challenging public speaking certification program in the industry while also providing all of the learning tools possible to ensure participants get the most out of the experience. By

testing the knowledge depth and comprehension from the materials digested, the CPS certification prepares individuals for successful, real-world application.

The Certified Public Speaker (CPS) program is sponsored by the Business Training Institute and offered by the Business Training Institute. This certification program is designed to show and certify that you have gained an in-depth understanding and specialized knowledge of public speaking fundamentals, best practices, and models to follow.

In addition to the benefits of gained knowledge, growing industry recognition, more knowledgeable career choices, and networking, our organization is also developing additional resources for CPS Participants. This includes video and MP3 recordings on Q&A or strategies and tactics, webinars, access to interviews with internet marketing professionals who have more than 10 years of experience in the industry, among many more benefits.

#### 4 STEP CERTIFICATION PROCESS



#### Timeline & Examination Dates:

Programs are offered through open enrollment, making our programs 100% flexible to accommodate your current work or academic schedule. The exam is offered on the first Wednesday of each month. The registration for the exam closes two weeks prior to the test date.

The Business Training Institute exams are administered 100% online. When you have completed the strategic project (outlined later in this study guide), please follow the project submission instructions. Once you have submitted your completed project and sent it in for grading, you are welcome to schedule your exam date.

Please note that your exam date request and completed project must be received at least 2 weeks before the exam date.

To register for an examination date:

Email your completed CPS project (*explained in detail in this study guide*).

Include your desired exam date in the email with your completed project.

#### Benefits of the Certified Public Speaker (CPS) Designation:

Gain confidence in your ability to deliver a powerful speech which attracts new business

Develop systems that bring you additional speaking engagements with each speech delivered

Build assets from your previous speech content to position yourself in your industry

### **LEARNING OBJECTIVES OF THE CERTIFIED PUBLIC SPEAKER (CPS) PROGRAM:**

Strategies to get hired as a public speaker for conferences, seminars, workshops, etc.

How to plan your talk, practices, and prepare to deliver powerful speeches?

Structuring your talk to provide maximum value and engagement

Leverage your talk to create various forms of media such as podcast episodes, whitepapers, blog posts, LinkedIn updates, and books.

How to use public speaking as a tool to attract new clients or to help make sales

Positioning your expertise through public speaking

How to attract offers to speak at industry leading conferences in your field

**Required Readings:** We have selected what we believe to be two of the most practical yet dense, and valuable books on public speaking. These two books below are not written by our team, they are the best books available anywhere we believe and we don't include them in the program price as we have some participants in New York City and others in China and Egypt who would rather get a Kindle e-book version, a copy for free from their local library, or buy a used copy, etc.

Once you read these two books you will see how our training portal's video modules and audio interviews complement these texts and how together they are an amazing value for your investment of time and money in earning the Certified Public Speaker (CPS) certification program. The value of this program being put together by a professional who is a professional speaker but who also runs a conference business featuring 30 speakers per day at his events comes through in this program in the selection of these books and professionals who are interviewed in the CPS program

#### **Require Reading**

- 1) No Sweat Public Speaking! How to Develop, Practice, and Deliver a Knock Your Socks Off Presentation with No Sweat! By Fred E. Miller ISBN#: 978-0984396702 (Cost: \$12.66)
- 2) Talk Like TED: The 9 Public Speaking Secrets of the World's Top Minds by Carmine Gallo ISBN #978-1250061539 (Cost: \$11.40)

If you have trouble getting these books purchased and mailed to you directly from an online bookseller such as Amazon.com based on your geographical location please let us know and we can help arrange for their delivery to you, please email us at [Team@BusinessTraining.com](mailto:Team@BusinessTraining.com) if this is a challenge you are facing.

#### **CPS Exam Preparation**

##### **Exam Composition:**

The exam has a total of 100 available points, 80 of which can be earned from the multiple choice or true/false questions that are worth 1 point each, and 20 of which can be earned from 2 short answer questions that are worth 10 points each. Please see the chart below for the composition and distribution of the points:

Topics and Weights	
Public Speaking Fundamentals	25 MC questions (20 pts)
Attracting Speaking Engagements	10 MC questions (25 pts)
Public Speaking Asset Creation	10 MC questions (10 pts)
Public Speaking Best Practices	20 MC questions (15 pts)
Public Speaking to Build a Business	15 MC questions (10 pts)
Case Study Examples/ Situational 2 Essay Questions	2 Questions (20 pts)

You will have 2 hours to complete the exam. Those who have not made the effort to read the materials will have a hard time completing the exam within the allotted time, but for participants who have read the required readings, 2 hours will be sufficient. Please note that in order to schedule your exam date, your request must be received at least 2 weeks before the exam date.

**Terms & Concepts to Know:**

Below, please find terms and concepts you should be able to define after having read the required readings. Please define the terms from the required readings rather than a dictionary. You will be tested on the definitions that authors have written.

1. Story Telling
2. Hook
3. Nonverbal communication
4. Authority
5. Hero's Journey
6. Gestures
7. Cadence
8. Inflection
9. Fidgeting
10. Authenticity
11. Mindmapping

12. Auditory Learning
13. Recency & Primacy
14. Dual Coding Theory
15. Predictable Perceptions
16. TED
17. 18 Minute Rule
18. Headlines
19. Props
20. Alliteration
21. Analogies
22. The Rule of Three
23. Parenthetical Statements
24. Filler Words
25. Buzz Words

### Sample Questions

Please choose the answer that best answers the question or completes the phrase. Try answering the questions before looking at the answers further below.

- 1) The \_\_\_ rule says you should only speak for this long to keep everyone's attention throughout.
  - a) Number 3
  - b) Novel Talk
  - c) 18 Minute
  - d) 15 Minute
- 2) Three types of stories suggested in Talk like TED include
  - a) Personal, Emotional, Physical
  - b) Business, Religion, Politics
  - c) Personal, Impressional, War
  - d) Personal, Other People, Brand Success
- 3) By "staying in your lane" the author of Talk Like TED is referring to
  - a) Not introducing yourself on stage, letting someone else do this
  - b) Keeping fluid on stage without moving too much
  - c) Being authentic to yourself and genuine
  - d) Staying on focus, in your lane of focus
- 4) In a study on investors being pitched \_\_\_\_\_ came in above education, age, and experience in importance of investing in someone presenting
  - a) Humor
  - b) Public Speaking Ability
  - c) Passion
  - d) Novelty
- 5) Which of the following does Fred Miller not suggest when it comes to using humor in your public speaking?

- a) Focus on your timing of the humor
- b) Master inflection points
- c) Telling generic or political jokes with broad appeal outside your industry or topic your talking on
- d) Use lots and lots of practice

### Sample Question Answers:

Please see the following answers to the sample questions provided.

- 1. c)
- 2. d)
- 3. c)
- 4. c)
- 5. c)

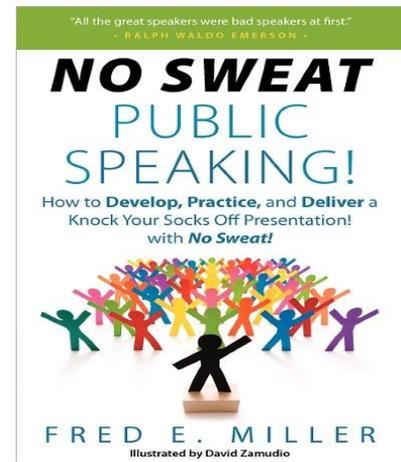
### Book Reviews

No Sweat Public Speaking! How to Develop, Practice, and Deliver a Knock

Your Socks Off Presentation! ISBN#: 978-0984396702

*By Fred E. Miller*

This book is required reading because it is practical and based on what is proven in the real world. While many communications theorists and teachers have best practices, checkpoint lists, models, etc. we found that this book gets to the heart of the matter and if you master the strategies provided in the video modules and listen to the audio interviews along with reading this book and the other required book, Talk Like TED there is no double you will become a superior public speaker.



Instead of like most books which are broken down by chapters and numbered along the way Mr. Miller writes this book in topical sections as follows:

#### Introduction

The best part of this section is the discussion of mind maps as it can help you in organizing your thoughts of a particular speech but also it is a valuable tool for business plan, mapping out your marketing, or breaking down a single topic within your speech so your audience can see how all the parts of something go together.

The rest of the introduction is fundamentals, if you are already public speaking you can read through this section relatively quickly.

#### Content

This section is critical, page 49 particularly on the Title of your speech can not be emphasized enough. Brian Tracy, one of the most respected sales trainers and speakers alive today says the title is THE most important thing in your speech or book that you write, and that he has gotten

\$100,000 consulting projects from clients who just saw a title of a book or speech and never saw him actually speak.

In this section Mr. Miller goes over a strategy of having someone else introduce you before you speak, that is important and how they do it is even more important. Some of you may not want to use comedy to disarm the audience, but getting the introduction down right can make the difference in having anyone pay attention as you come on stage to speak.

If you listen to the audio interview with Fred Miller which we recorded exclusively for this certification program recently you will hear him talk about the introduction in more detail, the importance of storytelling and how the opening remarks you make must grab the audience. Also, for this program we recorded an audio interview for you with bestselling author and public speaking expert Andrii Sedniev as well and he talks about story telling being critical to grabbing an audience.

This section of the book is full of value and is something which could be re-read at least once a year to make sure you are always taking your public speaking skills to the next level. I would recommend reading this entire book once but making sure to come back to this chapter to highlight key points that are most important for the type of public speaking you do.

## **Delivery**

This next section is an area that is less focused on by all public speakers except those who have taken the time to film themselves or get formal and sometimes expensive one-on-one coaching from a public speaking expert...and that is how you deliver your talk. What facial expressions do you have, what type of cadence or tempo do you hold, and how do you use your voice inflections to emphasize a point and keep the audience engage. This part of the book discusses posture and nonverbal and verbal strategies to maximize your delivery.

## **Tips to Help the Audience Get It**

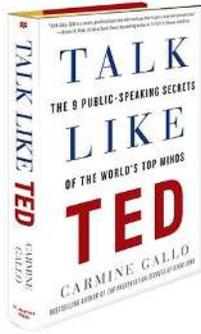
This is the shortest section of the book but still worth noting as we have found from running our sister company Wilson Conferences that the first experience at an event or a speech and the last are the most remembered. Also we have found that so many speakers sound alike that people like and remember ones who add genuine value but do something unusual, unique, or entertaining during the talk. Something other than a bio followed by 30 slides of bullet points with a few clip art images.

## **Additional Speaking/Presentation Tips**

This last section of the book provides a wide variety of strategies and tips for improving your public speaking. One of the reasons we require reading this book is because of this section and how much value is delivered in the pages covering these additional tips. Again, in the audio interview that you will get to listen to inside the member's area of the CPS program Fred Miller goes into more detail on these tips and strategies for being a great public speaker.

[Talk Like TED: The 9 Public Speaking Secrets of the World's Top Minds](#) ISBN#978-1250041128

*By Carmine Gallo*



This book was selected because the future of conferences is moving towards TED Talk formats, if you are not familiar with TED talks they are short, concise powerful presentations on topics related to an individual's deep expertise. These are very different than long 30 or 60-minute conference presentations you may have had to sit through sometimes, these are not long lectures, they are straight-to-the-point impactful presentations often based on stories and graphical pictures or statistics.

Conferences need to be more fast-paced and impactful than ever, when everyone has a smartphone in hand or within reach it only takes 1-2 minutes of boredom before everyone is checking their email, updating social media, or texting their loved ones and friends, etc. Within our own conferences we are moving towards much faster paced speeches and more speakers on stage per day to keep things interesting and impactful and I think other conferences are moving this direction as well.

This book is broken up into three parts, Part 1: Emotion Part 2: Novel and Part 3: Memorable

### **Part 1: Emotion**

**Chapter 1 Unleash the Master Within:** This first chapter which sounds very close to Tony Robbins bestseller, *Awaken the Giant Within* is about making sure that you deliver a talk with passion, excitement, and express a meaningful connection to your topic as studies have shown that others want to hear from those who are passionate in what they are speaking on.

While the "follow your passion" mantra is one many of us may be tired of hearing, it is true that if you deliver a flat, uninspired speech nobody will listen to you. One quote that I picked up early in my career is that nobody will believe in you any greater than you believe in yourself and the same goes for speaking. Nobody in the crowd is going to be excited or engaged to listen to you if you are not in the moment and caring about the valuable content you are delivering.

**Chapter 2 Master the Art of Storytelling:** Just as we heard from Fred Miller in *No Sweat Public Speaking!* and just as you will hear in the audio interview with Andrii Sedneiv as well Mr. Gallo believes story telling is critical to public speaking. Of all topics, it seems that everyone agrees on this point, so make sure before completing the CPS program that you have developed some skills and abilities around telling stories relevant to your audience and experience/value-add to your industry. This book goes into great detail in how to tell a powerful story with many examples that you will be able to draw back to you own experience and life.

**Chapter 3 Have a Conversation:** This chapter talks about as one subhead line put it, saying something in a way that others want to listen. While taking a different perspective and with different examples this reiterates Mr. Miller's points on body language and inflection and energy levels impacting the reception of your public talks. This book does a great job of pointing out several TED talks that do a great job of making a speech conversational so you can then go look up that presentation and see a real life example of what the author is referring to, in this way you can model some of the best speakers there are today.

### **Part 2: Novel**

**Chapter 4 Teach me Something New:** This is one of the better chapters of the entire book and something that is covered less in the other required reading, being unique. At our own conference company, we have 30 speakers on stage during one single day, how will you remember which one you want to hire or work with? If you give a presentation alongside 10 of your competitors at an industry Expo or at a workshop to experienced professionals who think they have heard it all, how will you stand out in their minds and not another average industry professional? This chapter and the next few answer these questions.

This chapter specifically focuses most on how to get the audience engaged by exposing them to new information, strategies, information, and paradigms. It will give you many ideas you could apply to your own career or business and again it provides examples that you could look up on YouTube or the TED talk website for more real speaking examples of this principle in action.

**Chapter 5 Deliver Jaw-dropping Moments:** This chapter is close in nature to the previous, with the goal of grabbing the audience's attention. For those of you who have studied NLP you may be familiar with the term "pattern interrupt" for those of you familiar with Dan Kennedy's work you may be familiar with his "shock and awe" package and in copywriting it is called "the Hook" all of which the point is to grab your customer or audience's attention with overwhelming value, a shocking story, or contrast in points. There is a great example of Bill Gates grabbing the attention of everyone by releasing mosquitos on the crowd at a TED talk, and many other examples in this chapter as well. This skill, shocking the audience is one like story telling that if done well can be enough to carry the rest of your talk a long way towards being memorable and impactful.

**Chapter 6 Lighten Up:** This is perhaps the most challenging chapter for many of us who speak professionally humor. We look around at conferences we are at and almost nobody is funny, many of those who try are not really funny and it falls flat. We know that those who are humorous are more liked and listened to and trusted more, but how do you lighten up a talk in a way that fits your personality and your industry? Some of you may speak in very formal circles such as attorneys, doctors, or investment bankers, how do you add humor in such a talk? This chapter provides examples and solutions to this challenge which should be valuable to many completing the CPS program.

### **Part 3: Memorable**

**Chapter 7 Stick to the 18-Minute Rule:** This chapter talks about the 18 minutes' rule of TED talks, that you can only talk for 18 minutes and why that is helpful. While there may be 1-2 test questions from this chapter, and it is valuable to speak in a concise way when needed to it is a relatively simple chapter and can be read through more quickly than others perhaps in this book.

**Chapter 8 Paint a Mental Picture with Multisensory Experiences:** This chapter goes back to delivery and effective communication again, and brings back the theme of constantly engaging the audience in more ways than you were previously before studying public speaking. The advantage of using strategies in this chapter is that most public speakers have not going through this type of training so using even 1-2 techniques in this chapter well can be enough to set you apart from others on stage.

**Chapter 9 Stay in Your Lane:** This chapter talks about being genuine and being who you really are, luckily this is easier than trying to be someone you are not...as all you have to be open and honest, sometimes to the point of being vulnerable. Through doing so you allow for some judgement but also studies have shown that this builds trust and will allow those in the audience to relate to your challenges more, instead of trying to be seen as a perfect or extremely talented professional in all ways possible, you admit you have your weaknesses too, etc. If you are going to be a professional speaker long-term or speak to acquire clients and business relationships, you should find that connection with your authentic self as many TED talk presenters have.

### **Strategic Business Plan**

Once you have completed this project, please send it and your request to take your desired exam date at least 2 weeks before the scheduled exam date. To schedule yourself for an exam date, this project must be received, completed, at least 2 weeks before the exam date. For example, to take the October 10<sup>th</sup> exam date, this project must be received (as well as a request to take the exam) no later than September 26<sup>th</sup>.

### **Strategic Project Instructions**

Public speaking is as much about real world experience as it is learning best practices, in that spirit the required strategic project for this program is to speak in public 10 times. Please document where you spoke and what form of public speaking engagement it was, and please also take notes on what you did right, what you would improve during your next talk and what strategies you implemented to get the speaking engagement or to deliver the content. Each of the 10 write-ups on the 10 speaking engagements should be 150-300 words each, bullet point style is fine as well.

Speaking engagements for the purpose of this project can include podcast interviews, workshop or seminar presentations where at least 10 professionals are present, live webinars, recorded educational videos (maximum 3 of the 10 may be educational videos), and live conference presentations.

### **Questions?**

Have questions or need more information? Please see our FAQ (Frequently Asked Questions) section on the Business Training Institute website here: <http://BusinessTraining.com/FAQ>

You can also get in touch with the Business Training Institute team via email at [Team@BusinessTraining.com](mailto:Team@BusinessTraining.com), or by phone and through our Live Chat tool, accessible from our website at <http://PublicSpeakingCertification.com>

Thanks for joining Business Training Institute and please let us know if you have any questions by calling us at (305)503-9050

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