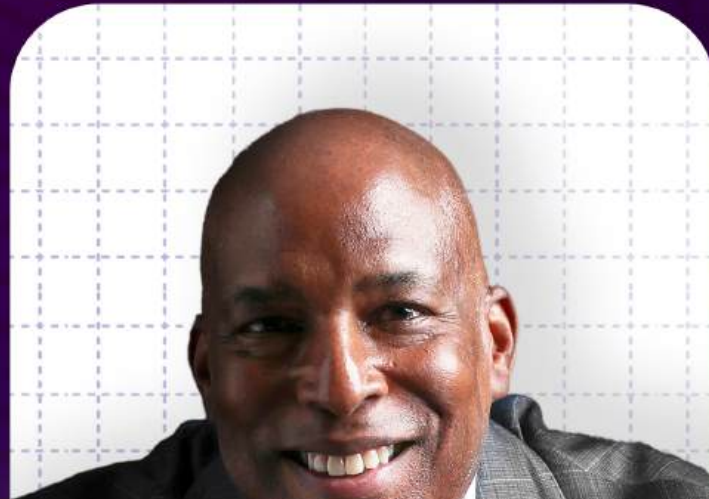




ERIC BAILEY
GLOBAL MOTIVATIONAL SPEAKER

SPEAK WITH PURPOSE

A Guide to Inspiring Public Speaking



Master Techniques to Connect,
Engage, and Leave a Lasting Impact

CERTIFIED BY
PROFESSIONAL SPEAKERS ASSOCIATION AUSTRALIA (PSA)



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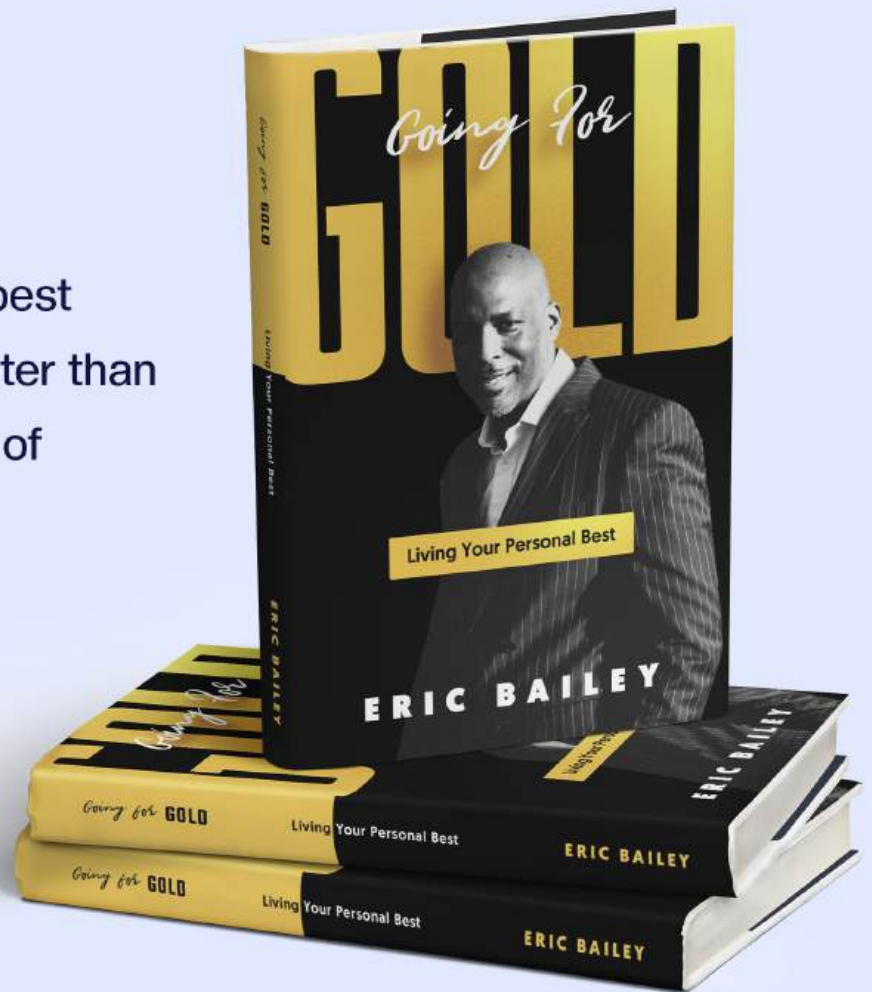
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Introduction

Learn how to become the best version of yourself, feel better than ever, and improve the lives of everyone around you by **GOING FOR GOLD!**



- ➔ Learn how to be a winner!
- ➔ Learn the art of Public Speaking!
- ➔ Learn the **art of Effective Leadership!**

"The only thing that matters is what you have in your heart and what you're prepared to do to ignite a burning desire to succeed in life."

— *Eric Bailey*

Master the Art of Public Speaking

Welcome to Your Journey in Public Speaking

By mastering each chapter, you'll learn to deliver speeches that resonate, inspire, and make a lasting impact. Start by understanding your core purpose, connect with your audience's needs, and communicate confidently using techniques that engage both verbally and nonverbally. In time, you'll transform into a speaker who not only informs but also inspires.



Chapter 1

FIND YOUR WHY — THE FOUNDATION OF PUBLIC SPEAKING



More info at

EricBaileyGlobal.com.au

Overview

The journey to becoming a great public speaker begins with understanding your "Why." Knowing your core purpose — the reason you're speaking and the impact you want to make — is essential. Simon Sinek's Golden Circle model (Why, How, What) illustrates that inspiring messages start from the core. The "Why" connects emotionally, the "How" shows the process, and the "What" shares the outcome. By finding and conveying your "Why," you'll create an authentic and impactful connection with your audience.

Detailed Content

01 Reflect on Values and Beliefs:

Take time to explore what genuinely motivates you. Ask yourself, "What do I believe in? What inspires me?"

02 Write Your Purpose Statement:

Craft a short statement that defines your purpose as a speaker.

03 Use the Golden Circle:

Start every speech by emphasizing the "Why" before moving to the "How" and "What."
Connect Emotionally: Integrate personal stories or experiences that reflect your "Why" to make your speech relatable and powerful.

Chapter 2

UNDERSTANDING YOUR AUDIENCE



More info at

EricBaileyGlobal.com.au

Overview

Knowing your audience is key to delivering a speech that resonates. In this chapter, you'll learn to assess your audience's needs, interests, and beliefs. By doing so, you'll tailor your message to address their specific challenges and connect on a personal level.

Detailed Content

01 Audience Research:

Look into their demographics, backgrounds, and common interests. Use surveys, interviews, or social media insights.

02 Address Their Needs and Motivations:

Understand what drives them and adjust your message to reflect those motivations.

03 Align with Their "Why":

Craft parts of your speech that speak to their core values and beliefs.

04 Engage Emotionally:

Identify shared challenges or goals that can help you build an emotional connection.

Chapter 3

BUILDING CONFIDENCE ON STAGE



More info at

EricBaileyGlobal.com.au

Overview

Confidence isn't just a trait; it's a skill you can develop. This chapter is designed to help you overcome stage fright, build your self-assurance, and project confidence throughout your presentation.

Detailed Content

01 Identify Your Fears:

Understand specific reasons for your nervousness and address them.

02 Practice Techniques to Reduce Anxiety:

- **2.1: Visualization:** Imagine a successful outcome.
- **2.2: Positive Self-Talk:** Replace negative thoughts with encouraging affirmations.



03 Shift Your Mindset:

Focus on your "Why" to channel nervous energy into excitement.

04 Physical Techniques:

Practice breathing exercises and use power poses to feel more grounded.

Chapter 4

CRAFTING A COMPELLING SPEECH



More info at

EricBaileyGlobal.com.au

Overview

Structure is essential for an engaging speech. This chapter shows how to write, organize, and present your speech to keep your audience engaged and ensure they understand your message.

Detailed Content

01 Three-Act Structure:

Create a strong introduction, compelling body, and memorable conclusion.

02 Use Storytelling Techniques:

- 2.1: Start with a hook.
- 2.2: Use anecdotes and real-life examples.

03 Start with Your "Why":

Begin with your core message to immediately engage your audience.

04 Build Clear Transitions:

Guide the audience from one point to the next smoothly.



Chapter 5

THE POWER OF VOICE AND TONE



More info at

EricBaileyGlobal.com.au



Overview

Your voice conveys much of your message's impact. This chapter teaches how to use pitch, tone, and pacing to maintain interest and highlight critical points.

Detailed Content

01 Vocal Variety:

Change your tone and pitch to reflect the importance of each part of your speech.

02 Use Pauses Effectively:

Pause for emphasis, especially after essential points or questions.

03 Speak with Passion:

Connect to your "Why" as you speak, allowing your conviction to resonate in your voice.

04 Practice:

Record yourself to identify and improve vocal aspects such as monotone delivery or rushed pacing.

Chapter 6

BODY LANGUAGE AND NONVERBAL COMMUNICATION



More info at

EricBaileyGlobal.com.au

Overview

Nonverbal cues can make or break your presentation. This chapter shows how to use gestures, eye contact, and posture to convey confidence and connect with your audience.



Detailed Content

01 Maintain Open Body Language:

Avoid crossing arms or standing too stiffly.

02 Use Eye Contact to Connect:

Address different sections of the audience to create a sense of inclusion.

03 Gesture Naturally:

Use hand movements to emphasize points but avoid excessive movement.

04 Mirror Your Message:

Align your nonverbal communication with the essence of your "Why."

Chapter 7

ENGAGING THE AUDIENCE WITH STORYTELLING



More info at

EricBaileyGlobal.com.au

Overview

Stories bring your message to life. This chapter explains how to use personal stories or relevant anecdotes to make an emotional connection with your audience.

Detailed Content

01 Understand Story Elements:

Include conflict, a journey, and a resolution to make your stories engaging.

02 Link Stories to Your “Why”:

Choose stories that reflect your purpose and help explain your message.

03 Encourage Audience Participation:

Use rhetorical questions or invite listeners to think of their own experiences to make the storytelling interactive.

04 Create a Memorable Takeaway:

End your story with a lesson or takeaway that ties back to your main message.



A photograph of Eric Bailey, a motivational speaker, on a stage. He is wearing a grey suit and a striped tie, and is gesturing with his hands as if speaking. The background is a blue screen with the text "Eric Bailey" and "Achieving Greatness" visible. There is also some handwritten text on the screen that says "THE SIGNATURE EXPERIENCE".

Eric Bailey

Achieving Greatness

Personal Development Plan Template

Use it to set meaningful goals, track your progress, plan actionable steps, and reflect on your growth. Each section is here to help you stay organized, motivated, and fully engaged in your personal and professional development.

When you can attach your passion, energy, and emotion to your goals and dreams, you then give yourself the tools to eliminate distractions that will no doubt appear along the race.

1. Goal Settings

Goal	Goal 01	Goal 02	Goal 03
Reason for Setting this Goal (Why)			
Target Date			
Target Date			

2. Milestone Tracking

Milestone	Milestone 01	Milestone 02	Milestone 03
Description			
Short-Term Target Date			
Long-Term Target Date			
Completion Status			

3. Action Planning

Step	Step 01	Step 02	Step 03
Resources Needed			
Timeline			
Description of Action			
Accountability Partner			

4. Progress Reflection Exercises

Reflection Prompt	Your Response
What successes have you achieved since your last check-in?	
What challenges have you faced, and how did you manage them?	
What did you learn about yourself during this time?	
How will you adjust your approach moving forward?	

5. Gratitude & Positive Reinforcement

Gratitude Prompt	Your Response
What are three things you're grateful for in your journey so far?	
Who has supported you in reaching your goals, and how can you show appreciation?	
What personal quality are you proudest of developing?	

6. Feedback & Growth Mindset

Feedback Prompt	Your Response
Who can you ask for feedback on your progress?	
What feedback have you received, and how can you apply it to improve?	
How are you celebrating small wins to stay motivated?	

7. Vision and Long-Term Aspirations

Long-Term Vision	Your Response
Describe what success looks like for you in five years.	
What legacy do you want to create through your public speaking journey?	
What key qualities do you hope to develop over time?	

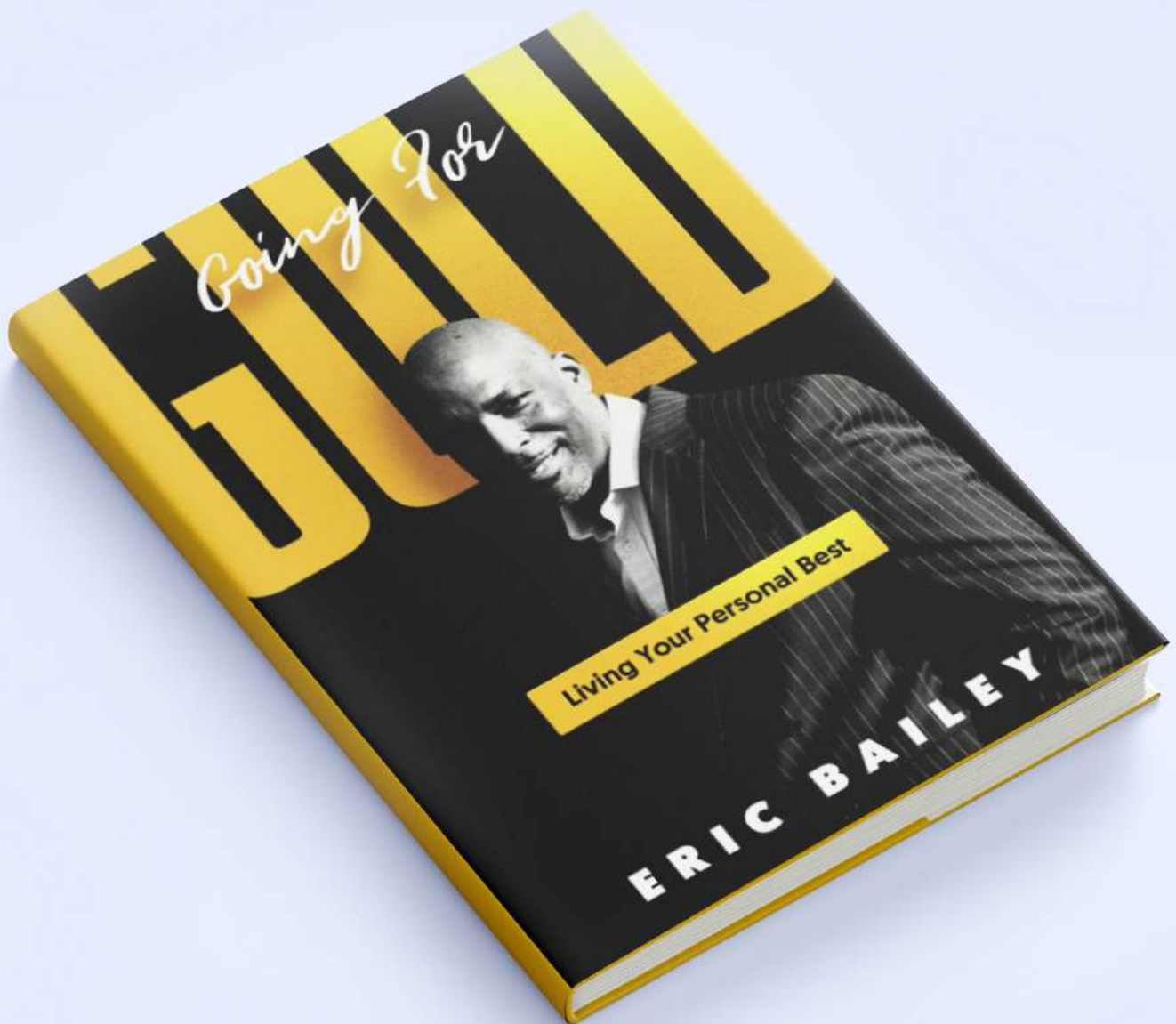




Resource List for Public Speaking Success

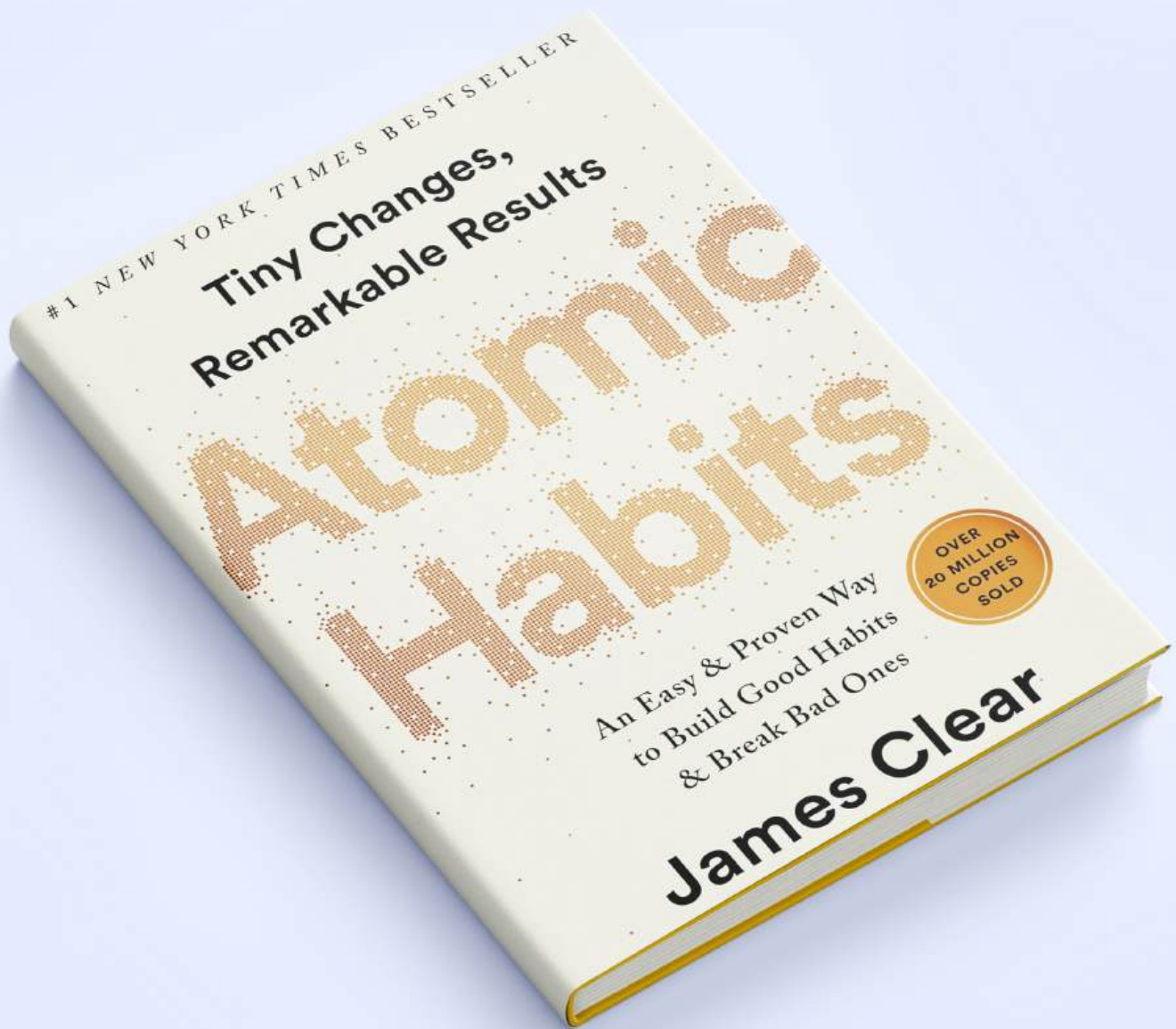
This Resource List for Public Speaking Success is packed with recommended books and essential tools to support your journey. Discover insightful reads on leadership, communication, and motivation.

RECOMMENDED BOOKS FOR PERSONAL GROWTH



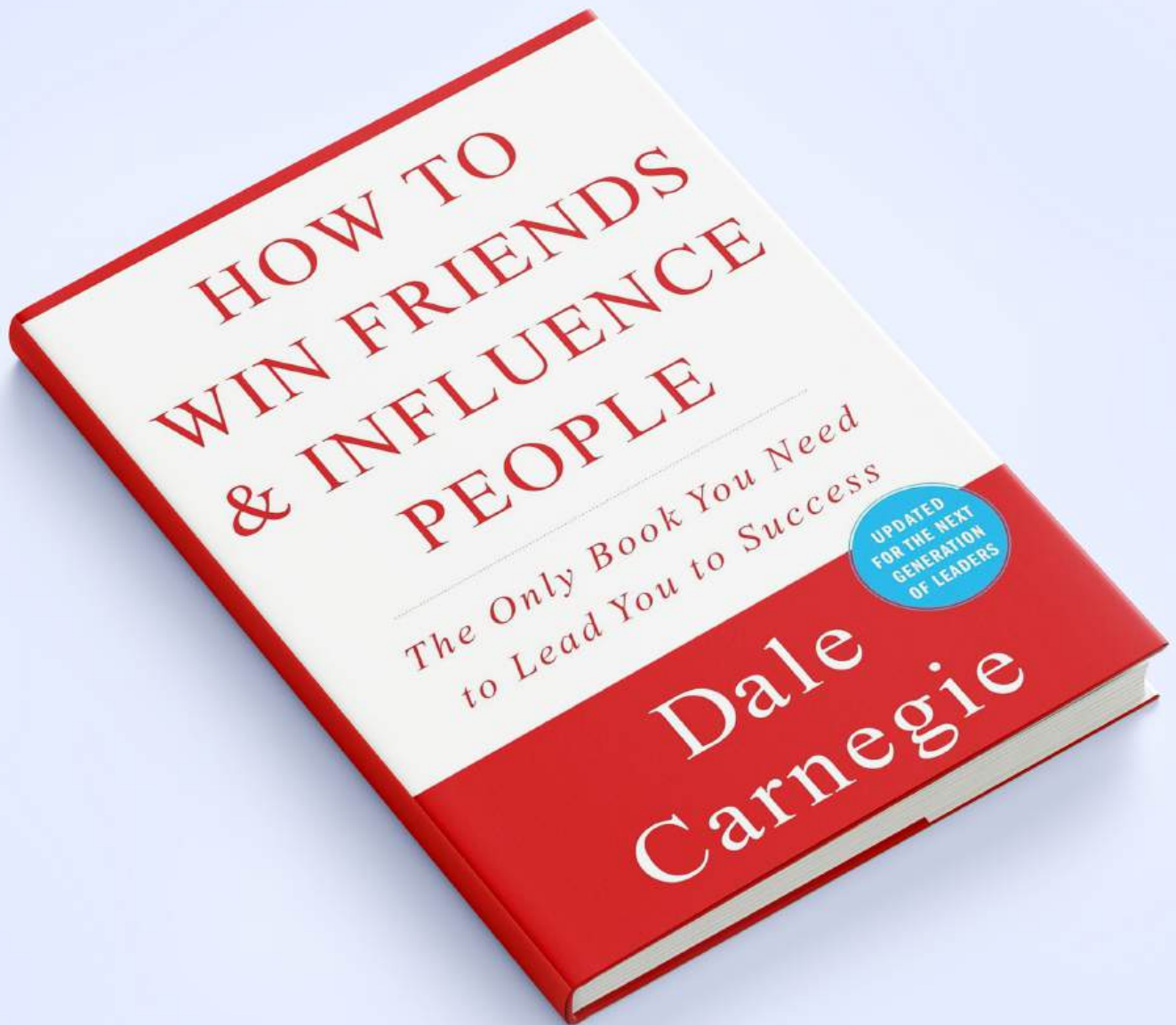
BOOK TITLE: GOING FOR GOLD: LIVING YOUR PERSONAL BEST

NOTE: Learn how to achieve being the best version of yourself. You will learn how to be better, mentally and physically, than you ever thought possible.



BOOK TITLE: **ATOMIC HABITS: AN EASY & PROVEN WAY TO BUILD GOOD HABITS & BREAK BAD ONES**

NOTE: James Clear shares that real change comes from the compound effect of hundreds of small decisions - doing two push-ups a day, waking up five minutes early, or holding a single short phone call.



BOOK TITLE: **HOW TO WIN FRIENDS & INFLUENCE PEOPLE (DALE CARNEGIE BOOKS)**

NOTE: Through practical principles, it teaches readers how to foster relationships, handle disagreements gracefully, and inspire trust and respect.



[Chatgpt.com](https://chatgpt.com)

Brainstorm ideas, refine messages, and practice responses.



[Powtoon.com](https://powtoon.com)

Create engaging visual aids and presentations.



[Grammarly.com](https://grammarly.com)

Ensure clarity, grammar accuracy, and professional tone.



Quotes for Inspiration

This Resource List for Public Speaking Success is packed with recommended books and essential tools to support your journey. Discover insightful reads on leadership, communication, and motivation.

Quotes

The only thing that matters is what you have in your heart and what you're prepared to do to ignite a burning desire to succeed in life.

– Eric Bailey

If you want to succeed at something, first you must make it a priority.

– Eric Bailey

The ability to see yourself in the future begins with the realization that the future starts in the present.

– Eric Bailey

*To motivate is to take a broken state of mind and mend it with a **CHAMPION** attitude.*

– Eric Bailey

Coach E's Tips

01
Set aside
dedicated time for
self-reflection:

Carve out moments in your schedule to reflect on your goals, values, and aspirations. Find a quiet space to tune in to your inner voice and gain clarity on what truly matters to you.

02
Write down
your goals
and vision:

Take the time to articulate your goals and create a clear vision for your future. Writing them down solidifies your intentions and reminds you of your work.

03
Seek support and
accountability:

Surround yourself with individuals who support your personal development journey. Share your goals and aspirations with trusted friends, mentors, or coaches who can provide guidance and encouragement, and hold you accountable along the way.

Meet Eric



 **Watch The Video**

In this video, you'll have the opportunity to get to know me, Eric Bailey, on a more personal level. I share my story, experiences, and insights that have shaped my journey of personal transformation.

Life After 60



 **Watch The Video**

This video explores the power of embracing new opportunities and directions later in life. Discover how individuals have found renewed purpose, fulfillment and made a positive impact even after 60.

Bring Your a Game



 **Watch The Video**

In this inspiring video, I dive deep into the importance of mindset, resilience, and personal growth in achieving success and reaching new heights of excellence.

Coach E's Tips

01 Embrace Resilience:

Just like Eric Bailey, embrace resilience in adversity. Understand that challenges are an integral part of the transformative journey. You inspire others to overcome obstacles and push through their limitations by demonstrating resilience and perseverance.

02 Share Your Story Authentically:

Follow Eric Bailey's example by sharing your story authentically. Be open about your experiences, both the triumphs and the setbacks.

By sharing your journey honestly, you connect with others and inspire them to embrace vulnerability, fostering a culture of personal growth and transformation.

Amplify Others:

One of the most powerful ways to spread the ripple effect is by amplifying others. Lift others, celebrate their achievements, and provide support whenever possible. Doing so creates a network of mutual inspiration and encouragement, propelling the transformative wave even further.

As we conclude this chapter, remember that the ripple effect extends beyond ourselves. By embracing personal transformation, sharing knowledge and experiences, and actively contributing to the growth of others, we create a transformative wave that impacts individuals, communities, and the world at large.

The next chapter will delve into harnessing your inner strengths to overcome challenges and achieve extraordinary success. Get ready to unlock the hidden potential within you and unleash your greatness upon the world. Stay tuned for Chapter 9: Unleashing Your Inner Strengths.

Remember, you have the power to make a difference, and your transformative journey can inspire countless others. Embrace the ripple effect and let your light shine bright!



ERIC BAILEY
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THE POWER WITHIN



ERIC BAILEY
GLOBAL MOTIVATIONAL SPEAKER



UNLEASHING YOUR POTENTIAL TO
TRANSFORM **THE WORLD**

Eric Bailey

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**The only person you
are destined to
become is the person
you decide to be.**



ERIC BAILEY

