

BLOGS & THOUGHT LEADERSHIP

Television & Radio Techniques

Educational blog / expert-content article

Turning specialist coaching knowledge into practical, engaging content.

THE BRIEF	Create an accessible article that demonstrates public-speaking expertise while giving readers useful techniques they can apply immediately.
MY ROLE	Article concept, structure, educational copywriting and service CTA.
AUDIENCE	Business people and senior managers who need to speak publicly or give presentations.
APPROACH	Open with a familiar pain point, explain why the skill matters commercially, then teach three memorable techniques before moving naturally towards the training service.

PORTFOLIO NOTE

This PDF contains selected extracts from a longer article. The extracts have been chosen to demonstrate the subject framing, structure, tone and style of the copy without reproducing the complete piece.

01 / LONG-FORM COPY SAMPLE

Make the problem recognisable

The article begins with the gap between confident speakers and presentations audiences have to endure, then makes the business case for improving the skill.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

For some people public speaking is like taking candy from a baby, leaving their audiences entertained and informed. For others, it's a nightmare come true with the audience having to suffer it as well!

Many Speeches At AGMs And Company Conferences Are Dull, Predictable And At Worse Boring

A good public speaker is an asset to any company, particularly if it's one of your senior management. Good public speakers have the ability to communicate their message far more effectively.

END OF COPY EXTRACT

THE THINKING BEHIND THE COPY

Selected sections are shown in context to demonstrate how the article moves from a strong reader-facing premise into useful detail and a commercially relevant next step.

02 / LONG-FORM COPY SAMPLE

Teach something useful

The body uses simple, memorable headings and actionable advice rather than vague claims about expertise.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

1. Interact with your audience

From the start of your talk ask them some rhetorical questions. Once you have asked the question go quiet. Pause!

2. Let your voice flood out

To grab their attention it is imperative that you speak a little louder than normal and at a slower pace.

3. Be a tease

Good speakers practice the art of making their audience wait for the key points. So, you must learn how to build your story and your message.

Remember, tease them before you tell!

END OF COPY EXTRACT

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