HOW TO CHOOSE A SPEECH COACH

If life is like in the movies, it's easy:

1.  Does he speak really well?

2.  Does he know how to coach?

3.  Who else, besides him/her, agrees with 1 and 2?

Then, since all the stars are in proper alignment, pay the coach’s fee, do what (s)he says and laugh all the way to the bank!

The problem is, sometimes there's a hole in those first three criteria and you'll need to activate a 4th. In other words, if you're one of the thousands who need, but can't afford, The Best Speech Coach In The World, you might want to give the benefit of the doubt to the guy who charges a cup of Starbucks for the first hour of his time evaluating a video of your speech. Hey, everyone has to start somewhere, even the very best - even the guy you really need but can't afford!