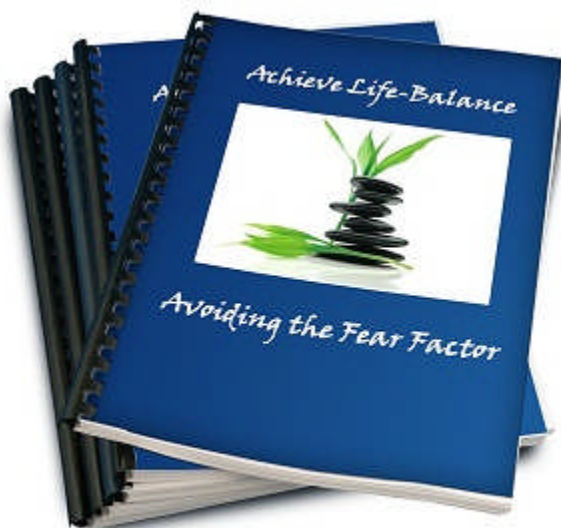


SUCCESS SERIES FIVE



Book Two: *Avoiding the Fear Factor*

It's All in the Preparation!

Or, how to avoid the deer in headlights look!

Be Prepared

The Boy Scouts said it best and they've been around a hundred years. Preparation is the magic ingredient for being comfortable with your material and audience. The more comfortable you are beforehand, the smoother your presentation will be. And the smoother your presentation, the greater likelihood that you will get the results you want.

Tip: Know your Audience

Who's Your Audience? The better you know them, the happier they'll be. And, the happier they are, the more they'll listen!

Be one of the original Snoop Sisters!

Basic Information – must know



- Who is the group?
 - Why do they meet?
 - What kind of programs do they usually have?
- Who's IN the group?
 - Age
 - Gender ratio (that means # of males; # of females)
 - Professional level
 - What is the cultural diversity?

Very Important Information – must know **IF** you want to hit a home-run!

- How much does the audience know about your topic?
- Why would they be interested in your topic?
- Does the group have certain social or political positions?
- What kind of businesses does the group represent? (business & industry, education, service, healthcare)
- What do the members do? Are they retired, entry level employees, managers, volunteers?

Most Important Information! – must know **IF** you want the group to take action

- How can the audience benefit from your information, services, products, projects, etc.



Bright Idea!

You can discover a lot about your audience by:

- Asking the meeting planner.
- Phoning or e-mailing some of the members of the group (choose a diverse population).
- Interviewing people from different sub-groups (officers, volunteers, members, directors, managers, front-line folks, etc).
- Researching the group or company on-line
- Conducting an on-line survey.

Your turn ... Write a few things that are easy and affordable.

2. *Who can provide you with more information?*

3. *How can you connect with this group even more?*

4. *What kind of experiences, concerns, or needs do you and your audience have in common?*

Tip: Figure out the Focus of Your Speech

Describe intended results

Before you put pen to paper, fingers to keyboard, or conduct any kind of research, follow the world's best speaking advice as outlined below!

Ask the THREE most important questions

At the end of my presentation, what do I want my audience to:

KNOW that they did not know?

FEEL?

DO differently?

Your Turn

1. *Describe the best presentation or speech you ever heard:*

2. *What did you learn?*

3. *How did you feel when you left the presentation?*

4. *Did you do anything differently because of the message?*

**Use these questions to
focus your speech.**

TIP: Utilize your resources

Brainstorm

Think about your topic and your **3 questions** and write down everything that comes to mind. I mean EVERYTHING!

Let your **thoughts wander** in a thousand different directions. You never know what might be helpful later on. It's much better to have too many ideas than not enough



Bright Idea!

- Use self-adhesive flip chart paper and mind-map all the ideas you can think of.
- Use different colored markers and circle common themes in the same color
- Keep asking the 3 most important

Research

Use every resource you can:

- Internet
- Magazines (make sure to use current ones!)
- Books
- OPE – **other people's experiences**. People love to share what they know. Ask them. Just make sure they are reputable resources!
- Pay attention to what people are talking about. What are their concerns?
- And most importantly, own the power of your own perspective!

Putting It Together!

Or, how to avoid a confused audience!

Be Organized

If your speech is well crafted, it will flow more naturally – like a good conversation. It's your job to help the audience follow the presentation so that when the speech is over they can answer the question: What was the speech about,

Tip: Make it as easy as 1-2-3 (and maybe 4)

You've probably figured this out already, but here it is:

1. Opening
2. Body
3. Closing
4. Questions and Answers (maybe)

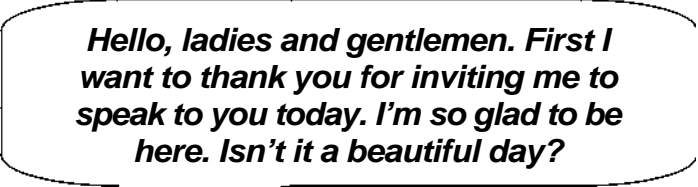
Here's the cool thing. You don't have to write your speech in this order. You can write it in any order, but when you finish, it should flow like hot fudge over ice cream. *Ah* – delicious for listener!

Tip: Make the Opening BIG – You had me at hello

Okay, here's the deal, if you don't have 'em at hello, you probably won't have 'em.

And here's the other deal, never, ever, ever walk up to the microphone and say *hello* or anything like this! Unless of course, you are an incredibly successful or world re-known actor or rock star. (And if you are one of those, you can call me for some complimentary, private coaching sessions on speaking ☐)

AVOID this type of opening:



Hello, ladies and gentlemen. First I want to thank you for inviting me to speak to you today. I'm so glad to be here. Isn't it a beautiful day?

AVOID this kind of opening!

The very first words out of your mouth must get the audience's attention. So, make sure the words are worthy of someone's attention.



Bright Ideas for a Powerful Opening

- **A quote**
- **An eyebrow raising statistic**
- **An anecdote**
- **Some relevant trivia**
- **A profound question**
- **A challenge**
- **A short story**
- **A captivating slide**
- **An attention getting prop**

Memorize your opening words. Your speech should sound like an easy conversation with the audience. A memorized speech sounds – well -- memorized. AND, having said that, your very first words are so important that you need to commit them memory. Just deliver them in a conversational tone.

Give the listener a taste of the menu you will be serving. Use the rest of the opening to accomplish this by using the “tell ‘ems.”

- Tell ‘em **what** you are going to tell them.
- Tell ‘em **why** you know what you know.
- Tell ‘em why it's important for them so they will know, *What's In It For Me: WIIFM.*

Tip: The body is the meat and potatoes

Start with the basic ingredients. The body of your presentation must be important enough to the audience that they completely disengage from toying with their cell phones, PDAs, laptops, and MP3 players. In fact, you want to be the **only App** they focus on during your presentation. Here's some sure fire ways to do that:

Three points and you're out! This is NOT a hard and fast rule of speaking, but is worth adhering to if you are a novice speaker. It's a safe and proven speech design. And, three points are about all most folks are willing to listen to – and remember!

So, what's the point? As a speech coach, this is the question I see speakers struggle with more frequently than any other question. They arrive with a great story (at least they believe it is a great story) or a beloved acronym (CHANGE; FIRE UP; etc), and can't seem to make their message work.



Bright Ideas for Finding the Basic

Ingredients

- **If you could only make three statements to your audience, what would they be?**
- **Are your statements universal truths? Do they apply to the majority of the population?**
- **How did you learn these truths?**
- **What can the audience learn from your experience?**

Tip: Spice it UP

For each point you make, **tell a personal story, an anecdote, or other type of illustration** that supports the point. In other words, if you are talking about effective communication, tell a story about what happened to you when you had a communication challenge.

Laughter is a great way to break the ice with an audience and stories are a great way to relate what you are saying to the audience. Both are used to make even stronger connections with the audience.

Humor and stories make you seem **real and approachable**. They help you establish connections that cause the audience to want to listen to you!

Audiences love to see that the speaker didn't always get it right. Of course, remember to tell them **what you learned** from the situation – and what happens when you communicated better. Here are some guidelines for story telling:

- **Open with an anecdote.** You want the audience to instantly be interested in what you have to say. If you catch their attention at the beginning, they will be more convinced that what you have to say is important.
- **Never tell an anecdote that gets laughs at the expense of other people.** Any story that makes fun of a person or a group of people is not worth telling. **Period.**
- **Make sure and tell your own stories.** It's so much easier – and nobody can tell your story like you can.

Practice telling the story over and over and over again. Omit words and phrases and descriptions that do not support the story.

- **Only use stories that are yours** or one that you have permission to tell. A story from your own life will leave so much more of an impact on the audience because it is so personal. If you do feel compelled to tell a generic joke, try changing the characters to reflect someone you know: “My Uncle Albert ...”
- **Paint a picture for the audience.** Avoid telling facts. In other words, **relive the story**. Share bits and pieces of information that puts the listener in the setting.
 - **What color and make** was your Dad’s car that you put a dent in when you were 16 years old?
*With a brand new driver’s license in hand, I jumped behind the wheel of Dad’s pride and joy – a ’67 Cutlass Convertible . Special edition .Leather seats. **And** 4 on the floor. The car was hot and I was cool.*
 - **What did that beloved professor wear** - the one who taught you so much?
Every single day Dr. Albertson showed up as if he was he was going to lunch at the Harvard club. Immaculately pressed 3 piece suit. Crisp white shirts. French cuffs with sapphire studs holding them in place. A bowler on his head. And leaning on a carved mahogany walking stick. His very style reeked of class, dignity, and blue blooded veins. Until he opened his mouth.

- **What was the atmosphere like** when you walked into the workplace after your company made the front page of the local paper?

My office door was open and there stood my secretary, Maggie. Her eyes were puffy red and no amount of drugstore concealer could cover the fatigue on her face. Beside her was Mack, his usual crisp dark suit wrinkled. His face so ashen that the stubble of his beard stood out like clown make-up.

Practice telling your stories and jokes. Tell them a million times if that's what it takes for you to be comfortable. Don't skip over a story when you are rehearsing, thinking that you will be able to tell it just fine from the platform. Trust me. Your best "impromptu" story takes a lot of practice.

Something to think about

Start *the movie going for your audience.*
A great story starts a movie in the mind of the listener. They will be transported back to their own youth; recall their own beloved professor, or remember a time when their business was in trouble. When that happens the audience will hang on to your every word. YEA!.

And having said all that, know this: less is best. If it's not important to painting the picture of the story, leave it out. Every word should have a purpose.

Your Turn

- 1. List three pivotal experiences that you have had. What did you learn from them?**

- 2. When in your life did you face some particular challenges? What got you through the difficult time?**

- 3. Who are the most interesting people in your life? What made them so interesting?**

Once you have answered these questions, **recall the details of the stories and record them.** Many speakers keep journals that serve as resources every time they sit down and develop a presentation.

Tip: Make the message stick to their bones

You've defined your points. You've even created some fabulous stories and anecdotes. Good for you. Now, **make it good for your audience!** You must drive the message home for the audience. Give them the gift of understanding why your message is important to them or how it applies to them.

- **Lead the audience** to understand why this message is important to them.
- **Show the audience** what benefits they will experience if they take your advice.
- **Use examples** of someone who benefitted from taking your advice.



Bright Idea for making the message stick

Ask yourself the following questions.

If everyone took my advice, or adapted the behavior I am proposing:

- ***What would the world look like?***
- ***What improvements would there be in the organization or community?***

Craft your message. For most people this can be overwhelming. Here are some ideas to help you get your arms around the process. In fact, the very thought of creating the speech is enough to cause many people to throw their hands up in despair – or totally freak out!

Relax -- the ideas on the following page are going to help you take action and get the creative juices flowing!

Put yourself in the seats of your audience. What kind of presentation would cause you to listen?

NOODLE your ideas for while. Just let your ideas kind of roll around your brain for a spell. You'll be surprised how they start taking shape.

Talk about your speech. Sit down with a good friend, a speaker or trainer, or someone who you admire. Share your ideas, stories, and the points you want to make. Don't be shy. Just hearing yourself articulate your speech ideas will help you sound them out.

Ask for input. This can be a little difficult – especially when we don't particularly like the advice we are given. Just be cool. Listen carefully. Receive graciously. And always say, *"Thank you."* Ultimately, you have to be comfortable with the material. Use what works for you.

Go surfing on the web. Give yourself a time limit and visit the web sites of professional speakers. Find them through a search engine. Visit their web sites and watch some video clips. Just one gentle reminder – don't copy anyone's stories or try to become just like another speaker.

Take a walk and focus on your speech. The physical activity can stimulate creativity and give you insights you might have missed.

Tip: The closing – Wrap it up in style and put it in a “To-Go” box”



Here it is. **The moment of truth.** To show the audience that the message you shared is one that they can carry with them and use. Now that you've stood and delivered, it's time to restate your purpose, summarize the points, and deliver a call to action.

Just as the **_first few minutes are vital to the success of your presentation, so are the last few minutes.**

Your goal is to **leave the audience wanting more** – more information, more contact with you, more of your products and services.

Never **compromise the closing to save time.**

IMPORTANT –And **never go over the time allotted.** Make adjustments in the body of the speech.

The closing – like the opening – should be practiced, polished, and perfected. You need to know the closing so well that you can deliver it with clarity, conviction and confidence.

Circle around. Many speakers close by alluding to or referring back to the opening. Circling back to a quote, statistic, story, question, etc that you used at the beginning can be very effective. It allows you to tie a bow on the presentation, making the audience aware that you have delivered a complete package of information, inspiration, and entertainment – whatever you were there to do. Audiences love that, trust me!

Tip: Questions and Answers give the audience an opportunity to interact.



Some speeches will allow for question and answer sessions. Questions are coming your way that you might not know the answer to. Don't let that throw you. Take this section very, very seriously. It can do a lot to create an even stronger rapport with your audience. **ENJOY** this time.

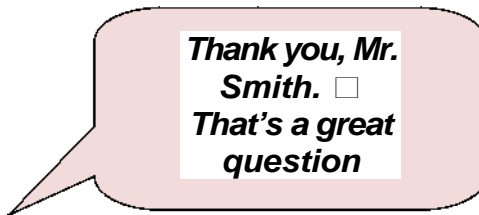
The NUMBER 1 most important rule! Do not close with a question and answer session. At the end of your speech, create a segue into a Q & A session.

AFTER the Q & A, close your speech with strong finish.

The NUMBER 2 rule! YOU control the Q&A time. You are inviting the audience to participate. You can be the host of your time by:

- **Telling** the audience you will take questions for 5 minutes, or that you will take 5 questions. Either will keep your time down.
- **Making** the next question the last one if you see the audience getting bored or starting to check out.
- **Moving** the focus away from someone who won't stop asking questions. Smile and politely tell them you would love to speak to them after the presentation to answer all their questions.

- **Repeating the question** that someone asks so you are sure you understand and that everyone heard it.
- **Anticipating beforehand what questions you will be asked.** Think about your topic and write down a list of sample questions the audience/interviewer might ask, and then practice answering them. This way, you will be prepared for the majority of questions asked.
- **Thanking the person who asked your question personally.** use their name if you know it. Then, when you are finished answering, make sure it was the information they were looking for and their question has been answered.



Sometimes people will be chatterboxes and want to express all their ideas in response to yours. If this happens, just step toward them, hold your hand up as a signal to stop, and politely thank them for their comments. Ask to continue the conversation after the presentation.

Don't freak out if you don't know the answer to a question. You are not supposed to know the answer to every question. Just be honest and don't try to make up an answer..

If you don't know the answer, simply say, "I'm sorry, my research didn't cover that. Here's what it did cover..."

If you are making a sales presentation (product, services, etc.) and you don't know the answer, try this: "I'm sorry, but I can't answer that right now. If you would like, I can get back to you with the answer later." If this happens, make sure you write it down, and really do get back to them with the answer!

Occasionally, you will get an **audience member who disagrees with your ideas and wants to argue**. Don't get flustered! Someone is always going to disagree with you—that's life. This is no cause for panic. You have a chance to impress the rest of the audience if you remain calm and collected. Just look at the person and say, "I can see that we have different opinions. I would love to talk with further after the program. □

These are the questions I can anticipate after my presentation:

- 1. _____

- 2. _____

- 3. _____

This is a transition sentence I can use to move from Q & A to the closing:

Practice Makes (Almost) Perfect!

Or, how to avoid wanting to crawl under the lectern.

Rehearse, rehearse, rehearse

Ah, this is such a simple idea and yet it is the one thing that most speakers avoid like the plague. And for those who do rehearse, they often do it in a non-productive way. So, get ready to get ready to make your speech!

Tip: Ready or not, it's time to create the speech.

Scripting Your Speech

Some people find it helpful to write their speech word for word. Others feel that their style is somewhat cramped by this exercise.

Here's my best advice about scripting your speech.

Outline your speech

- Review the previous chapter and create a detailed outline. The more that is in the outline, the more likely you are to remember the points.
- If there are certain phrases that strengthen your message, include the entire phrase.

Create a 1st draft

- Try writing down every single word.
 - Do this on the computer
 - Double and triple space so that you can make hand-written notes.
- Make the first draft sound like you talk –not like you write.

Read your draft OUT LOUD! This will be the third most awkward thing you'll do as you prepare to present. The other two are coming up!

- **Stand up** and read your speech out loud. Trust me on this. You will do so much better in the long run if you practice standing up every single time you practice your speech.
- Keep a **pen and highlighter** handy to mark any awkward places in the speech.

Read the speech to another person. Yes, you are right. This is the second most awkward thing you will do with your speech.

Ask the listener to primarily listen the first time. They can make notes on the script of what they liked and what they felt needs improvement. The focus should be on **content and flow** (transitions between sections) as well as a “gut reaction” to the speech.



Something to think about

NOTE: Be sure to ask someone who is supportive, who is honest, and who reflects the make-up of your audience. In other words, if you are going to be delivering a presentation to 7th grade girls, do not practice on group of senior citizens.

Say **Thank YOU!** No arguing. You may or may not incorporate the feedback. You **do** need to thank the person for sharing.

Consider changes, then read the speech to someone else. (No, this no longer counts as one of the “most awkward times.” There’s still one to come). By now, this should not be awkward. If it is, just do it anyway.

Make an audio recording of the speech and then listen to it. As you listen, listen for content, flow, pace, fillers, and vocal emphasis.

Make a video of yourself giving the speech so you can notice any mannerisms or movements you want to change.

Watch the video. This is the number one hardest thing you will do! And, this is your best learning tool. Don’t be overly critical.

TIP: Prepare your notes for your presentation

Make your notes work for you. People use a variety of methods for speaker notes. It is important to discover which style works for you. Think about, practice with, and select the style that works best for you.

The icon approach is preferred by many speakers. If you know your material well, create a brief outline using icons to prompt your memory. This is my favorite style, by the way.

- Use a **spiral bound journal** for a professional look and take it to the platform with you. Use this for keeping a record of presentations for future reference.
- **Create stick figures** or drawings that trigger your memory.
- **Add in bold print** any specific words, phrases, quotes or names that are critical to your speech.
- Include the **name of the organization** at the top of the page – somehow it is easy to forget when you are on the platform.

Note cards are easy for some people. The only caveat is that they can easily become shuffled at the platform. Personally, I've dropped my note cards one too many times to ever use them again!


Outline your entire speech in a manner that supports your learning style.

Take your written speech with you to the platform. There are a few (and I mean, just a few) people who can have their speech in front of them and deliver it without reading the speech. The temptation is just TOO great! If you carry your entire scripted speech to the platform, make sure it is in a folder, binder, or notebook. Otherwise, there might be loose leaf sheets of paper piling up on the floor beside you.



Bright Idea for keeping your notes together.

A highlighter to highlight important words, phrases, quotes, or names. You don't want to have to go searching for these during the program.

- **Eye-cons** to remind you to look at the audience at specific times. 
- **Smiley faces** to remind you to smile extra at specific times.



- **At least a 14 point, bold font** when typing your script. Use black except for highlighting.
- **Double space** your script so that you can make changes.
- **At least a 1.5 inch margin** on all sides of the pages for any last minute notes
- **Number the pages** so that if they do get dropped, you can re-organize more quickly.
- **A professional** quality folder, notebook, binder, or journal to keep everything in order.
- **Keep a pen** close by for making notes.



Putting Your Best Voice Forward!

Or, how to avoid lulling the audience to sleep!

Voice

One of the most important parts of a presentation is your voice. If you are too quiet, too monotone, or speak too fast, the audience won't understand and will very quickly lose interest. And no speaker wants that to happen!



Tip: Use a voice that people *can* listen to and *want* to listen to

Your volume should be **loud enough** so that every person can hear you clearly but not so loud that you sound like a bullhorn. You will be speaking louder than your everyday voice level at your speech, so get comfortable with that beforehand.



Bright Idea for Being Heard, especially if your voice is not strong.

If you have trouble speaking loudly, **try this exercise:**

Stand at one end of a large room face to face with one of your friends. Read something aloud at your normal volume, then increase your volume a little. Every time you increase your volume, your friend takes one step backward. Try to back your friend all the way to the opposite wall.

No cheating! Your friend must feel the volume of your voice causing them to back up. If your volume drops, your friend should step forward.

Do this exercise until you can project your voice with confidence, and your friend is tired of standing against the wall!

Know when to **drop the volume** during your speech. For example, lower the volume when divulging something personal. The drop in your voice level will draw the audience in and cause them to pay more attention.

Don't speak as if you are on a roller coaster! Do maintain the same voice strength from sentence beginning to sentence ending. Avoid start off strong at the beginning of a sentence and then drop your voice level toward the end.

Finish the sentence just as strongly as you started.

S-l-o-w D-o-w-n. The audience not only needs to be able to hear you but also understand you. **You have to speak more slowly during a speech than you normally do.** Slow your words down the amount you think is necessary, and then slow them down even more. You understand the material because you are an expert, but it is new to the audience and they need time to process the message.

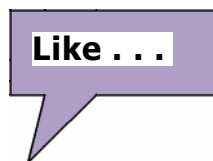
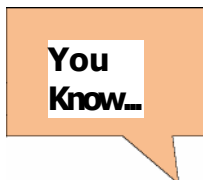
On stage, you must **enunciate all your words.** Pronounce all your consonants as clearly as possible. It may sound **overly** pronounced to you, but it will sound normal to the audience. You don't want people to be asking their neighbors, "What did he just say?" They become distracted, they distract others, and you are at risk for being distracted. And we all know, the last thing you want is to be distracted!

Pause – it is so important that listeners have some reflection time. Use pauses to:

- Emphasize key points
- Allow the audience time to reflect
- Transition between points

However long you think is long enough to pause, it is only about a third long enough. Give your audience time to **savor your words.** When they're doing that, you're words are becoming even more impactful.

Eliminate ALL filler words! So many folks say “um” or “like” every other word. You may think it’s impossible to cut them out, but it’s not if you eliminate the reason you are using them in the first place.



If you use fillers because you are nervous, lessen your anxiety as much as possible before your speech. Practice as much as possible until you are comfortable. Don’t you just love how many times I mention the word PRACTICE?

If you forget what you were going to say, don’t immediately spout out, “uhh...” as you try to gather your thoughts. Be silent. If you need to, look down at your notes. The pause won’t seem as long to the audience as it will to you.



Bright Idea for Breaking the ‘um – well - the ‘um, like you know, habit!

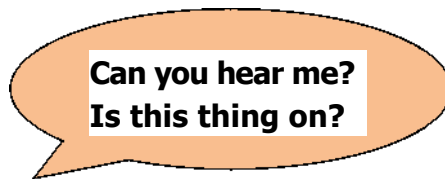
Every time you practice your speech, have someone listen to you with a buzzer, bell, or even an air horn - anything that makes an annoying or loud noise. Every time you say, “like,” “um,” “you know,” etc, they should make the noise. This will help you become more aware of your fillers, and once you are aware of them, you can eliminate them.

Tip: Microphones are designed to project the volume throughout the room.

If the audience can't hear you, they will never know how brilliant your information is! And wouldn't you just hate that? By the time you get to the lectern, you have prepared to be heard – so **make sure you are heard**. Use every available resource to help your message resonate with the audience.

Here's something else. Your ability to effectively use a microphone is one indicator of **how polished you are**.

DO NOT TAP – TAP – TAP on the microphone!
And, DO NOT say this!!!



Pay attention to the audience and listen to see if the microphone is on.

If the microphone is not on, or is not working:

- **Smile** at the audience and give an indication for them to pause for just a minute
- **Turn to the meeting planner** or coordinator for assistance.
- Ask If they can **quickly fix the problem**. If they fix the problem, thank the person and then turn back to the audience. Smile. Begin your speech.
- **IF they cannot fix the problem**, turn back to the audience and speak with volume. Do not shout but be sure and speak to the person in the back of the room.
- It doesn't hurt to have some impromptu (planned in advance) humor ready. **"Finally – I get to use my outside voice, inside!"** .

Types of Microphones

- **Hand-held** – Many speakers prefer these because they can control the sound effects. Hold the microphone with loose hands. Tilt the base of the mic toward the audience, and hold the mic close to your mouth without kissing it. If you move around the platform, make sure that you test the microphone for any very annoying feedback! Nothing is worse for your audience than a **screeching** microphone! Make sure you have tested the microphone.
- **Lavalier** – Make sure that your natural speaking voice is easily picked up by the microphone. Try to avoid turning your head to the side to speak. The mic does not pick up the volume as well.
- **Wired mic, hooked to lectern** – This is the **most difficult to use and the most common type of microphone**. Before you speak take time to practice at the microphone. Make all the adjustments necessary so that mic is positioned in a comfortable spot. You can lean toward the mic but avoid hunching down over it. Better yet, remove the microphone from the stand and hold it.



Bright Ideas for making the most of microphones!

- **Before you are scheduled to speak, arrive early and test the microphone.**
- **Become comfortable in making the necessary adjustments.**
- **Ask someone to stand in the back of the room and make sure they can hear you.**
- **As you might guess, practice, practice, practice!**

Tip: Take care of your voice. It is your most important delivery tool!

Your speech is prepared. You've practiced it. Polished it. Now you are ready to deliver it! Suddenly, you feel that you're losing your voice. Here are some remedies that may help.

- **Give it a rest.** Don't even whisper (whispering does as much damage as talking out loud). And rest your body. If you are sleep-deprived, your voice will show it.
- **Drink some Chamomile tea.** You cannot drink too much tea. Keep the vocal cords moist.
- **Drink room temperature water.** Are you beginning to notice that drinking is a major part of the solution. Just avoid alcohol.
- **Gargle with hot salt water**, alternating with ice chips, to relieve swelling of the larynx. Your Mama was right about the gargling – probably didn't know about the ice chips!
- **Let the microphone do the work** – bump up the volume and speak directly into the microphone.
- **Pour some boiling water of a teaspoon of Vick's VaporRub® in a small container.** With a towel over your head, breathe in the steam. Do this at home – not on the platform!
- **Eat a few spoonfuls of honey.**
- **Try "Throat Coat,"** an herbal tea preparation. This tip has been used by Presidents (and want-to-be Presidents!)
- **Avoid milk and milk products.** Even if you do not have vocal inflammation, AVOID milk products on the day of a presentation. They create mucous (yuk!).

TIP: Overcome dry mouth with these remedies!

Many speakers and performers complain of dry mouth prior to stepping onto the platform. The official name for dry mouth is **xerostomia**. Aren't you glad you know that? The condition occurs when saliva production shuts down, and it can manifest itself in a number of uncomfortable ways.

Lack of saliva makes talking difficult and the sounds you are able to produce may sound unfamiliar. That could really be weird! You may feel as if your mouth is full of cotton or that your tongue is sticking to the roof of your mouth . Who wants that?

Dry mouth can be caused by medications, dehydration, stress and nervousness. It can occur just before you're introduced to do what has been billed as the best presentation ever. Not only do your brain cells seem to shut down but your salivary glands as well.



Bright Ideas for getting the “cottony” feeling out o your mouth!

- **Gently (gently) bite your tongue.** Even though this might sound goofy, slight pressure on the tongue releases saliva to lubricate the mouth.
- **Drink lots of water, since** the primary cause of dry mouth is dehydration. Make sure you drink lots of water in the hours – and even days – before your presentation. If you're traveling to a high altitude place to present, super-hydrate!
- **Drink a commercially-prepared sports drink** – like GatorAide®
- **Avoid caffeine and alcohol.** Both are diuretics (that means they deplete your body's water supply!)
- **Use Salese® lozenges.** Many pros do.

Deliver Like a Hero!

Or, how to avoid your worst nightmares!

Connect with the Audience

Everything you do – from the moment you walk into the room until the lights turn off – matters. And the thing that matters **MOST** is your ability to connect with the audience, on and off the platform. You may deliver like a hero, but you want to come across as someone who feels privileged to speak.



Tip: Turn audience members into fans

Meet as many audience members as possible prior to the program, but **don't act like a politician (sorry politicians)**. Show genuine interest in people, one at a time or one small group.

Use good communication manners. Just like your Mama told you, "be nice to people and they will be nice to you."

- **Give your undivided attention** to the person with whom you are speaking. (Isn't that just a grammatically correct sentence?)
- **Use their name.** People just love that!
- **Ask questions** about their interest, concerns, and dreams. You can often pick up bits of information that can be woven into your speech. Seasoned speakers will actually refer to some of the audience members during the presentation when appropriate.
- **Avoid searching eyes.** This means, when someone is talking with you, don't be looking over their shoulder or behind them for someone you feel is more important. If you need to move on the next tip will help you out of almost any situation.
- **Disengage gently.** Sometimes audience members will want to keep you all to themselves. If that happens, very gently touch their forearm or softly hold your hand up and say, "Katherine, I'd love to visit with you more at a later time. Right now I need to speak to some of the other people here. Thank you for making me feel so welcome."
- **If you are speaking during an "eating meeting"** be sure and include everyone at your table in the conversation. You may be perceived as a "celebrity, but that doesn't mean you need to act like on.

TIP: Take the platform with confidence

Arrive early so that you will

- Know your way around the room.
- Get a feel for the set-up
- Have a chance to check out any audio-visual equipment.
- Be able to meet 'n greet
- Make any last minute adjustments (and trust me, you can bet there will be some last minute adjustments!).

Meet the person who will introduce you and make sure they are familiar with your introduction.

Step up to the lectern and very briefly acknowledge the introducer.

Pause and smile warmly at the audience. Make sure that you include the entire audience.

Your ON! Begin your presentation.

TIP: Make eye contact to further establish a relationship with the audience.

Eye contact is critically important to a great presentation. It is a sure-fire way to connect with the audience. Make eye contact frequently, to all parts of the audience so everyone will think you are talking to them. You will come across more confident if you can look straight at the audience. Draw little eyes at certain places in your notes to help you remember to make eye contact.

Look at the audience with soft eyes. By soft eyes, I mean not glaring or intense. Most of the time, when people are nervous or concentrating, they aren't aware of their facial

expressions. So, even though you don't mean to stare the audience down, it might happen. Make sure, when you practice your speech, you are aware of your face so you won't be caught off guard on stage. Also, avoid the "deer in the headlights" look that

many
people
have
when
they are
nervous!



Continue to make eye contact until you finish your thought. When you make eye contact with a person, don't immediately move on and divert your eyes. You don't want it to look like you're watching a tennis match! If you hold eye contact for a little longer, your connection with the audience will be much stronger.

Engage the audience with your eyes. Smiling eyes put your audience at ease.

Look for friendly faces, which should be NO problem if you have made connections prior to the program. Friendly faces give energetic support. Receive it!

Demonstrate **through your eyes and voice** that you love what you do and enjoy the folks who are listening.

Tip: Great body movement enhances the message and keeps the audience looking.

Most people just don't know what to do with their hands or feet when speaking. Here are a few easy solutions:

- **If you're using a hand-held microphone**, one hand is already preoccupied. Hand movements will be more natural.
- **If you stand at a lectern**, rest one or both hands lightly on the edges. As you get comfortable, you'll be able to let go!
- **When you feel confident**, step to the side of the lectern and relax one hand on the side.
- **Make purposeful gestures** to emphasize your words and to enhance your presentation, but never, ever point. The audience will think you're their parent incognito.
- **Move away** from the lectern for an even more powerful presentation. This comes easier for some people than others and requires that you know your material. It is okay to return to the lectern to look at your notes as long as you do it naturally.
- **Move smoothly** to include all sides of the platform, but **do not pace!** Pacing makes the audience nervous.
- **Stop your movement** to make a point.
- **Avoid rocking** back and forth from one foot to the other. Women who wear heels have a tendency to do this.

Hey Everybody, Watch This!

Or, how to avoid boring your audience to death!

Using props

Props can be extremely helpful if you know how to use them - or awkward if you don't! Props include slides, flip chart, or anything that you show the audience to make your point. As with everything else, it's all about being comfortable with your surroundings.

Tip: Use every single audio visual aid to enhance your presentation – not to hide behind or keep your hands busy!

Lecterns are all too frequently used to hide behind. A lectern can be a great tool to hold your notes or rest your hands. If it is possible in your situation, move from behind the lectern at some points in your speech.

A microphone may be necessary in some situations, so make use of them when available. When you hold the microphone, make sure your hand is firm so you don't drop it, but don't use a death grip. Don't hold it right up to your mouth - microphones were meant to pick up sound, so it will catch your voice. Also, never use the microphone to gesture!

Flip charts can be used to capture ideas, emphasize a point, or draw an image. Flip charts are ideal for small audiences (fewer than 50).

- **Position** the flip chart to the side of the lectern.
- **Stand to the side** (if right- handed, stand to the left side; if left- handed, stand to the right side). Do not turn your back to the audience!
- **Use a variety** of colored markers, but make sure the markers are fresh and the colors are strong.



Tip: Use computer generated slides to enhance your presentation – not as a speaking crutch!

PowerPoint® can be controversial when speaking. When used effectively, the audience becomes more alert, more engaged, and understands your material even better. When used poorly, the audience checks out, checks their phones, or checks their watches (if they still wear a watch).

Too many speakers (way too many speakers) use slides as a crutch to remember what to say. And truthfully, many speakers simply read from the screen. Now, doesn't that put you right to sleep – and insult your intelligence?

Showing IS always better than telling. Like the saying goes, a good picture can speak a thousand words! Pictures are much more interesting and more fun to see. Use photographs, icons, charts, and graphs to share your message.

Talk to the audience, not the slide. Glance and gesture at the slide so the audience diverts their attention to it, but don't spend the whole time looking at the slide yourself.

Keep a printout copy of the slides so you know what is coming next. This cuts down on wondering which slide will show up next. You need to be prepared to continue talking as the slide is being shown.

When you complete a slide show, turn it off. You can do this by pressing the B key on your computer. To turn the slide show back on, press the B key again. This will help keep the audience focused on you, not the screen. It will eliminate distraction from your speech as you close - you want to do everything you can to have a powerful closing!

Practice your presentation with the slides beforehand.

Get a feel for the flow of the presentation. Practice transitioning to the slide and back to your speech. This will help eliminate any surprises or stumbles during the speech. The benefit is that this will cut down on anxiety.

Make a hard copy of the slides and take them to the lectern with you so you will know what is coming next.

DO NOT hand out hard copies of your slide show. If you do, you can expect your audience to read ahead, write notes to their friends, or play *hang-man* on the back.

Be prepared for the electronics not to work. A guy named Murphy wrote a law about this and amazingly enough he is right. Way too often!



Bright Ideas for Powerfully Pointing

- One or two for the entire presentation
- **48 point** for the title of the slide
- **36 point** for the subtitles
- Bullet points or numbers for listing information
- Maximum 7 words/slide
- Simple words
- AVOID ALL CAPS – hard to read
- Dark room: light background, dark text
- Light room, dark background, light text
- Use colors, but don't go overboard.



Colors are hard to read

Don't Sweat It!

Or how to avoid passing out on the platform!

Speech anxiety

Everyone gets nervous - even the best speakers! Once you accept this fact, you can learn how to deal with those nerves in a positive way. There are several different reasons people get nervous. This section discusses the most common ones.



Tip: Name Them – Tame Them. Understand what your fears are.

If you forget what you are going to say next, don't freak out - it is not the end of the world. That's why you have notes! Glance down at your notes and find your place. If all else fails and you absolutely cannot gather your thoughts, simply say "I'm sorry," and then move on to the next topic.

If you get a red face when you speak, it can be hard to prevent. Before your speech, stay as calm as possible. Take several deep breaths - that is your way of telling your body there's no need to be stressed. Stay in a cool space and keep hydrated. If you can keep calm, the chances of your face turning red are much smaller.

Dry mouth is a very common problem for speakers, especially if you are nervous. To reduce the chance of dry mouth, keep hydrated and take a glass to the lectern with you if you want to. The audience won't mind if you pause to take a drink. Again, never drink milk before a presentation; it makes your throat feel thick.



or



If you're worried the audience won't be interested, you can probably help by simplifying your information. If you present your information in a simple, straightforward, and organized way, the audience will be able to follow, and they will pay better attention. Also, if you sound interested in your topic, they will be much more likely to be interested too!

If you're concerned about sounding like you don't know what you're talking about, take care of it long before the presentation by being prepared. Learn as much as you can about the topic - become an expert, and then step on to the stage confident that you know what you're doing.

The audience members wants you to succeed!

Remember this if you are worrying about your speech: They **are** on your side. No audience arrives at a presentation thinking, "Gee, I hope this speaker is boring, stumbles over his words, and forgets what he is going to say." Don't go into your speech with a pessimistic attitude.

See yourself successful! Find a relaxing spot. Sit quietly. Visualize the room where you will be speaking. Visualize yourself enjoying your presentation. Visualize the audience being supportive and receptive. Visualize yourself successful!

This is how anxiety shows up in my body:

This is WHY I am nervous:

Here's what I CAN do:

Something Extra

Here's the deal. Some people have speech anxiety and with a little practice can easily overcome it.

Other people struggle to EVER see themselves in front of an audience.

Here's the truth. Every single day, most people are presenting themselves. Whether it is conducting a sales meeting, applying for a job, facilitating a team meeting, or trying to get someone on board with our idea -- we must put ourselves out there in some form or another.

No one expects you to suddenly conduct the "*World's Greatest Inspirational*" keynote (although I bet it IS in the make-up of some of the readers of this book). What I do know is that all of you at one time or another will need to put your best foot forward.

If you pay close attention to the detail in this book you will be able to sell your ideas with stronger conviction AND connect with others in a more authentic way.

Let's face it. Today we are all looking for a stronger connection – for people to understand us better – and to share our stories.

If you are struggling with any concepts in this book, please send me an e-mail. I will joyfully respond. After all, my goal is for you to Know, Feel, and Do something a little different because you have expended the effort to

Avoiding the Fear Factor!

ADDITIONAL NOTES:

