

How to Public Speak in a N u t s h e l l

*Guaranteed to work every time **you** speak!*

Managers and agents are consistently in front of the public speaking at a sales meeting, a listing presentation, home buyer's seminar, a homeowner's meeting. Public speaking is the #1 Fear of the general public. With just a few pointers you can reduce your fear and speak with confidence.

RELAX

Anybody can do it. All you have to do is be at ease and let your mind and your mouth do what comes naturally. It's just plain talking. You talk all the time.

EASE

Put your audience at ease immediately. Pretend you are not in the spotlight. Make yourself feel better by pretending they are friends sitting around your kitchen table.

It's not about **YOU**. It is about the **AUDIENCE**

Once you become too pre-occupied with your talk and forget about your audience you have lost them. They have drifted away from you and are ready for you to leave center stage.

PREPARATION

Anyone, who thinks, much less states they will just stand up and talk impromptu are doomed for failure. You have to prepare. Not worry but prepare. The more prepared you are the less worried you will be.

DON'T READ

Do not read your talk, speak your talk. If you are giving a talk – *talk*.

MAKE NOTES

Write only your key points on your notecards and then talk from your longer prepared talk.

ORGANIZE

Know your opening and your closing by heart. Everything in between will come from your notes.

What is your **POINT**?

What do you want your audience to come away with from your talk? Do you want them to feel or think a certain way? You have to know what your goal is from your talk.

S I M P L E

Keep it simple. The more difficult your subject the more difficult to keep it straight in your mind.

T W E L V E M I N U T E R U L E

How long should my talk last? Always err on the side of shorter than longer. What else is on the program? The standard length of a vaudeville act was twelve minutes. It was the belief of showmen that no act could sustain interest for longer than twelve minutes.

B E T H E R E

Know who your audience will be prior to putting your talk together. No matter where you are...be there. A talk for one group may not come across as well at another group.

P E R S O N A L Experiences **W O R K**

The first person is a powerful way to relate to your audience. Go ahead and tell them about an experience you had. Share it with them. Make them feel as you did.

Do Not **A S S U M E**

Do not assume your audience already knows about the subject. Don't use specialized language or knowledge about your subject. You will lose them.

P A U S E

When you make a point give it time to sink in. Pause, and let them know you just gave them a gem.

T E L L T H E M, **T E L L T H E M**, *T E L L T H E M* Again

Tell them what you are going to tell them. (Your introduction) Tell them. (Your core talk) Then tell them what you told them. (Your ending)

S A Y Something

Don't be afraid to say something. Be direct and get your point across. Don't be too moderate, too ambiguous.

QUESTIONS

Use questions that hang in the air. You really don't expect an answer. This involves the audience even if it involves them in their own thought processes.

Take NAMES

Always get the names of at least 3 or 4 people in the audience and use them during your speech. By using the names during your talk you are personalizing yourself as being one of them. Always remember the name of the person who introduces you.

HUMOR

Use humor within the context of your talk. Unless you are a professional comedian don't worry about telling jokes. Don't. Use humor that arises from the context of who you are where you are and what you are talking about. Again, it personalizes you with the group.

NUMBERS

Keep numbers out of your speech. When speakers use a lot of numbers they lose their audience.

Never OFFEND

Never make fun of any ethnic, religious, political group while public speaking. Chances are you just offended and lost 10% – 50% of your audience who now are *not pulling for you but against you*.

The ENDING

End with a restatement that you started your speech with or end on a positive statement. Ending with "I want to thank our host and his lovely wife" is a worn out phrase that makes for a dull ending to your talk. Getting the audience involved at the end can give you the ending you desire. "How many of you are leaving this luncheon and have at least one new idea to make a difference in your sales this week?" (Show of hands) "Super, thank you for allowing me to help you today." Sit down. The applause will happen.

Other Important KEYS to Success

- Get a good night's sleep the night before you speak.
- Use the restroom prior to entering the banquet room.
- When entering ask for the person that invited you. You want to make sure you are in the right place.
- Meet people in the room whose names you can use to personalize your talk.

- Be aware that people are watching you prior to your speaking. They are making a first impression already. Look happy and interested in what is happening in this room.
- Only glance at your opening prior to speaking. The rest will come to you because of your prior preparation.
- When speaking it helps to hold onto the podium to gain balance if you are feeling nervous. Don't ever put your hands in your pockets if you are nervous. Hold your hands behind your back if not onto the podium.

Remember, these are only people. You are only speaking. You do that every day.