

PUBLIC SPEAKING
FOR THE
TERRIFIED!
Pocket Tips

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First Edition
First Printing, 2008

Book design and layout by STUDIOmurphy
Cover design by STUDIOmurphy

Library of Congress Cataloging-In-Publication Data

Tishler, Sylvia,
ISBN info goes here

Publisher's information goes here:
Framework Publishing
Address
City, State
website

WELCOME!

Hello and welcome to Public Speaking for the Terrified! Did you know that public speaking ranks as the number one human fear, second only to death! That's just crazy... Because mastering the skill of public speaking is so liberating and so powerful!

Public speaking is a 21st century business essential. Those who master it are bound for glory; those who don't are bound to underachieve!

By following the simple formulas in this book, you will find how much easier it is to prepare and organize your thoughts into a logical and compelling format. That is half the battle. Then I will show you tips and tricks on overcoming those sweaty palms, glazed eyes and shaking knees.

Hold on to your mikes, folks! You're in for a real treat with time tested public speaking tips that will transform you into the public speaking pro you've always dreamed of becoming!

FEATURED SPEAKER

Ladies and gentlemen, our featured speaker tonight is:

- Terrified
- Unprepared
- Hyperventilating
- Two glasses of chardonnay too refreshed
- All of the above

This does not have to be you! We can show you how to prepare, how to control your fears and your breathing, but you have to control the chardonnay.

We have all been to weddings where the best man has had one too many to help ease his fears before giving his speech, and instead made a complete fool of himself!

Stick to water only. Soft drinks have a tendency to “bubble up” at the most inappropriate moments!

FEAR!

The mind is a wonderful thing! It starts the minute you're born and never stops until you get up to speak in public!

If you don't use public speaking to your advantage, someone else will! There is only so much spotlight available.

Think of your mentors and people you admire, CEO's, politicians and local celebrities. They didn't get to where they are by shrinking away from speaking out.

Public speaking is not just about giving speeches. It's about promoting yourself and your business. By following the simple formulas in this little book and a little practice you will soon overcome your fear and start seeing your confidence increase.

With this new-found confidence and speaking ability, your career is on the rise!

BENEFITS OF SPEAKING ABILITY

What are some of the BENEFITS for developing a confident speaking ability?

- It makes you **VISIBLE**
- Which equals **MONEY**
- Which equals **POWER**

Don't be fooled into thinking you can shy away from learning public speaking skills. If you want to be successful in your career, you can not reach your goal by hiding your voice behind your fear.

You must be clear in your presentations, whether written or verbal. The formulas you will learn are not just for writing speeches, but can be used in promotions and advertising.

BOOK OBJECTIVES

By the end of the book you will:

- Understand the process of crafting a speech
- Prepare and present informative and persuasive speeches
- Create a 30 second presentation
- Organize and express your ideas clearly
- Increase your self confidence
- Maintain audience interest

ANALYZE YOUR AUDIENCE

If you are asked to speak to a group, you must first analyze your audience. Find out everything you can about who they are and what they want and need to know from you.

The same rule applies to making a sales presentation to a potential client. Determine how you will address your information in relation to your audience's age, gender, ethnicity and status.

Will your audience agree or disagree with your ideas? Consider your audiences' knowledge of the topic. If possible, use a questionnaire survey or interview your audience before-hand to tailor your speech to their needs.

For instance, you have been asked to speak to a group of new immigrants at a local college. They need tips on how to find new job. Find out which countries the students are from and what are some of the common traditions and business practicing they are used to. Find out their age groups and their level of knowledge.

TWO STEP PROCESS

Designing a speech is a two step process. You will first need to:

- Determine the general purpose
- Determine the specific purpose

Once you know what your audience wants to learn from you, then you will know what to present, which is essentially your topic subject.

Then you must determine if you are going to teach them something or sell them something. Or maybe you will just entertain them with a frivolous story.

For instance, you are going to speak to new immigrants about entering the work force. Teaching them how to find a job is your general purpose. After analyzing the audience through surveys or interviews, you decide what they really need are tips on interview skills.

So your topic becomes Interview Skills— specific to the new information you've received from your audience.

YOUR GENERAL PURPOSE

The general purpose of your speech is to either:

- Inform:
- Persuade
- Entertain

Which means are you going to give instructions on a specific skill.

Or persuade some one to hire you or buy your products or join your group.

Or are you just going to give an entertaining speech, which is just fun and frivolous.

YOUR SPECIFIC PURPOSE

Your specific purpose depends on the subject and the audience. Constructed with both subject and audience in mind.

For example, your subject is *Healthy Living*. Your audience is a support group for post heart attack patients. The General Purpose then is to inform, while the Specific Purpose is to explain the benefits of eating a healthy, low fat diet.

INFORMATIVE SPEECHES

An informative speech is when you are going to teach or explain something, such as:

- A classroom lecture
- Employees benefit package
- Annual general meetings

Think of informative speeches as a lesson. You are going to teach something. Think of teaching a class on how to make spring rolls or giving instructions on how to golf. For example, learning to golf you will need this equipment, you will stand like this, you can go to these golf courses, etc. See you on the green!

Ask yourself, at the end of this speech, will my audience be able to obtain the objective set forth—golf, surf the net, understand how to use this program, etc.

If you ask the audience to buy your golf clubs or sign up for lessons, you will have given a persuasive speech. So make sure your ending is clear.

PERSUASIVE SPEECHES

If you choose to give a persuasive speech you will want to:

- Change the listeners beliefs, attitudes or act in a different way.
- Elicit a covert response—not readily apparent to the observer.
- Elicit an overt response—one that is observable, measurable.

The minute you ask people for an action to your instructions, you are giving a persuasive speech.

Your points now become persuasive arguments.

E.g.. My product is better than my competitors because of this feature and that benefit. My price is this. My service is the best. Buy my product now!

Politicians use persuasive speeches all the time and ask you to “Vote for Me.”

Ad campaigns on radio, TV, and print are all persuasive and follow the same formula in grabbing your attention and asking you to “Buy Now!”

ENTERTAINMENT SPEECHES

You would give an entertainment speech at a wedding reception, for instance. You would tell funny stories of the experiences you shared with the bride or groom. The response sought from listeners is enjoyment, humour, enthusiasm, drama, picturesque language.

Think of a stand up comic. Tell a funny story. There are no instructions or persuasive requests for action.

IMPROMPTU SPEECHES

This is the speech that can cause the most jitters. You are asked to speak on the spur of the moment with little or no preparation time. You can successfully do this by thinking of two to three main points on your way to the front of the room.

Imagine you're at a wedding and the MC asks for anyone who would like to say a few words. You have about a minute to think of something. Or after your sales meeting, your boss asks you to give a overview of the meeting.

A smart self-promoter recognizes the possibility that they may be asked to share their views on a subject at a meeting or tell a little about themselves at a networking group. You can always prepare a 30 second "elevator speech" and keep it in your wallet.

One of the most complimentary things you can do for your friends is say a few words at a wedding or graduation ceremony. Again, prepare a few words before you leave so that even though it looks impromptu, you look confident and are well spoken. Remember, keep it brief.

30 SECOND PRESENTATION

This is your “elevator speech.” In other words, if you meet someone in the elevator, you can say who you are *and* get your point across in 30 seconds.

This is used for describing your business, selling yourself, your idea, or your business. It’s also used for television and radio commercials, writing a letter, asking for a raise, or closing the sale.

Your 30 second presentation should go like this:

- My name is: 5 seconds
- My company is: 5 seconds.
- My purpose is: 20 seconds.

An example would be:

“Hello , My name is Sylvia Tishler. I am the founder and director of Frameworks Finishing Academy. We offer courses in business protocol and etiquette, public speaking and customer service. You already have great product. Let us polish your professionals to present your company in the best light possible.”

PARTS OF SPEECH

INTRODUCTION

A good introduction is essential to your successful presentation. It gains audience attention, orients the listeners to your topic and prepares them for your speech—Your introduction needs to wow them!

BODY

The body is 75% of your speech. Give 3 to 5 main points. Each point is clearly stated and supported with 3 to 5 subordinate points containing your research and supporting material.

CONCLUSION

The conclusion of your speech reviews your main points and provides closure by ending with a strong final statement.

The delivery of a speech is effective when the speaker knows the material well, maintains eye contact with the audience, uses a variety of vocal changes and appears to move naturally.

RESEARCHING YOUR TOPIC

Don't skimp on the facts! A good speech provides figures from reliable sources that support your position. Here are a few great places to research:

- Libraries
- Periodicals and other indexes
- Government resources
- The Internet
- Abstract interviews

Remember to cite the author's name, title of the book and specific quotation.

These days you can find just about anything on the Internet, but don't let it take away your personal touch. Add your personal experiences and opinions to make it believable and persuasive. Interview experts on the subject.

INDEX CARDS

I love using 3x5 index cards. They are silent as opposed to sheets of paper. A must!

Write out your speech in point form.

- Your Ho Hum statement
- Your Bridge statement
- Your Points abbreviated
- Your So What statement

If you know you use “word whiskers” like UM, LIKE or RIGHT, write the word at the end of each sentence and highlight it. When you see it, you won’t use it.

Write PAUSE and BREATHE after each paragraph and highlight the words.

Number the cards. Why? Because if you drop your notes, you can quickly put them in order. This is very important!

INTRODUCING THE SPEAKER

Of all the speeches, this is the one you will most likely be asked to give. You may have to introduce a speaker at the annual general meeting or to your strata council members. It can set your speaker up for a fantastic audience reception or a mediocre one.

Make it complimentary to your speaker and exciting for the audience. Always mention the speaker's name *last*. If you mention it first, the audience will be looking around the room for the speaker and won't be paying attention to your introduction. It will put the speaker on the spot when all eyes are turned to him before he is ready.

Here are a few more tips:

- Avoid stale and stilted phrases, “It is indeed a pleasure.”
- Don't exaggerate your speaker's qualifications.
- Spotlight stealing. This is not about you!
- Always mention the speaker's name *last*.
- Be brief —about 90 seconds.

INTRODUCING THE SPEAKER FORMULA

Answer the following questions from the formula in preparing your introductory speech.

- Why this subject?
- Why this subject for this audience?
- Why this subject for this audience at this time?
- Why this subject for this audience at this time by this speaker?

The important part of this formula is that all the questions are answered, not the order in which they are answered.

For example, “Ladies and gentlemen, the diagnosis of a leaky condo is one of the greatest fears of a condo owner.” *The subject is leaky condo.*

“As members of the strata council, it is our duty to keep our owners apprised of our situation.” *The audience is the strata council.*

“Part of the agenda during our annual general meeting is to be educated on this very complex subject. *Time refers to the annual meeting.*

“Tonight we are very fortunate to have a leading authority on the subject here to speak with us.” *The speaker is a leading authority.*

“Please welcome Mr. Jones.” *Always mention the speakers name last.*

Tip: If you are the guest speaker, write your own introductory speech and give it to your introducer. This will be very welcomed and you know the information will be correct.

THANKING THE SPEAKER

Thanking the speaker is not only good form, but an effective way to further promote him and create a sense of community in the room.

Take short notes during the speech that you feel have been helpful or entertaining. Let the speaker know you were listening and how much you will be able to use their information. Thank the speaker for the ideas that can be put into use immediately. Keep it short!

Thank the speaker for his time and travelling. Tell him how much you all appreciate the time and attention the speaker took in coming and speaking to your group.

Use the speaker's name at the beginning and again at the end to enhance the audience's memory and promote more applause.

VOCAL DELIVERY

You can have the most perfectly prepared speech, but if you deliver it with a monotone voice, you will never grab your audiences' attention.

Think of when you read a child a bedtime story. Your voice creates a mini movie for the child. Reading to a child is a great exercise to develop tone, pitch, and rhythm. "And I'll huff and I'll puff and blow your house down!"

The dynamic speaker uses:

- Variety in volume, rate, pitch and rhythm
- Pauses and emphasis on key words that make important concepts stand out
- Emotion to convey meaning in their voice

As you think about your message, your voice should carry the emotional impact of your internal feelings.

Deliver a speech like you are telling a story to your friends. You look your friends in the eye, smile at them and create excitement with your emotions.

Honour your audience with the same conversational delivery.

PHYSICAL DELIVERY

Dress appropriately for the occasion—at least one step above your audience. Your appearance directly affects your credibility. Your topic may determine how you dress. Costume or ethnic clothing may add an extra element to your presentation.

Here are some additional tips for dressing appropriately:

- Check yourself in a mirror before you go on
- Dress comfortably and on the side of conservative
- Wear monochromatic colours
- People notice your shoes. Make sure they are polished and in good repair
- Woman should keep jewelry to a minimum. Eliminate noisy bangles and chains.
- Men should not wear loud patterned ties.

MOVEMENT

Use a podium if available when delivering a formal speech. If you are nervous, this will give you something to secure yourself to. Do not hold onto it for dear life or rock back and forth from it.

Your notes can sit on the podium and you can shuffle from one card to the next without your audience noticing.

If you are giving a more interactive speech or a workshop, do not use a podium, this will restrict you from interacting with the crowd.

Formal gatherings require less movement and usually have a podium available. Informal gatherings, use the “speaker’s triangle”.

Use the mini “speakers triangle” at the microphone. Stand up and put your arms out into a V. What you see in front of you is your speakers triangle. Span your eyes out and around this V.

Imagine a V from where you are standing at the podium, and how it fans out into the centre of your audience. If you are confident, you can walk into this V and interact with the audience.

When using a microphone, put your arms out into a V. This is how far away you can move from the microphone before your volume is compromised.

Always face the audience and use eye contact. Do not have your back to the audience. Never focus your attention on one person. This can make them feel very uncomfortable and you will lose the attention of the rest of the audience.

Men, do not stand with your hands in your pockets or locked behind your back.

The old adage of imagining the audience naked doesn't work. Most people don't look that good naked! Instead imagine you are talking to your friends and you will feel much more relaxed.

FACIAL EXPRESSIONS AND MOVEMENT

Smile! Act like you're happy to be there! Your facial expressions should agree with your message. Use hand movements similar to normal use. Gestures should coincide with the meaning of the words. If they are looking at your hands—it's too much.

BREATHE ...SMILE....BREATHE.....

Smiling allows you to stop and breathe. This helps to keep your nerves in check and also from speeding too fast to the finish.

The audience has given up their time to come and hear you speak, your physical actions will tell them if you are happy to be there or not. Swallow your nervousness and smile.

OVERCOMING FEAR

How do you overcome your fear? If I had to say one thing it would be to PAUSE & BREATHE. It is a human reaction that if we are scared, or shocked at the sight of something, like a snake, we immediately stop breathing. Our eyes become glazed over, and we can't speak—let alone see to read our notes.

When we breathe, the oxygen starts flowing through our veins and our body starts behaving normally, but nothing beats preparation:

- Know your topic well. Always speak about a topic you know very well and have a passion for.
- Practice out loud.
- Use relaxation and redirection techniques.
- Replace negative thoughts with positive ones.

If it wasn't important, you wouldn't be nervous. Expect to be nervous and work through it by breathing and pausing. This is the most important thing you can do to eliminate your fear.

Take a moment to breathe by pausing and smiling.

At the end of each paragraph of your notes write PAUSE, BREATHE & SMILE to remind you to slow down.

Listen to other speakers while waiting to speak instead of focusing on what you are going to say. Use relaxation and breathing exercises while you are waiting. Don't think "I'm so nervous, I'm going to be terrible." Think positive!

PRESENTATION AIDS

Anything you use to illustrate your speech is a visual aid. Visuals aids help your audience understand your point better.

It's always a good idea to work with them ahead of time, so you are comfortable with the order you are going to use them in.

Using visual aids takes the attention off of you and reduces your nervousness. For instance, if you are giving a speech on mountain climbing, bring pictures of your latest adventure as well as the equipment you use to scale mountains. You will be surprised how you will captivate your audience and how your passion will eliminate your nervousness.

Do not pass around hand outs until the end of your speech, you will lose your audiences attention.

Flip charts, blackboards, maps, charts, photographs, artwork, power points must be all the same size. They are easier to handle and tells the audience you are organized and professional.

Use adequate colour contrasts. Make sure they are large enough to see, numbered and organized.

MORE ABOUT PRESENTATION AIDS

Practice, Practice, Practice! Rehearse out loud, in front of a mirror, your kids or your dog. Know your material cold—but do not memorize your speech!

When we are nervous, we tend to forget, our eyes cloud over, we go blind, our faces go red, our throats close up and some of us even start to cry!

When you have not memorized your speech but have rehearsed it well and have point form notes on your numbered cards, you can Pause, Smile, and Breathe for two seconds. Find your next point in your notes, the fear will pass and no one will be the wiser. Pay attention to the following:

- Slides: Plan where you will be projecting, on a screen or wall.
- Know your equipment. Practice with set-up.
- Be familiar with your notes—even in the dark.
- Make sure the sound works for videos.
- Power Points makes speaking easier—don't use them exclusively.
- Practice speaking aloud.

- Speak to the audience not the slide.
- When using Power Point presentations, do not read from them. Your back will be to the audience.
- Make sure they are in point form only and do not use too much text. They are to be a guide only.
- Use a hand-held remote to change screens. This allows you the freedom to interact with your audience and not be stuck to your computer.
- Allow for interaction between slides—questioning for knowledge level, etc.

THE BORDEN FORMULA

- Ho Hum!
- Why Bring That Up?
- For Instance...
- So What?

This formula will make the difference between a great speech and an ordinary speech. Once you have your topic, general purpose, and specific purpose you can begin to compose your speech with the help of the Borden Formula.

HO HUM

Your opening statement should grab the attention of your audience. If your speech begins with “Ladies and Gentlemen tonight I am going to talk to you about...” START OVER! Your audience will be thinking *Ho Hum, this is going to be boring.*

Ho Hum is the opening statement, which must arouse interest. You can ask a question, tell a story or use an exhibit.

Begin with a story, a startling question or statement, like “Last week there was a terrible accident in my neighborhood. Two young women in a small, compact car missed the curve in the road and ended up in the river upside down hanging from their seat belts. Two men passing by ran to their rescue. They dove into the frigid water and smashed out the windows, cut the seats belts and brought the girls out to safety just in time. The first words from the young driver was, “Where’s my cell phone!”

Did I get your attention?

WHY BRING THAT UP?

Now that you have their attention why did you say that? What does it have to do with your audience?

Now, you need to build a bridge. Until this bridge is built, you are not ready to begin the body of your speech.

This is the bridge to your Ho Hum statement. To continue with my example, “Did you expect the first words out of the driver’s mouth to be maybe, “Thank you for saving my life?”

“So did I. The use of cell phones today is replacing all forms of etiquette. They have become an extension to our arms as well as our ears. A lot of us including this driver could use the following cell phone

etiquette tips.”

Now my audience knows that my speech is about cell phone etiquette because I have built a bridge from the opening Ho Hum statement into the body of my speech.

FOR INSTANCE...

This is the body of the speech. This is where we get down to cases, using examples, facts, figures, statistics, features and benefits. It's also a good idea to:

- Give instructions
- Provide 3 to 5 main points each with subordinate tips, facts and figures
- Use visual aids for impact

Seventy-five percent of your speech is here. Use lots of personal examples and testimonials, such as listing your cell phone etiquette tips.

In the case of the speech for immigrants entering the work force, you could have three main points:

1. Job search
2. Resumes
3. Dressing for the interview

Each point would have its own set of information, instructions, facts and figures.

SO WHAT?

So what do you want your audience to do with your information? This statement should demand an action from the audience. It should also:

- Have a point.
- Be more than a graceful leave-taking.
- Must answer the audiences question SO WHAT? and call your audience to action:
Join! Vote! Contribute! Buy! Boycott! Enlist!
Investigate! Convict! Hire Me!
- Connect back to your Ho Hum statement.

Your conclusion should give a quick overview of some of the key points of your speech and bridge your final statement to your opening Ho Hum statement that requires an action, such as “Remember to turn your cell phone off when in a meeting, and use a hands free device when driving, so you don’t end up upside down in a river somewhere!”

THE MASTER OF CEREMONIES

It is a great honour to be asked to be the master of ceremonies of an event. It is a very important job and can make or break the success of the event. If you do not feel you can do the job well, pass it on to someone who can.

Remember that you are not the entertainment—you are the director of entertainment. It is not about you and how funny or important you are. Your function is to make sure the event runs smoothly.

Find out the schedule of events, how many guests, the set up, the audio equipment, who will be giving speeches.

Your job includes giving a speech and a toast. Use the Introduction Speech Formula to introduce each speaker and the Borden Formula for your speech. Your toast should be short and heart-felt.

Begin by introducing yourself and explain your job. Give information they need to feel comfortable, like washroom locations, smoking sections, where dinner is to be served, special requests for toasting, table games, etc.

Add your humour. Some embellishment is good, and stories must be short. Use timing, taste and tact! Also, don't forget your 3x5 cards to remind you what comes next... and always remember to *BREATHE, SMILE AND ENJOY YOURSELF!*

CONCLUSION

Public speaking is a 21st century business essential! Those who master the art are bound for glory; those who don't are bound to underachieve.

You now have all the tools to communicate clearly, effectively, and deliver a focused message.

You can use this formula in every form of communication. With practice, you will sell your products, your ideas and yourself with confidence and assurance.

If you are serious about your career you must master these skills. Go forth and speak!

