



## Golden Rules for Public Speaking Preparation

### ◆ Golden Rule 1- CARE ABOUT YOUR TOPIC

- Passion goes a long way when it comes to being an effective speaker.
- The audience can tell if you're apathetic.
  - ✓ If you don't care, they won't care either.
  - ✓ On the other hand, if you sincerely care about your topic, the audience will pick up on that too.
    - They'll view you as being more authentic and believable.
    - They'll listen more closely to discover why your subject is so important to you.
    - And they'll be more likely to forgive any minor mistakes you might make.

### ◆ Golden Rule 2- PREPARATION

- You need to know your content and your audience.
  - ✓ There is simply no substitute for good preparation.

### ◆ Golden Rule 3- OPENING

- You have about 30-60 seconds to grab the audience's attention.
- They'll start making judgements about you from the moment you walk on stage but once you open your mouth, there's really no time for changing your mind.
  - ✓ Why not commit the first 150 words of your presentation to memory?
  - ✓ That way, you'll know every word, every breath, and every movement to begin your performance full of confidence.

### ◆ Golden Rule 4- PURPOSE

- Why am I here? What am I going to get out of this?
  - ✓ Both audience and speaker ought to be able to answer these questions.
- The most important thing about purpose is to have one.
  - ✓ Be sure you can write it down.
  - ✓ Make sure you have a clear message and make sure you deliver it.

### ◆ Golden Rule 5- STRUCTURE

- Use a simple structure- with a beginning, middle, and end- to tell a story.
  - ✓ Your first task is to awaken the audience's interest in what you have to say. (see GR#2)



- ✓ Once you've got them hooked, you can focus on guiding the audience's understanding through your presentation using relevant stories.
- ✓ The stories you choose will create points of impact for the audience.
- ✓ By the time you reach the end, nothing should come as a surprise to the audience.
- ✓ Your call-to-action should come across as being a reasonable and logical next step.

#### ◆ Golden Rule 6- VOICE

- Prepare your voice in advance. There is no way around the fact that, when speaking publicly, you are dependent on your voice.
- In order to engage your audience, you need to be both heard and understood.
  - ✓ Achieving this is all about balancing volume, pitch, pace, and articulation.

#### ◆ Golden Rule 7-SUPPORT YOUR MAIN POINTS

- Every point you make in your speech needs to be supported with either an example, an illustration, or facts.

#### ◆ Golden Rule 8-TELL a STORY

- People love a good story.
  - ✓ So, if you want to be a more effective speaker, tell **yours**.
  - ✓ Storytelling is a great way to make your material more engaging and to relate to your audience.
    - Make sure your story is relatable and relevant.
  - ✓ A customer story- how your product or services met a need for a specific customer or solved a problem.
    - Satisfied customers are often happy to share this.
  - ✓ Your company story- how your company came to be.
    - Can be especially effective if its' customer oriented.
  - ✓ A product development story- how you came to offer a new product or service.

#### ◆ Golden Rule 9-DON'T WORRY ABOUT MISTAKES

- One of the reasons so many of us fear public speaking is because we're worried that we'll make a mistake and embarrass ourselves in front of everyone.
  - ✓ If this is your fear, LET IT GO.



- Most audiences will understand if you make a mistake and if it's small, the audience may not even notice it.
- ✓ What should you do if you do happen to make a mistake?
  - Minor mistake-don't stop or apologize as that will only draw attention to it
  - Big mistake-try using humor to diffuse the situation and then continue your speech.
    - ✧ Your listeners will be impressed with how gracefully you handled things.

### ◆ Golden Rule 10-AVOID AWKWARD FILLERS

- *“Um, uh, like”*
  - ✓ We all slip these filler words into our conversations without even realizing it.
  - ✓ Overuse of these words during a professional speech can make you sound less than confident.
    - Break the habit of using these to become a better public speaker.

### ◆ Golden Rule 11-RELAX

- Having some anxiety before giving a speech is perfectly normal.
  - ✓ Still, you should try to relax if you can.
  - ✓ You'll be more comfortable, and the audience will relate to you better.
- If there's something that normally calms you down in stressful situations, try using it right before you speak.
  - ✓ Meditation
  - ✓ Exercise
  - ✓ Nature
  - ✓ Positive affirmations
  - ✓ Music
  - ✓ Prayer

### ◆ Golden Rule 12-PRACTICE YOUR SPEECH

- One of the most important public speaking techniques is often one of the most overlooked—**practice**.
  - ✓ If you expect that you'll be an effective speaker without practicing your speech, you'd be wrong.
  - ✓ One of the quickest ways to public speaking failure is to try and give a speech you don't really know and haven't practiced.



- The old saying *practice makes perfect* really is true when it comes to developing effective speaking skills.
  - ✓ The more you practice your speech, the more familiar it will be to you and the more comfortable you'll be giving it.
  - ✓ Plus, practicing your speech is the only way to discover how long the speech will take and where you need to pause.

### ◆ Golden Rule 13-HUMOR

- Only use humor if it's appropriate. If it doesn't fit, don't force it.
- Speakers are expected to be reasonably entertaining and humorous in the same way that poems are expected to rhyme.
  - ✓ It doesn't have to be that way.
    - Humor often comes from well delivered stories with points related to the main material.
      - ✧ Be proud of your message and confident in your delivery.
      - ✧ If it's not funny, don't worry.

### ◆ Golden Rule 14-NOTES

- It all goes back to preparation. If you really know your message, you won't need speaker's notes to help you deliver it.
- If you need notes as a security blanket, for stats or dates or for remembering points- USE them.

### ◆ Golden Rule 15-TIMING

- Stick to the schedule.
- People plan their day around advertised time slots.
- Know how long you have and don't overstay your welcome.