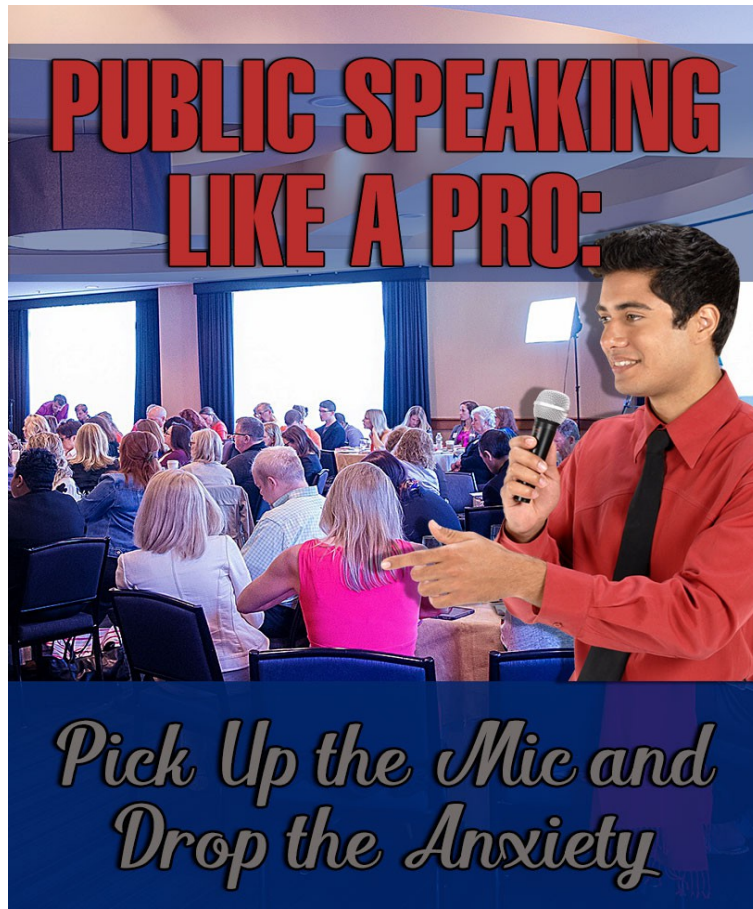


Public Speaking Like a Pro: Pick Up the Mic and Drop the Anxiety



Presented By The FRED67 Community

F.P Publishing(UK) 2017



www.checkfred.com

This Book Is Presented To You By The Fred67 Community @ FRED67.com

LEGAL NOTICE:

The Publisher has strived to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the world & the Internet.

While all attempts have been made to verify information provided in this publication, the Publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organizations are unintentional.

In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgement about their individual circumstances and to act accordingly.

This book is not intended for use as a 'source' of health, legal, business, accounting or financial advice. All readers are advised to seek the services of competent professionals in the health, legal, business, accounting, and finance fields. This publication is for guidance only.

F.P Publishing(UK) 2017

(You may find affiliate links in this E-book. Please be aware that I will receive a commission should you purchase products or services via those links)

You are encouraged to print this book for easy reading.

Please Pass This Book Along To Your Family, Friends & Associates.

This Book Is Presented To You By The Fred67 Community @ FRED67.com

Index

Introduction:.....	4
Strategies for Overcoming Fear.....	4
Common Presentation Mistakes.....	6
Different Ways to Create Stunning Visuals.....	11
Delivery Tips for Giving Your Best Presentation.....	15
The Five Pillars of Presentations.....	17
Resources;.....	20



Are **You** Ready
To Get Paid?

**Automate Your
Cash Flow!**

JOIN NOW! Over \$1,000,000 In Affiliate Commissions Paid Out!

This Book Is Presented To You By The Fred67 Community @ FRED67.com

Introduction:

According to Psychology Today, the biggest fear for most people is not heights, not starvation, not being robbed, no – not even death – it is public speaking. It's a shame because there really isn't anything particularly scary or dangerous about public speaking. But, it kind of feels like you're prey because everyone is staring at you, and sometimes it feels as if people are waiting for you to mess up.

But, the truth is, no one is waiting for you to mess up and everyone who is watching you is actually rooting for you. Plus, if you're the expert they have no idea if you mess up or got something wrong. It's all in your own perception, really. That's what causes your fear, too. If you can change your perception and realize that no one expects perfection, you'll actually start enjoying your talks.

The more you enjoy your talks, the more your audience will get from them, too. So let's jump right into it and try to understand how to overcome fear while speaking in public.

Strategies for Overcoming Fear

Overcoming fear of speaking in public takes commitment and work. But, once you do that, you'll truly be able to reap all the benefits from public speaking.

- **Embrace Your Fear** – First thing is that you have to accept that everyone is afraid of public speaking. When you can do that, you'll realize that you're no different than anyone else. Plus, no one can actually tell that you're scared.

This Book Is Presented To You By The Fred67 Community @ FRED67.com

They cannot see what's inside your mind or the butterflies in your stomach.

Just accept that you're fearful and breathe.

- **Be Prepared** – The best defence against fear is preparation. Do all your research. Check your facts. Practice your delivery and timing. As you go through your talk, more often it'll start to become so second nature that you'll start feeling comfortable enough to ad-lib a little bit, and tell each story a little differently each time, because you'll know exactly what your point is, and know how to get there.
- **Know Your Audience** – Even if you have a semi-prepared talk already, you should study each audience that you'll be delivering the talk to in advance. That way you can change some words, and some stories to better fit each audience. The main thing about your talk is the point, the lesson, the one thing you want them to understand – not the stories. The stories are a way to get your point across and those may change depending on your audience.
- **Mistakes Are Normal** – There is no reason to panic if you fluff the pronunciation of a word, or trip on your tongue as you're giving your speech. *This happens to everyone.* Simply accept that mistakes are normal. Fix the mistake, and move on from there. Just say it correctly, and then keep on going and it will be fine.
No one will think you're a bad person for making a mistake. Instead, they'll just think you're normal.

- **Take a Breath/Pause** – One thing that can ruin a good speech is fear of taking a breath and a pause. The truth is, silence is actually a good thing. You want your audience to have time to soak in your words and understand a concept. Therefore, taking your time with a breath, and a pause, and allowing silence to be had between your sentences is a great thing.

Avoid the urge to fill the silence with continuous sound.

- **Watch Other Speeches** – Today, you have a great resource at your fingertips that can help you learn about what makes a great speaker. There are some people that are really great orators that you should watch and can easily watch on YouTube.com.

People like President Obama, John F. Kennedy, Steve Jobs and others are wonderful to watch no matter how old their speeches are. Watch older Ted Talks, especially very popular ones and you'll soon see how people speak, and how they get their messages across.

You'll actually get better.

These strategies to overcome fear will help you if you practice and believe in them. It will take time for you to start to feel comfortable, but with patience and preparation it 'will happen'. To make it easier there are some ways to be prepared that you should know about.

Common Presentation Mistakes

There are many mistakes that people make when giving speeches. Before we talk about how to fix these mistakes, let's go over them.

This Book Is Presented To You By The Fred67 Community @ FRED67.com

Not Having a Clear Message

If you don't know what your message is, no one else will either.

It's imperative that you clarify your message in your own mind before you even start preparing your presentation. Keep in mind that you can know what your message is even before knowing who the audience is that you'll give the talk to. You can adjust the message for each individual audience later.

Talking Too Fast

Many people get super nervous before they give their talk and it causes them to speak super fast. This can make your breathing get very quick and you'll sound like you have been on a long run if you don't learn how to get control of your speech rhythm.

Remember that talking slow is better.

Taking a breath, as well as allowing for silence between sentences is a great way to slow down.

Not Using Emotions

This is a problem with memorized speeches.

When you memorize your entire talk it can start sounding monotone and monotonous. You don't want that. Instead, allow your voice to rise and fall with the words, emphasizing different words that mean something. Plus, gesture with your hands when appropriate. This will help your audience relate more with you and help your message get through.

Not Pronouncing All Your Words

Many people often get really comfortable speaking normally without enunciating their words. This can lead to sentences trailing off and your audience not having a clue what you mean about something. Say everything fully, pronounce every word, and finish every thought. Even if it seems redundant to you, it will help your audience follow you better.

Too Many Vocalized Pauses

While some vocalized pauses are expected “Um, ah, uh, etc....” having too many can be a huge distraction from your message. The main reason is that it will seem as if you have no idea what you’re going to say. Practice pausing without using the vocalization. Pauses and silence are good, but too many with vocalizations are distracting. Having some vocalizations is actually good though, because it makes you human.

Finally, you must practice. Giving any speech without rehearsing is a bad idea. As you practice, you’ll find things you need to fix.

For example, maybe you cannot pronounce a certain word you wanted to use, and then you’ll need to change it. That’s okay, but it will help you look more professional and be more comfortable.

Presentation Preparation Tips

There are some tried and true tips that will help you make your speech more enjoyable to give as well as listen to. If you watch professional speakers who have become very good at giving their talks, you’ll notice that they do most of these things.

- **Your Opening** – One thing professional speakers do, regardless of genre, is that they learn to become great story tellers.

This Book Is Presented To You By The Fred67 Community @ FRED67.com

They usually lead with a story, puzzle or question that gets the audience's attention and hooks them into the rest of the talk. Often, they will weave a particular story throughout the entire presentation.

- **Know Your Time Limits** – It's imperative that you understand exactly how long you will need to speak. The time you have to fill should be broken up into an opening, the middle, the meat of your talk, and a closing – and in some venues it will end with a Q & A time, too. If your talk is broken up into these areas, you can keep track of your time better by knowing how long each part of your talk should be.
- **Show Your Passion** – When you are happy, angry, sad, or otherwise emotional and excited about the subject of your talk, it will show. Plus, these emotions are contagious. Your audience will enjoy listening to you when you're fully engaged and emotive about your subject matter.
Don't be afraid to show emotion.
Don't be scared to tear up a bit, or show your anger if it's appropriate.
- **Focus On Your Core Message** – When you give any type of talk, the point of it is what's important. What exactly is the take away message you want the audience to get?
In order to ensure that the audience gets it you likely will need to give the message three or four times throughout the speech. The more you understand the core of your message the easier it will be for you to get the point across.
- **Smile and Make Eye Contact** – Depending on the venue, you might not actually be able to see anyone. But there are ways to settle your eyes in a spot to look like you're making eye contact.

And, if you smile, whether people can see you or not, it comes across in your energy. Even if the topic is difficult and not happy, finding a way to focus in on the good things and bring that smile to your voice will make you seem more approachable, friendly, and trustworthy.

- **Know the Five W's** – As you go through your talk, remember to go through Who, What, When, Why and Where. This is called the five W's in journalism and is very important in writing, research and in speeches. If you want your speech to be complete and feel complete to your audience, this is very important to weave this throughout your speech.

- **Use Appropriate Visuals** – This is one place where your location matters tremendously. You have to put yourself in your audience's feet or seat to figure out what the best visuals are to use in order to get your point across.

You can be minimalistic like Steve Jobs, or you can go full PowerPoint with notes and slides if you want to. It depends on the audience, the subject, and the time allotment, as well as your location.

- **Choose The Right Presentation Method** – Sometimes the venue will choose the method for you, but if you get to choose then you'll need to give some consideration to your own style needs, as well as the subject of your talk.

You may not like standing behind a podium, you may prefer walking into the audience. You may not like long Power Point slides, but prefer other types of visuals. It's completely up to you.

These preparation tips will help you ensure that not only are you comfortable giving your speech, but that the people who receive your message understand it better and enjoy listening to it.

Different Ways to Create Stunning Visuals

One way to ensure that your visuals are stunning is to use the right tools. There are many types of presentation tools that don't even involve MS PowerPoint.

Check out tools like:

- **[Haiku Deck](#)** -- This is an awesome tool that you can use to create amazing presentations on the Internet, iPad or your iPhone. You can choose different fonts, layouts, and even image filters that you can work with and not have to hire a graphic designer to ensure it works well.
- **[Canva.com](#)** – Many people don't automatically think of using this for their presentations, but it's great for creating nice images with professional layouts without the expensive of hiring a graphic designer. You can even upload your own photography and images to use with their layout design.
- **Quality Photography & Stock Images** -- Use an inexpensive stock photo site like [Stockfresh.com](#) that you can use to get images to alter for your presentation. Having crisp, professional images for your audience to look at in order to help advance your message is important. If you choose to take photos, make sure they're well-lit and are full quality so they look great.

This Book Is Presented To You By The Fred67 Community @ [FRED67.com](#)

As you choose your tools you should also consider how these parts affect your presentation:

- **Solid Colours Vs. Patterns** – When you choose solid vs patterned backgrounds and images you need to ensure that it looks right from your audience’s perspective. Even if it looks good to you on your computer screen it might not translate to a large screen in front of an audience. Look at what it looks like in the way your audience will see it and get a second opinion.
- **Templates** – You can use a lot of template layouts for presentations that are already set up in a professional manner. When you use templates, try to pick one that hasn’t been overused, though. You want your audience to feel like they’re seeing something new. You can find templates for any type of presentation software that you want to use.
- **Typography** – One of the most important aspects of your visual presentation is whether or not it’s readable. Reading something on a small screen, vs a large screen, vs a projection vs print is very different.

Ensure that the typography you use is readable where you’re using it.

The design you use for your presentation matters greatly.

If it’s not readable, even though you are speaking, the audience will be distracted.

You want the visuals to add to and enhance the meaning of your speech, not take away from it.

Practice Chases Away Fear

The biggest thing you have on your side to get rid of the fear of speaking and start speaking like a pro is practice. The more you practice all aspects of your presentation, the less fearful you'll be.

Even if you've given the talk before, you should always practice again before each talk because the audience is always slightly different, and you'll need to take that into consideration each time. For example, you may use a different story for a live audience compared to an online audience, or an older audience to a younger audience as long as it gets across the same point.

- **Practice Alone** – You don't need a crowd to practice your presentation. It is actually good to practice alone so that you can work on your story delivery and other ideas without having to consider an audience. Instead, you want to focus on how the words feel to you. For example, if you have trouble pronouncing a particular word, consider using a different one.
- **Visualize Giving Your Presentation** – Even when you can't practice out loud you can take some time visualizing yourself giving the speech. See yourself at the venue, see yourself talking, and see the audience enjoying it, taking it in, and reacting in the way that you want them to and hope that they do. You can do this before bed, when you first wake up and while you're in the doctor's office waiting for your appointment.
- **Practice in Front of Mirror** – Another really good way to practice is in front of a mirror. You can look at yourself and see how you get across each word that you say with your face and your body.

This Book Is Presented To You By The Fred67 Community @ FRED67.com

If you're standing in front of an audience, you don't want to be too stiff. You want to feel free to use your hands, arms and entire body to deliver the speech. A really great tip if you're doing a teleconference where no one can see you is use a mirror during the event, looking at yourself as you give the presentation because it can help bring more life to your voice.

- **Memorize Parts of Your Presentation** – While you don't want to sound like a robot giving a memorized speech, memorization can actually help you if you focus on memorizing the point of your speech and the main message of your speech rather than getting it word for word. The tone and point is what's important.
- **Practice in Front of Others** – Finally, when you think you're ready, practice in front of other people. If you can find a test audience that happens to include the same demographics as the real audience that's even better, but even if it's just family, ask them to give you honest feedback when you're finished.
- **Get Comfortable In the Venue** – This is probably one of the most important things that can help you chase away fear. If possible, go to the venue in advance of the presentation. Go into the room, feel the energy of the room. Stand where you will stand during your speech and get comfortable.

Even if you can only spend five minutes there, it will help a lot.

Finding ways to ease your nerves and reduce fear is an important way to ensure that your speech goes the way you want it to.

Just remember that no one is perfect.

If you listen to a professional speaker, you'll be able to identify the ways in

This Book Is Presented To You By The Fred67 Community @ FRED67.com

which they have trained themselves to slow down, be present during the speech, and get their message across at the same time.

Delivery Tips for Giving Your Best Presentation

Some factors that make a big difference in how your presentation turns out is being aware of time, keeping your sense of humour, remaining relaxed while also interacting with the audience in a way that makes them feel comfortable, too.

You can do all of these things if you remember to plan for any eventuality.

- **Be Aware of Time** – One way to stay cognisant of your time is to time each part of your talk and always wear a watch. You may not have a way to see a clock while you're giving your speech. Sometimes nerves can cause you to move faster, sometimes a previous speaker goes over time which will require you to skip or adjust portions of your own talk. Whatever happens, if you practice your delivery and timing, you'll be more accurate on your time than if you don't.
- **Test Technology** – One of the things that often mess up during a speech is technology. If you can test it out prior to the event to ensure you know how to use it, or that it works at all, is important. The worst thing would be to get to the venue and not be able to work the technology.
- **Have a Back Up** – Don't depend on technology to work. If your presentation is online, and you need to access the net to get to it, what if the connection isn't working?

Have a backup presentation on a jump drive, just in case.

- **Laugh** – Nothing can beat having a sense of humour. Humour can make everything better and if you can laugh at yourself for any mistakes you'll be so much more comfortable during your speech. You don't have to be embarrassed by using a word wrong, tripping on words, or otherwise messing up a little bit.
No one is going to care as much as you think.
- **Relax** – Try to keep your body relaxed so that you don't get tense, lock your knees and risk fainting. A tip to being relaxed is to wear clothing and shoes that you find comfortable. Another tip is to monitor your breathing, remember to breathe between words, and not be afraid of silence.
- **Involve the Audience** -- A really good tip for making a presentation awesome is to involve the audience in the talk. Ask them questions, look at them, and if it's possible and appropriate, call out audience members and let them ask questions. This will make the speech feel less formal and more relaxed, plus keep the audience more awake.
- **Provide Copies of Slides** – One way to make your presentation go very well and involve the audience is to provide copies of your slides to them. You can bring them if you have a smaller audience or offer them for downloading to a larger audience in advance of the talk.

Using these delivery tips can go far in helping your presentation look and feel professional. The more you practice and the more you give talks the more professional you'll become and the more relaxed you'll be during your speeches.

This Book Is Presented To You By The Fred67 Community @ FRED67.com

The Five Pillars of Presentations

If you think about what you've read so far, you'll see that it fits into these pillars of presentations, also known as the five P's of Presentations.

- **Planning** – When you find out you'll be giving a talk, it's time to start planning. The way you plan is that you research your audience, determine your topic, and find out as much as you can about the venue. For example, what type of visual aids can you use? What technology will be available to you? Knowing this information will help you make your presentation the right one at the right time for the right audience.
- **Preparing** – Write your presentation but do not write it out completely, instead, outline the main points, and note what stories you'll tell where. Be sure to create an introduction, a body and a conclusion. It's important to also understand your message, and who you're delivering it to. It's imperative that you conduct thorough research and use stories that will resonate with the audience you're delivering the speech to.
Create visuals, charts, diagrams, find the right photography or stock images, and put your speech in a logical order and format.
- **Practiceing** – It's always important to practice, which has been mentioned several times. Practice is the main tool you have to prevent problems during your presentation. The more you practice, the more comfortable you'll be. Don't forget to practice how you'll use your voice, how you'll look at the audience and how you'll use the

This Book Is Presented To You By The Fred67 Community @ FRED67.com

technology available to you. In addition, don't forget the physical aspects of the speech, such as your clothing as well as how you'll use your hands and body.

- **Previewing** – When possible, always go to the venue in advance so you can see how the room feels.

What is the air like?

Is it cold?

Do you need to add a jacket?

What type of microphone will be used?

What is the podium like if there is one?

Who is going to control your slides?

Is there a way to hold your notes comfortably?

Right before your event, recheck your slides to be sure that nothing is missing or spelled wrong.

- **Presenting** – When it's time to present remember that you're ready, you've prepared, and you can do this. Remember to talk to the audience, establish eye contact with the audience, wait for and watch for audience reactions (*remember to breathe and allow for silence*), and keep your sense of humour. Speak slowly and deliberately and keep your body posture relaxed and watch your breathing.

With the right preparation your presentation will be amazing, seen as super professional, and hopefully the audience will take from your speech what you want them to. The only way to know is to do one more thing after which will make all your speeches going forward better.

That's following up. Ask them for feedback, and then use that information to make future talks even better.

What Happens Next?

If you're getting ready to give your first speech, the best thing you can do is read this report again. Then put the things you've learned into action. That's the only way to know whether or not anything you learn works. Reading, learning and then acting on what you learn is crucial whenever you want to develop a new skill.

Even if you've not been invited to speak yet, you can plan your own webinar, Google Hangout, Facebook live, or even create a YouTube presentation in order to practice and get your message out there. But remember that, even after you give your talk, and the information has been delivered, **you need to follow up with your audience.**

If you can get them to [sign up for your email list](#), or follow you on social media, then you'll be able to interact with them even more after your talk. This is the key to getting action after your speech. But to get them to do that you'll need to deliver a great speech and to do that the first rule of order is to get your message down, and practice the delivery of it as often as possible.

Finally, just get out there and do it.

The more you do it, the better you'll get.

Before you know it, you won't just be speaking like a pro, you will be a pro.

This Book Is Presented To You By The Fred67 Community @ FRED67.com

OK That's it Folks, I hope you got some great value from this short E-book.

If So ... Please share it with your Friends. Family & Associates, and don't forget to check out the '**Resources**' below as there's even 'More' Free-stuff to be found there!



www.checkfred.com

Resources;

[FRED67.com Homepage](http://FRED67.com)

[The Free E-Library](#)

[The Free Work-At-Home Business Development E-Library](#)

[The FRED67 Community Newsletter](#)

[FREE! E-mail Marketing Course For Profit](#)

This Book Is Presented To You By The Fred67 Community @ FRED67.com



Are **You** Ready
To Get Paid?

**Automate Your
Cash Flow!**

JOIN NOW! Over \$1,000,000 In Affiliate Commissions Paid Out!

This Book Is Presented To You By The Fred67 Community @ FRED67.com