

BE HEARD

Public Speaking Made Simple



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INTRODUCTION

Humans' ability to communicate using formalized systems of language sets us apart from other living creatures on the Earth. Whether these language conventions make us superior to other creatures is debatable, but there is no question that overall, the most successful and most powerful people over the centuries have mastered the ability to communicate effectively. In fact, the skill of speaking is so important that it has been formally taught for thousands of years.

The ironic feature of public speaking is that while we recognize that it is an important skill to have, many of us do not like or want to give speeches. You may be reading this book because it was assigned to you in a class, or you may be reading it because you have to give a speech in your personal or professional life. If you are reading this book because you like public speaking or you have a burning desire to learn more about it, you're in the minority.

The good news about public speaking is that although it may not be on the top of the list of our favorite activities, anyone can learn to give effective presentations. You don't have to look like a Hollywood star, and you don't have to use fancy words to be a successful speaker.

What is important is that the audience understands you and remembers what you have to say. By learning and using the techniques provided in this book, you will discover how to create engaging speeches and present them using your own delivery style.

BENEFITS OF PUBLIC SPEAKING

No matter what your ambitions and interests are, developing speaking skills will benefit your personal, professional, and public life.

Personal

People don't just give presentations in a job or in classes. At times, we are called upon to give speeches in our personal lives. It may be for a special event, such as a toast at a wedding. We may be asked to give a eulogy at a funeral for a friend or loved one. As a part of volunteer work, one may have to introduce a guest speaker at an event or accept an award for service. Another great personal benefit of public speaking is that it builds self-confidence. It's no surprise that speaking in public is scary, but by engaging in the activity you will build self-confidence through the experience.

Professional

TV announcers, teachers, lawyers, and entertainers must be able to speak well, but most other professions require, or at the very least, can benefit from the skills of public speaking. According to research, 70% of jobs today involve some form of public speaking. With, the recent economic shift from manufacturing to service careers, the ability to communicate with others, has become crucial. The top CEOs advice is that great leaders must be able to communicate ideas effectively. They must be able to persuade, build support, negotiate and speak effectively in public. Effective speaking skills make you more attractive to employers, enhancing your chances of securing employment and later, advancing within your career. Employers, career counselors, and the National Association of Colleges and Employers (NACE) all list good communication skills at the top of the list of qualities sought in potential employees.

Public

Learning about public speaking will allow you to participate in democracy at its most basic level. Public speaking is important in creating and sustaining a society, which includes informed, active participants. Even if you do not plan to run for office, learning about public speaking helps you listen more carefully to and critically evaluate other's speeches. Listening and critical thinking allows you to understand public dilemmas, form an informed opinion about them, and participate in resolving them. The progress of the past century involving

segregation, women's rights, and environmental protection are the result of people advancing new ideas and speaking out to others to persuade them to adopt changes.

THE POWER OF PUBLIC SPEAKING

"You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere." -- Lee Iacocca

Public speaking is one of the most essential and powerful skills that can help you become a person of greater influence. Leaders of great influence, throughout history, are leaders who excelled tremendously in public speech.

Take a moment to recall some of these great leaders of massive influence: Mahatma Gandhi, the leader who, through his speeches (and actions), liberated India and brought the country to independence; Martin Luther King, the leader who fought for racial equality, a role model who believed that African Americans can co-exist peacefully with Whites; Lee Kuan Yew, who through his speeches, galvanized support from all races and generations in Singapore, brought the country to independence, and then transformed the country from a third world nation to a first world metropolis.

Of course, there are many more leaders, many of whom are exceptionally talented in public speaking, who used their remarkable speeches to influence and change the world, for better or for worst. Abraham Lincoln, Winston Churchill, Adolf Hitler, Mao Zedong, and the list goes on...

And while you might believe that the pervasiveness of the Internet might reduce the importance of public speaking, and especially, on its role in the game of influence, think again. During the modern, high technology era, the ability to speak in public has all the more become a skill of colossal value.

One brilliant example is Steve Jobs, well known for marketing his Apple products through his speeches that reached millions of people worldwide!

Steve was a marvelous example of how effective public speeches can lead to astounding sales results through the power of influence. In one speech, Steve was

trying to introduce to the world his revolutionary MacBook Air. One of the thinnest and lightest laptops in the world at the time of its launch it was built as a lightweight laptop for the ease of carrying around (as compared to its predecessor, the MacBook). In the middle of his speech, he demonstrated the significance of its thinness by pulling a MacBook air from an envelope! The audience was immediately convinced and roared into a thunderous applause. Such is an example of influencing people through public speeches.

Barrack Obama's persuasive and inspirational speeches reached out to millions during his electoral campaigns and were broadcast through the media and the Internet.

Randy Pausch, a Carnegie Mellon professor who, unfortunately, had contracted cancer in his forties, delivered his famous "Last Lecture" to his students, and to millions more worldwide. Millions have watched Randy Pausch's "Last Lecture" online. His inspirational speech was then developed into DVDs and into a best-selling book that was sold in more than 35 languages worldwide. Millions more around the world watched the famous TED talks and TEDx talks through webinars and videos.

Such is the power of technology in amplifying the influential impact of public speeches to audiences and raving fans throughout the world. The value of public speaking and its significant relevance towards developing you into a person of influence cannot be simply discounted, especially in this day and age.

Finally, you have got to understand that no matter how knowledgeable a leader is, how intelligent the leader is, or how good and compassionate his intentions are, any inability to communicate will limit the outreach of his message. Good public speaking is based on good private thinking, and public speaking is the tool that amplifies your message to the world.

The Fear of Public Speaking

No discussion of public speaking would be complete without discussing the elephant in the room—the fear of public speaking. This phobia is always listed in the top three most common fears people experience, no matter who takes the sample and analyzes the data.

But the skill of public speaking is just like any other skill in that the more success that you have, the more self-confidence you develop. The more failures, or perceived failures, that you experience, the bigger the fear of public speaking you'll experience. The nervousness or anxiety that you feel when you present is normal, but experiencing that public speaking fear for the rest of your life definitely isn't.

Experiencing Fear of Public Speaking

Do you realize that people tend to rate the fear of public speaking higher than the fear of death? Ironically, that means more people will prefer to be *in* the coffin than giving the eulogy during a funeral.

Glossophobia, or speech anxiety, is the fear of speaking in public and many people are known to experience it at least once in their lifetime.

According to various global surveys and statistics, the fear of public speaking ranks high on the list of the world's top ten fears, surpassing fear of spiders, fear of flying, fear of heights and often the fear of death itself.

Public speaking fear typically starts out as an increase in the speaker's heart rate and dryness in the mouth. In extreme cases, panic, nausea, headaches and even anxiety attacks, can be experienced by the speaker before the speech starts. Once the speech starts, the heart can start beating even more rapidly and the speaker can start hearing the tremble in their own voice. The speaker at that

point sometimes starts stuttering or speaking rapidly. In extreme cases, the legs and even the body will visibly start to shake.

On the mental side, negative thoughts of looking foolish may start to cloud the speaker's mind and their mind may go blank due to their overwhelming fear. Even after a speech is over, prevalent thoughts of being embarrassed and looking stupid can occupy the mind of the speaker.

It is no wonder that most people would do anything to avoid such an experience. How can one overcome such a powerful fear? We'll discuss this in the next chapter, "Perfect Prep."

Where Does the Fear of Public Speaking Come From?

Think about any skill that you have developed in your life. For instance, you didn't come out of the womb knowing how to ride a bike, drive a car, play a musical instrument, or work your iPhone. The first time that you tried any of these activities, you probably experienced some type of discomfort or nervousness. The key to gaining self-confidence in these, or with any skill, is to have some type of success where you grow.

If the early stages of the skill development are wrought with failures, though, the self-confidence will diminish. For instance, if someone who had never driven a car before gets behind the wheel of a car all by himself or herself (no teacher or coach), then there is a good chance that this first experience is not going to go very well. If the first attempt to drive is on a freeway, then that fear, just like public speaking fear, is going to be huge. At the end of the drive, the person might say something like, "I never, ever, want to experience that again!" If forced to attempt the skill years later, the person will experience that fear, and it will grow.

A better way to learn a skill is to start with something less risky. In the car example above, most people start in a parking lot with a parent or a coach. Once

the confidence increases a little, then the new driver might move to making right-hand turns around a neighborhood. Then move to left-hand turns. Then maybe get into a higher traffic area. The freeway is last. If you are trying to develop public speaking skills and eliminate public speaking fear, you'll want to take a similar approach.

Start with something less risky like speaking up at the staff meeting. Most managers or executives want input on ideas or problems during staff meetings. Develop a habit of speaking up at least once during these discussions. Next, volunteer to give a report on a project at a staff meeting. Once you get more comfortable with these types of public speaking opportunities, try something riskier.

Maybe ask questions as an audience member in a bigger presentation. Remember that just as when you tried more complicated things in learning to drive, at every stage you experienced more nervousness. Once you got to the freeway, the parking lot felt really safe. The same thing will happen with public speaking fear. As you start to experience more complicated presentations, the easier presentations become second nature.

Public Speaking Coaches

Just like the parent or coach who taught you step-by-step how to drive a car, a good public speaking coach can shave a lot of time off your learning curve. For instance, if you went in the parking lot for your first driving experience, it might take you a while to learn how to park correctly. The hardest part would be that you would have very little frame of reference to compare your skill with, so you may not know when you are doing a good job.

Worrying about the quality of job you were doing would stay in the back of your mind, causing nervousness. One of the most important parts of coaching is having someone tell you when you completed the skill correctly. By the way, you don't

have to go out and find a professional business coach or public speaking coach. Just look for someone who you think presents very well in front of a group and ask the person to watch you and give you feedback. A lot of Toasting clubs use this type of coaching.

Perfect Prep for Public Speaking

Being prepared for any activity ensures you'll do your very best. It also tames those butterflies when you are nervous about doing something. To give the best speech possible, and feel comfortable while doing it, follow these tips.

Normalize your fear—People typically are afraid of public speaking because of the fear of looking and sounding foolish in public. This fear is an innate emotional response to a threat and is a basic and natural human response. The only way to combat the fear is to train the mind to acknowledge that fear is normal and that everyone faces this fear in various degrees. Excellent public speakers are people who have mentally trained themselves to accept this fear and use it to propel themselves to extraordinary heights. So, in other words, get comfortable with being a little nervous. It will end up helping you do your best.

Outline it—Many people will want to write out their speech so they know exactly how it should flow. This can be very helpful, but first, you should outline it. This will help you discover the purpose, main points, subpoints and examples you want to include. From there, if you feel like it would help you be more relaxed about speaking in public, go ahead and write it out, though it isn't necessary.

Know your purpose—This might seem obvious, but we've all sat through speeches that seemed to "beat around the bush" and never get to the main point. Before you start outlining your speech, write at the top of the page what your purpose is for it. What is the overall thing you want people to take away from your talk?

Structure logically—Have you ever had a hard time following someone's talk or lecture? If so, it was because they didn't structure it logically. You want to make sure you move from each main point to the next in the correct order so people can follow you. This tends to be an issue if the speech is given "off the cuff" instead of carefully planned for.

Write out prompting words—Even if you do write your speech out in full, you should never read it in front of the audience. That should be only for your peace of mind so you know you can cover everything you want to. After you’ve decided on everything you want to cover, write out main words or prompting words to remind you of your next thought. These are rarely even used once you get into the flow, but they are a lifesaver if you lose track of your thoughts. Having them with you at the platform will make you more confident without being too much of a crutch.

Hook ‘em—When we hear “Today I’m going to talk about…” we all know the coming speech is going to be a total snooze. Don’t give your audience this impression. Instead, start out by hooking them with a startling statistic, a poignant anecdote or funny story that makes your point for you.

Utilize non-verbal communication—Most of our communication is non-verbal, which surprises most people. But it’s true. This makes it especially important when speaking in front of an audience. Know your nervous ticks. For example, do you keep your hands in your pocket when you are nervous? Play with your hair or jewelry? As you rehearse, spend time noticing how you unconsciously “comfort” yourself. Be aware whether these actions will be helpful or hurtful to the point you are trying to get across.

Use a minimum of visual aids—Too many people use visual aids during their speeches that aren’t relevant to their message or are simply distracting to their presentation. Your aids will be most effective if they are direct and used only to drive home your main point. People will better remember your main message if you use them only in this way.

Get familiar with the venue—If at all possible, you should rehearse in the venue in which you will be speaking. This will add a real layer of confidence to your preparation. If this isn’t possible, at least spend some time getting familiar with the entrances and exits you will use, what the size of the stage is, if there are steps you’ll need to climb and where you’ll set up your visual aids. If you are going

to have a PowerPoint presentation, make sure that's ready well in advance. Double-check that it's working properly right before the audience begins to arrive.

Memorize the address—A good start will grow your confidence and ultimately make you feel comfortable in front of your audience. Remember, you already know the material you are going to present. Getting started on the right foot is the easiest way to settle your nerves and get into the flow of your speech. Public speaking is a formal and structured speech, meaning in most cases, you will want to address your audience appropriately before you actually begin delivering your content. Most of us will give similar types of speeches throughout our lives, depending on our professions. It stands to reason then that the addresses you will use will be more or less the same each time.

Brainstorm—Brainstorming is effective for boosting most ventures, but the question is when to brainstorm. Most of us can't think quickly on our feet, especially when we are nervous. Make sure you brainstorm before going to the dais to speak. Take the time to come up with all the main points, examples and stories to make your points well in advance of the speech. If you fly by the seat of your pants, you're more likely to experience your mind going blank, which will only increase your nervousness.

Breathe In, Breathe Out—Remembering to keep calm is important when giving a speech. Give yourself three breaths to relax your body and mentally count to 10 before starting the speech. Take note to breathe in slow, measured breaths when speaking. This will calm your central nervous system, bring in more oxygen to your brain, and helps in getting the audience to follow your train of thought.

Practice—We'll mention this more than once because it's importance simply cannot be overstated. The most important and the most common public speaking tip is to practice—there is no alternative. Even the most successful public speakers have to practice a great deal. Winston Churchill practiced in front of a mirror before going before the public. You too can use this method to reduce anxiety and ensure smooth delivery.

End with a bang—Not only should you end your speech with an overview of your main points, but also with a powerful statement or illustration that people will remember long after. While the first impression is vital to get people to engage and really listen to your talk, leaving with a good ending impression ensures they will count you among the best speakers they've heard and are more likely to put your ideas into practice.

Find a Reason to Just Do It... Again, and Again—Excellent public speakers do not become excellent by giving one speech. They understand that confidence comes by giving many speeches. Volunteer to give presentations at your company or get involved with a local Toastmasters club that will give you opportunities to practice public speaking. Seek out an instructor to give you advice and to push you to improve yourself when speaking. Only by constantly giving speeches will you overcome your fear of public speaking. With each speech, it will become easier.

Public Speaking in Action

Let your personality shine—Every speaker is a little different, and your audience is no doubt hoping to listen to an original. Don't feel like you have to be someone you aren't. This inauthenticity will be noticed by the audience, making it difficult to connect with them. Instead, smile, use your normal vocabulary and enjoy yourself. Allowing your personality to come through will only engage the audience.

Improvise—While you definitely need to fully prepare, allow yourself to be flexible when the opportunity to improvise comes along. Remember those note cards we recommended? This is when they come in super handy. If, for example, someone shouts out a random comment, go with it, knowing you have your prompting words to fall back on if you lose your place when you are ready to come back to the “script.” Doing this will help you come across as confident and relaxed, which in turn will make you that way.

Engage with audience—Don't make your audience feel like they did back in college when a professor talked at them for an hour. You and your important material will be completely forgettable if you don't engage with them. Ask them for examples to your points. Ask them questions. Joke with them when someone in the audience answers in a comical way. The simple act of engaging will ensure you make an impact on them long after you are off the stage.

Be entertaining—This can be considered a part of the tip above. Public speaking is informative, sure. But that information is best performed in an entertaining way. You'll keep the audience's attention and you'll have more fun.

Don't apologize—If you are nervous, a sure way to point that out so that everyone will be watching for it is to ask your audience to bear with you. Don't apologize for having some butterflies. Everyone understands, if they've ever had to speak in front of a group, and who hasn't? Being a little nervous goes with the territory. If you make a mistake or three, the audience will forget you easily, but

calling attention to your unease will cause them to focus more on your delivery than your material.

Go slow—Most people who are nervous talk faster, even when not speaking in front of a crowd. Just be aware that this is everyone’s tendency and combat it by consciously slowing down your speech. You’ll lose your audience if you jackhammer each of your points. They will feel you are talking “at them”, which will cause them to tune out. If you think you are speaking too slowly, you are probably speaking at the right rate.

Breathe—You may think it’s crazy to add this tip in, but when we are nervous, we forget to breathe. And when we forget to keep our breathing deep and even, it causes a natural stress response in the body. Our fight or flight response kicks in, thinking we are under attack because our breathing is shallow. But as soon as you deepen your breath, you’ll automatically start to relax both your body and your emotions.

Allow Pauses—Just as we mentioned that people speak too rapidly when they are tense, they also don’t allow for any pauses. Having to listen constantly is draining. Allowing strategic pauses is a smart way to allow a challenging or major concept to sink in. It’s also a way for you to take a few deep breaths, gather your thoughts or get back on track. A good way to fill in these pauses, if that doesn’t come naturally, is to have a glass of water at the podium with you. When you feel you or the audience would benefit from a short pause, stop and take a drink. People will believe you need a quick drink after talking for a while, even if that’s not the real reason for the pause.

Don’t read—You should not be tempted to do this if you follow our advice not to keep your completed written speech with you at the podium, but it bears repeating. Some people think they will be better off having the entire speech with them, but when they do, they often fall into the habit of reading it instead of speaking directly to the audience. Don’t read from your slides either! This is a complete waste of the audience’s time because you could simply print out your

speech or PowerPoint slides and hand it out to each of them. It's boring to listen to someone read, and there's no connection made between the reader and the spectators.

Project your voice—There's little more frustrating than attempting to hear what someone who talks too softly or mumbles is saying. It takes a lot of energy to listen intently, and after a while, you end up feeling it's just too much effort to bother. Make sure you project your voice and enunciate clearly during your talk. Even using a microphone, you may need to project your voice. If you are concerned you are talking too loudly (which is often the case), ask the audience if they can hear you okay or if you are too loud. That will assure you that you are speaking at a comfortable level for them.

Tell stories—Good storytelling is of great value. People will remember your stories more easily than the will concepts, so it's a great idea to use stories or anecdotes as examples of key points. Telling stories is also a way to entertain while being informative and for keeping your audience engaged in what you are talking about. Just make sure you don't tell random stories that are irrelevant to your talk.

Keep eye contact—We understand the last thing you want to do is to look your audience in the eye if you are nervous. But, that is the first step to engaging them. Once you can gaze around the room, holding each person's gaze for a few seconds, you'll start to relax because you'll see them smile and nod in agreement. That is the unspoken connection you are looking for with your spectators. If it helps, find a friend out in the audience and use them as your first contact.

Focus on your biggest fans—You know those people who are smiling and nodding when you move your eyes around the room? Those are your fans. They are the people who promise to stay engaged and are right there with what you've said up until this point. Focus your eye contact on those people rather than those who are frowning or obviously not engaged. That will keep you relaxed.

Assume the audience is friendly—They are probably there because they've chosen to be, so instead of assuming you're going to bore them, assume they are open to what you have to say. If you feel negative doubts bubbling up in your mind, remind yourself that they are friendly and want the information you have for them. It's always good to remind yourself that everyone in the audience has been in your shoes at one time or another. They understand it can take courage to speak in front of people. Trust that understanding and be yourself.

Move around—One way you can quickly squelch your nerves is by moving around. With the wireless mics we have now, you can even weave in and out around the crowd, which will make them feel you are one of them. Moving your muscles naturally releases feel good hormones that will cause you to relax. If you stand stiff as a board, you'll be more stressed and you'll bore the spectators.

Move your audience around—Ask them to raise their hands in response to questions early on in the presentation. Have them introduce themselves to the person beside them. Have them follow you as you move around the room. These are easy ways to make connections with your audience and keep them engaged. If you feel you are losing their interest, have them stand up and stretch or some micro movement that's appropriate.

Gesture naturally—Although you want to rehearse or practice your speech and perhaps even specific phrases you want to use, avoid practicing gesturing if possible. When people do this, it often ends up looking staged or awkward. Instead, allow yourself to get caught up in what you are speaking about and gesture naturally. This will show the audience you are relaxed and confident.

Avoid fidgeting—You don't want to stand as stiff as a board, but you also don't want to fidget or broadcast to the audience that you are anxious. Most of us have little "tells," that announce to anyone around when we are uneasy. We might fuss with our collar, play with our hair or jewelry or even blink rapidly. If you've been told you have a "tell" or if you are concerned you might ask a friend to watch you rehearse your speech and ask them about it. Or video yourself giving your talk

and then watch it, keep an eye out for nervous gestures. Once you know what they are, you'll be able to keep them under control while speaking.

Vary your voice—We've all had to sit through talks or lectures where the speaker was monotone. How much of those lectures do you remember? Yeah, us too. Be aware of changing the pitch of your voice when you ask questions or make an important point. Change the volume when you describe a sad or thought-provoking idea.

And did you know, it's better to suddenly speak more quietly if you want to be heard than to speak loudly? Yep, it's the opposite of what we typically do. So if you feel that interest is flagging, try lowering your voice for a short time to get people's attention. We naturally don't want to miss what someone is saying, which causes us to listen more intently for a short period of time, thus, grabbing their attention again.

Don't try to look smart—Don't you hate it when someone tries to seem smarter than they are by using a bunch of acronyms you don't know? Or how about using fifty cent words instead of their usual vocabulary? When we encounter these things, we immediately shut down because we assume the person is showing off. It's much better to use only industry acronyms that you know your audience will understand, explain the words to your audience when you say them, or leave them out altogether. As for vocabulary—not only is it annoying for your audience, but you are more likely to trip over words you aren't familiar using. It's better to use your normal vocabulary and speak sincerely to your audience than trying to look smart. You won't fool them.

Conclusion

Whenever you have to speak in public remember these points:

- Everyone who does it is nervous no matter how experienced they are
- The audience will always forgive you for making a mistake
- Be yourself— there is no “right” way of giving a speech

In this book, we’ve discussed the fear of public speaking and how prevalent that fear is. Just knowing this should put you more at ease, but if you need to, remind yourself that very few people naturally enjoy speaking in public. You should also keep in mind that you can use your nervousness to your advantage by turning it into excitement. Make the extra adrenalin in your body work to spur you on for performing in a big, enthusiastic way. Your enthusiasm will spill over to your audience.

We’ve covered a lot of ground in this book, so let’s consider some of the top takeaways you will want to be sure to remember.

1. Like a good Boy Scout, always be prepared. There’s no better way to ensure a successful, confident presentation than going in with the knowledge that you are fully prepared for giving the best talk possible.
2. Engage your audience as soon as you walk on stage. Open with an anecdote that demonstrates your main point, make eye contact with members of the audience and ask them questions and smile.
3. Sometimes we have to fake it till we make it. If that’s what you need to do in the beginning, then do it. You’ll discover suddenly that you really do feel confident, and maybe, even that you are having fun once you get into the groove.

4. Don't forget to breathe evenly and deeply from your diaphragm. When we breathe shallowly, it revs up our central nervous system, making it believe we are under attack. This causes more adrenaline to flow into the body, causing more nervousness. Do some deep breathing before you come out on stage to let your body know you are safe and secure.
5. As you prepare, think back to some of the presentations you've been to. What really worked? What bored you to tears? Work on mimicking the presenters who you remember vividly as being both entertaining and informative while avoiding the things that made you disconnect. Even though we all have individual preferences, our common human makeup naturally creates interest or disinterest by the same things. Smiling and providing eye contact will work every time, while fidgeting and reading from a script never will.
6. Practice really does make perfect, so allow lots of time to rehearse! Remember, even the renowned speaker Winston Churchill rehearsed in front of a mirror and spent hours rehearsing, even for a 10-minute speech! Video yourself, practice in front of a mirror, give the speech in front of loved ones who will provide constructive criticism. All of this time will be well spent when you feel more relaxed and confident when the day finally arrives.
7. Get comfortable with the venue by scoping it out ahead of time, even if it's just a few hours before the audience arrives. If possible, rehearse there.
8. Keep your visual aids to a minimum. Most people overdo the visuals, usually out of nervousness. Remember, that people have come to hear you speak, otherwise, they could have read a book to learn about the topic. Use your knowledge of the topic to wow them, not your ability to create PowerPoint slides.

9. Remember body language equates to roughly three-quarters of communication. Work to make your gestures natural and eliminate nervous “tells” like playing with your jewelry or taking off and on your glasses. This simply broadcasts your nervousness and causes more of it. Keep your chin up and stand up straight with your shoulders back. Keeping this stance alone will make you feel as confident as you look.

10. Don't speak too fast and allow for pauses. When we are anxious, we talk fast. Consciously force yourself to speak more slowly than you'd like to. Use pauses to let important concepts sink in and help you catch your breath. The audience will respond positively to these pauses, even if you think they won't.