

Lesson 5:

Subject line: Fifth Lesson – Public Speaking Know How

Hello for a last time,

Well, we have come to the final lesson in the Public Speaking Know How Crash Course. I hope you've enjoyed your lessons and learned a few tips that will help you master the art of public speaking. In this final lesson, we are going to talk about how to look completely confident while you're speaking on stage.

When you're giving a presentation, your body language and how you hold yourself in front of a crowd speaks to them as much as your words do. And part of looking confident on stage is not "acting" nervous. If you have complete control over your body, your face and your hands, you can appear more relaxed in front of people as you speak.

One mistake that many less experienced public speakers often make is that they will look down at their notes as they talk and not out towards the audience. The problem with that is you have been asked to give a speech, not a reading. An audience wants to hear "from" you, not just hear you read aloud.

If that was the only value of a public presentation, you could just hand out your speech as a white paper and let them read it. You'd never have to get up in front of people at all. But we know that's not nearly as effective as standing up and speaking in front of a crowd, particularly if you're trying to promote your business, product or service.

So where should you look as you gaze into the crowd? Many speakers look at a spot at the back of the room because looking at the faces makes them nervous. This is better than staring down at your papers the whole time. For one thing, projection is a big part of getting your message across and even if you're using a microphone, if you speak "out" into the crowd rather than down, your voice will be clearer and project further.

Another great way to connect with your audience is to make eye contact. You should move your eyes from audience member to audience member and speak to them directly. This helps create a bond that will work to your advantage especially if you're selling something.

Even if your presentation isn't necessarily a sales situation, eye contact will help you get your message across because it makes the audience look at you and keeps them attentive.

Don't linger on any one person too long. You don't want to stare. Once you become skilled at using eye contact as you speak to a crowd, you'll have no problem taking control of the room.

When it comes to being more confident on stage it's important to always keep your audience in mind.

- Why are they coming to hear you speak?
- What do want to know?
- What will inspire them to listen carefully to what you have to say?

If you keep them in mind as you prepare your speech you will have a much easier time connecting with them when you're on stage.

Practice as much as possible before you go on the stage. Make sure your timing is right and mark any spots where you know you'll need to change your tone or your speed to create an impact on stage. If you don't have friends or family to rehearse in front of, try recording yourself so you can watch and listen for any areas that need improvement. The more you practice the more confidence you'll be while you're on stage.

Lastly, think about your entrance. Those three minutes on stage are critical, so pay attention to the way you walk in. Project confidence and calm, don't rush, even if you're late or on a tight schedule. Do everything slowly and thoughtfully. This will help you take control of the room as you take the stage, and that confidence will carry through to the end.

As we close this final lesson I would like to thank you again for joining me for this short course. I sincerely hope that you've learned a lot about how to speak well in public and even though the lessons have come to an end I want you to know that you can still feel free to contact me if you have any questions. I'm more than happy to help.

Until then,



This is...

Paul Henderson
Zero To Hero Marketing dot com

Saying "Thank You" and please call again 😊