

# GET RESPECT AS A SPEAKER

## YOUR FOUNDATION FOR SPEAKING SUCCESS

<b>Know your Audience</b>	<p>If you do nothing else right, make sure you know your audience. Whether it's from personal experience with them, direct references from a trusted source or a questionnaire you asked the meeting planner to fill out for you. Know the demographics, what they need, what they expect, and what topics to avoid.</p> <p>Important: know how your credibility applies. i.e. don't reference your college football success as a credential to executives learning presentations skills, but do reference it for a team-building topic.</p>	<input type="checkbox"/>
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## PREPARATION - YOUR MAIN KEY TO SPEAKING SUCCESS

<b>Make a Promise!</b>	<p>Decide what you want your audience to get out of your presentation. Whether you verbalize it or not, this will set the tone for what goes into your speech, and what you can drop out.</p>	<input type="checkbox"/>
<b>Develop an outline</b>	<p>Stop trying to be "That Guy" who doesn't need the Rule of Three! Successful Speakers use that for a reason, and the reason is "It Works!" Opening...Body...Conclusion.</p>	<input type="checkbox"/>
<b>Tell a story</b>	<p>Every good presentation has a story (or stories) to help make your points. Help your audience re-live your story with you to get them involved. Best: use a story to introduce each main point.</p>	<input type="checkbox"/>
<b>Plan your Exit</b>	<p>"Thank You" is not a conclusion to a speech. Use your outline and develop a conclusion that genuinely ties your presentation together. Important points:</p> <ol style="list-style-type: none"> <li>1. Don't add new information in the conclusion.</li> <li>2. Don't apologize for any missteps; they're already in the past...leave them there.</li> <li>3. Strengthen your closing with a challenge, short story, or quote that truly represents your promise to the audience.</li> <li>4. If you decide to have a Q&amp;A session, end it with enough time left so you can give <b>your</b> conclusion. Leave your audience with your thought as you wrap up, not with a potentially random question.</li> </ol>	<input type="checkbox"/>
<b>Practice</b>	<p>Some say it's a mistake to memorize your presentation, but it's not a mistake to internalize it through practice. It's important to know your Opening, Outline, and Closing cold and practice it all start-to-finish to be your best. Pick your method: in front of a mirror, an empty room, or your Toastmasters club.</p>	<input type="checkbox"/>
<b>Prepare</b>	<p>This is...the rest of the story. You have your presentation ready. Now look at the logistics:</p> <ol style="list-style-type: none"> <li>1. The Room – how is it set up? What is your speaking area? Can everyone see you and your visual aids? Where will you set your room-temperature water?</li> <li>2. The Equipment – will you be wearing a mic? Are you bringing your own computer/projector? Do the colors work on their screen like they do on yours?</li> <li>3. The Handouts – are they ready? Is there room for notes? Do they add value to your presentation?</li> </ol>	<input type="checkbox"/>

## IN-THE-MOMENT TIPS FOR SPEAKING SUCCESS

<b>Use the Room</b>	<p>Don't just stand there! When you were preparing, you scoped out your speaking area. Now that your there...use it! Move with intention. Tell a short story from one spot in the room, then when you call back to that point, you can gesture to that spot and the audience will follow along.</p>	<input type="checkbox"/>
<b>Smile</b>	<p>Show that you're glad to be there. Don't underestimate the power of this one tip. If your smile is genuine, your audience will know it. Be Friendly.</p>	<input type="checkbox"/>
<b>Pause</b>	<p>When you make a thoughtful statement or ask a question that may illicit a response from your audience (even just in their mind), pause long enough to let them think about it. Then, wait <i>one more second</i> before you continue.</p>	<input type="checkbox"/>

## ADDITIONAL SOURCES TO HELP YOU ACHIEVE SUCCESS

<b>Join Toastmasters</b>	<p>Get practical experience, feedback, and stage time. Check online to find a club in your area or company – just search by zip code</p>	<p><a href="http://www.toastmasters.org">www.toastmasters.org</a></p>
<b>Read</b>	<p>World Class Speaking – by Craig Valentine and Mitch Meyerson            No Laughs to Know Laughs –By Rory Vaden            Book yourself Solid – by Michael Port</p>	<p><a href="http://www.craigvalentine.com">www.craigvalentine.com</a>  <a href="http://www.roryvaden.com">www.roryvaden.com</a>  <a href="http://www.bookyourselfsolid.com">www.bookyourselfsolid.com</a></p>
<b>Online help</b>	<p>Visit WorldChampionsEdge for great advice from great speakers            997 Ways to be a great speaker – tips and articles</p>	<p><a href="http://www.profcs.com/app/?af=975764">http://www.profcs.com/app/?af=975764</a>  <a href="http://www.website.997waystobeagreatspeaker.com">www.website.997waystobeagreatspeaker.com</a></p>