



## 5 Tips to Remove FEAR of Public Speaking

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### Step 1: Know your Audience

Have you been in a room where the speaker was talking to you about something you didn't know about or, for that matter, care about? Or, if they are speaking at a lower level than you are, you tune out? It is wise then, to spend some time to research who your audience is and address them accordingly. Oh, and that means your level of enthusiasm and demeanor should match the audience. If they are more serious and you're too excited, they may not respect the knowledge you are prepared to share because they cannot get past your excitement.

- Find the common ground with your audience.
  - Allow yourself to be vulnerable- they will perceive you as a human being and listen to you because they will relate to you
  - Share your failures and/or mistakes, you may as well share how you turned your "mess" into a message
  - Incorporate humor- Be ok laughing at yourself; laughter feels good and everyone loves to laugh, no matter how serious the topic.
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### Step 2: What's your Point?

When you are passionate about what you are speaking about, it is easy to give all of the details, background and history. BORING and LONG. Instead, outline what action or mindset you want people to take, and stay on point. I am in the process of preparing for a 12 minute speech that I'm so excited about (SUE Talk) and I've gone through five drafts. There was so much for me to share, but I had to reduce many of the details. Do the dates matter? Does the previous research matter? Do the committee discussions matter? Ask yourself, WHY does this matter? If it doesn't, remove it.

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### Step 3: Preparedness Removes FEAR

Write your points down on paper—writing it makes it stick more in your brain. Practice your talk, whether it's a 30 second elevator speech at a networking group, a 10 minute discussion with your peers to get buy-in, or a 90 minute speech to potential clients, practice it. When it's time for you to present, you will be confident.



## Toolkit Tips Continued...

Public Speaking – 5 Tips to Remove FEAR

Speak on what you know and care about-this is very relevant in being prepared. Your passion will be evident, your knowledge will be displayed and you will enjoy the process.

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### Step 4: Communications Conveys

The three elements of communications: words, body language and tonality convey a lot to the audience and connects them to you.

Words = 7% of Communications

Body Language = 55%

Tonality = 38%

As you sit across the desk, or stand in a large room, be mindful of the effect these elements have. Video tape yourself look for words like “um” and “but”, look for body language like scratching your hair, touching your hair, fiddling with your glasses or folding your hands.

Pauses help people stay with you and serve a great purpose. Pause. Let the point sink in. Then move on.

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### Step 5: Personal Stories Appeal

People relate to the real live events that happen in the lives of others. Theory and facts may be necessary, but the connection with the audience is from the personal story. When you share your story, not the story of someone else, you become human in the eyes and ears of the audience. You can find great stories from your life when you stop- reflect-and acknowledge how the lessons match the topic you are presenting. I relate a lot of stories to my years of doing the Avon 39.3 mile walk - climbing the hills, raising the money, bonding with others while training. You have achieved many great things, so be willing to share those experiences as you are giving your talks.

Networking requires commitment and preparation. For more information on how to create enhanced opportunities from your networking activity and unleash your inner champ to get more results, complete the contact form and receive a FREE 30-minute consultation.



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