Public Speaking: Your New Superpower

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Where do I START?

- ✓ Remember: It's NOT about you

- ✓ Remember: It IS about the audience

- ✓ What's your point?

    - ✓ What do you want to communicate?

    - ✓ Dig deep: what do you *really* want them to hear?

- ✓ Identify your audience

    - ✓ What do they need to know?

    - ✓ What will help them hear you

- ✓ Craft your message

    - ✓ Start with what you know, whether that's the beginning, middle or end

    - ✓ Keep your audience in mind: they want to know "What's in it for me?" How will you answer that?

    - ✓ Tell a story – and tailor it to the audience

How to **SOUND** your best

Practice…

✓ Out loud – what looks great on the page and sounds great in your head may not work in your mouth

✓ Speaking sloooooowly – most people talk faster under pressure

✓ Building in pauses – they act as audio bullet points and give your audience time to absorb what you've said

✓ With vocal variety – don't be the speaker equivalent of white noise

✓ Starting in different spots – so you don't nail the beginning but don't know the end

✓ With a timer – so you don't run out of time before you make your point

✓ NOT reading – unless you're James Earl Jones

✓ Using notes – when your memory needs a push

    ✓ Outline of your speech

    ✓ Anything you have trouble remembering

    ✓ Stick them above/behind the camera

✓ Until you're comfortable with your content, but no so much that you get bored.

✓ Not memorized (unless you're James Earl Jones).

How to *LOOK* your best

Preview your look before your speech.

- ✓ How close are you to the camera?

    - ✓ Think about TV newscasters and aim for that look

- ✓ Camera height – level with or above your face, not below

    - ✓ Need an adjustable table? Try an ironing board

- ✓ Pay attention to your background

    - ✓ What's behind you? Is it more interesting/distracting than what you have to say?

- ✓ What to (and not to) wear

    - ✓ DO wear something that makes you look and feel good

    - ✓ DON'T wear wild patterns or stripes that may freak out the screen

    - ✓ Don't wear the same color as your background (or you'll disappear)

- ✓ Stick your notes above or near the camera so it's not obvious when you look at them

- ✓ Look directly into the camera – that's how you make eye contact when you're not in the same room

RESOURCES

- ✓ Toastmasters: **toastmasters.org/**

- ✓ Zoom test meeting (to see how you look on camera): **zoom.us/test**

- ✓ 6 Tips to Looking Great in a Zoom Meeting: **https://tinyurl.com/yy9n4tac**

- ✓ Speech timer for speakers app (App store or GooglePlay). There are many to choose from; I like the one cleverly titled "Speech Timer" – the screen has colored stripes that that looks like this:

- ✓ Questions? Susan.Ellingburg@gmail.com