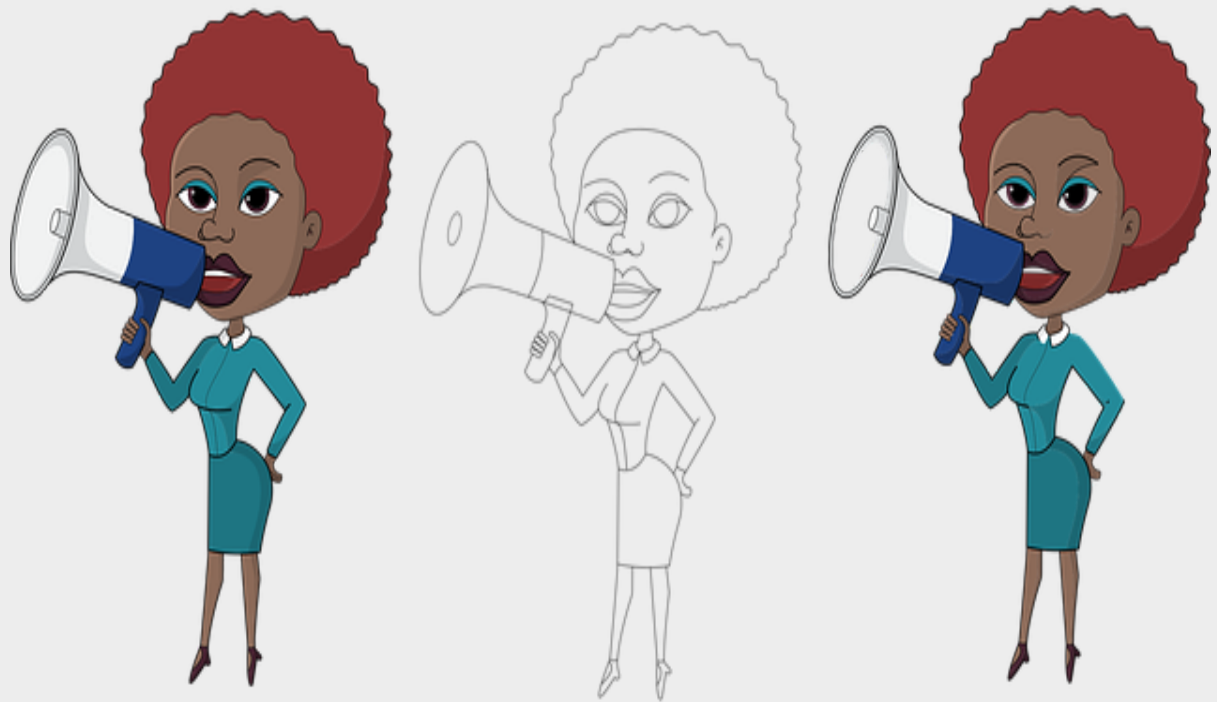


DR SYLVAN LIGHTBOURNE



SILENCE YOUR DOUBTS & IGNITE YOUR SALES



HARNESS THE POWER OF PUBLIC SPEAKING

TIPS FOR CRAFTING A PERSUASIVE
SPEECH THAT DRIVES SALES

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INTRODUCTION



When you hear that you need to do public speaking and give a presentation in front of someone else, what happens?

Do you get excited and ready to show off all of your speaking skills or do your hands start to sweat, your heart start to pound fast, and you get nervous?

If you are like most people, then the latter probably describes you and anything to do with public speaking is not fun in your book.

Never fear though, anyone is able to improve their public speaking skills with a little bit of work. As you will see in this guidebook, the steps to becoming a great public speaker are not hard or a bit secret, they are there for everyone to enjoy.

We will walk you through these steps and make sure that you are ready to take on the world and improve your public speaking skills.

To speak in public, you do not need to be born with the gift of gab or naturally be good at it. Sure, some people do seem to possess these skills and that can be frustrating to those of us who may have to work a little harder.

But even if you are horrible at public speaking and have struggled with this for years, the simple tips in this guidebook will be there to help.

When you are ready to take over your public speaking skills and are ready to impress everyone with your knowledge and expertise of a topic, then take a look at this guidebook and see just what steps you need to take to help improve your public speaking.

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SPEAKING PLAINLY BUT EFFECTIVELY

ONE KEY TO SALES SUCCESS

One of the first things that we need to work on when it comes to public speaking is to figure out the right way to get the message across. While there will be some variations in how you do this based on the audience and the topic that you need to discuss, there are some general rules that you are able to follow, regardless of the situation.

Many people who get into public speaking think that they need to be impressive all the time or no one will listen to them at all. They want to use big words and complex thoughts to get the point across. But this does not work all the time. It can make it hard for the audience to figure out what is being said and may ruin the message. Plus, when you are trying to be impressive, rather than focusing on the message at hand, you may get in over your head, which will make you more nervous than before.

Instead of worrying about all of that fancy talk and big words, it is time to take it in the other direction. Speaking plainly is going to be a more effective tool to getting the message out to the audience you are working with. This doesn't mean you have to dumb down all of the information that you are presenting.

It simply means that you can work with plain language and find that it is more powerful than some of the other options. If your ideas are important, you should not try to hide them behind a veil of words just to sound impressive. You can use all of the fancy wording that you would like, but if the idea is hidden, no one is going to notice the great ideas.

Some of the ways that you can speak plainly, rather than letting the speech get in front of the ideas, include:

HONOR THE IDEA

Being able to speak plainly is going to start and end with your ideas. No matter what the main idea of the speech is, you need to make sure that the idea is front and center and let that do the work for you. Do not ruin all of that work by making it look fancy. A good idea can stand on your own. Try not to soften the idea either. Using things like "think", "feel", and "believe" can make the idea look more like an opinion instead and can make things harder to share with others. Research the idea and then own it during the presentation.

BE YOURSELF

When you are giving a speech and working to use all of the fancy information and words, it is because they are trying to appear to be something they are not. This can be smarter, better educated, more professional, cooler or something else. This causes them to hide behind their real self and act in a different way. This is going to appear a bit odd when you give the speech and can make the audience focus more on those bad actions rather than the message that you are giving.

USE THE SHORTER WORD

Big words can sound impressive, but sometimes they will hide the true message that you are trying to share with others. Rather than letting that happen, you will need to pick the word that makes the most sense for your needs. When you have the option between two words, it is always best to go with the shorter one. That will ensure that your message is not hidden behind some of those big words and can be so much better for the message (plus easier for you to remember).

CUT DOWN THE DESCRIPTION

There are times when you will need to use a description. But there are times when the speech giver is going to try and add some more “oomph” to the story. Adding a lot of adverbs and adjectives around the idea is going to just bury it in details that are not that important. It is usually best to just cut to the chase and save the descriptive language for something else. Your focus is on the message, not on all of the extra stuff that is all around the idea.

COMMUNICATION IS TOP PRIORITY

Sometimes when you are speaking or writing, you may find that there is an urge to step the language up. You may look at the work and feel like the language is not pretty enough or that the audience is not going to enjoy it as much. This means that it is working though. Unless you are working through a ballad or a poem, you need to keep your first priority to communicate the message, rather than make it all flowery

ADD THE YOU & ME

Another way that you may be trying to use language in order to hide some of your ideas is a vain attempt to sound impressive is to use an impersonal and distant tone. While there are some forms of writing where you can do this, such as journalism, you will find that this is not the case often when you are doing public speaking.

To change this around a bit, you will need to add some I and me to the mixture. This is going to be a great way to make yourself seem more impressive and will help the audience to feel like they are being brought into the conversation more than anything else. You will see that it makes your conversation seem more human, which will engage the audience more than before.

You can also engage the audience more fully when you speak directly to and about them instead of using “one” or “we” in the sentences that you use. Instead of trying to make the speech done in third person, you should address them directly and see what the difference is between the two speeches. You can choose to work with a recorder to see what the differences in the two speeches before you make a decision.

While it is tempting to spend your time working with flowery language in order to get others to listen to you and be impressed, this can hide the message and will not help you to really showcase your ideas and what you want to say. Keeping the language plain and simple will not only help you to showcase your idea, but can make it easier to do a great speech where you do not need to remember all that flowery and complex language.

RESEARCH & PLAN

THEN RESEARCH SOME MORE

Now that you know it is important to keep the language simple when it comes to doing your speech and public speaking, it is time to work on some of the research. If you do not know a lot about the topic you wish to speak about, then you are going to be nervous. You may worry that you are talking about things the wrong way or that someone will ask you a question that you do not know.

People who are experts in their topics for the speech are the ones who tend to do the best. They have a wealth of knowledge to draw from and will feel more confident than others who may have just looked up the information a little bit and called it good.



This means that you will need to go through and do as much research as possible about the topic before you ever think about what to put into the speech.

Think about a time when you got into a conversation where you did not understand the topic that well. Maybe you had never heard about the topic before or you were just not familiar with it at all. You may have been able to listen quite a bit, but if someone asked your opinion on that topic, you would have been lost and have nothing to say.

That is the same thing that will happen if you do not research for your speech. You may only have a basic knowledge of the topic and you will be limited on what you are able to share with someone else.

You may even have a stilted type of speech because you are trying to turn that little bit of information into a long speech to help you look impressive.

That is not idea, as most of us can agree. Now we can look at it going another way as well. When you are in a conversation and know a lot about the topic, are you the one who is doing a lot of listening or are you the one talking?

You will be able to answer a lot of questions about the topic and can keep up with the conversation, leading it, directing it, and having fun in the process. You can even teach others a bit more about the topic because your knowledge is so vast on that topic.

This is a much better way to go into your public speaking role. Knowing as much about the topic you wish to present is going to be important. And surface level research is not going to do it.

You should do as much research as possible in the amount of time that you are given. If you have a lot of time, then your goal is to become an expert in the field, getting as many points of view and references that you can find.

If you are short on time, you can still do some research to find out as much as possible. Your goal is to learn as much about the topic as possible. Even if you do not add some of that information into your speech, you will find that it can be useful along the way.

It will help you to answer questions and to go off topic if that is necessary. It never hurts during the presentation to have too much knowledge than too little.

KNOWLEDE IS POWER & POWER IS CONFIDENCE

The important thing to remember here is that knowledge is going to be powerful. It will help you do a better job when it comes to preparing the speech that you would like to do. Many people assume that they are going to be able to do a few minutes of research and then be ready.

But your goal is to be one of the most knowledgeable people in the room about that topic. This makes sense; no one goes to a speech or a presentation about topics that they already know a lot about. They are there to learn more and to see what you are able to teach them about that topic. You need to have the knowledge to show them that they can trust you and listen to everything that you have to tell them.

So, take your time researching. Knowledge is your power when it comes to doing a presentation. The more that you know on a topic, the easier it is to give a long speech without rambling or restating the same facts over and over again. You will have plenty of topics to utilize and that is powerful when you prepare and give a speech. You may not use all of the facts that you garner throughout your research.

If you do a good job with the research, you will likely have a lot more facts than you will have time for, which is fine. This allows you to have some background information if someone asks a question or if you are given more time to dive into something later, without worrying that you are all out of material. It is always better to have too much information to share than not enough.

When you have all of that information available to share with other people, this is going to give you a lot of power. You will have the power to share that information with other people, power to help others learn something, and power to know that you have a ton of stuff that you can share with others if you need.

And all of this power and knowledge is going to give you the confidence that you need to do well with your presentations. Confidence is the key to all public speaking. If you are confident in the things that you are telling to other people, you will get ahead with your skills. And the best way to build up that confidence is to do a lot of research.

When you are ready to jump on board and start preparing for that big speech, it does not have to be a big ordeal of nerves and other things slowing you down. Instead, it can be as simple as doing some research online, finding some books, and talking to others who will be able to answer your questions. Find out as much as you can about the topic, taking notes on things that you think would be interesting to talk about in the speech later.

With all of that research in mind, it will be easier to create the best speech that you need.



THE POWER OF PAUSE

When it comes to public speaking, many people worry that when they pause, it is going to look bad on them. They assume that all pauses, no matter where they fall within the speech, will be bad and can ruin all of the hard work that they do.



This silence is not going to be a weakness when it comes to public speaking. You do need to focus on doing them at the right time though. And two or three seconds is usually long enough to help out with this. If you go for much longer, then it can get a little awkward. With some practice, you will get better at knowing when to place these pauses and how long they need to last.



This is just not the truth though. The pause can be a powerful tool when you are giving a speech. A small one gives you a moment to collect your thoughts.

Sometimes it gives everyone a breath to think about a thought. When used well, it can even be possible that this will emphasize some important parts of your speech. It takes some time to learn how to utilize the pause, but it can be a great tool when it is done well.

Pauses are going to be a very important tool when you talk about public speaking. Pausing for a few seconds can allow the audience some time to reflect on what the speaker just finished telling them. It will also give the speaker a few seconds to gather their thoughts, giving them a chance to pay attention to the audience.

TYPES OF PAUSES

Now that we know a bit more about why a pause is such an important part of your speech, we need to take a look at the different types of pauses that are available. Some of the pauses that you can consider include:

1. Vital information pause: This is going to be a pause that you can use when you have delivered some important information. This gives the audience some time to absorb that information and process it.
2. Dramatic pause: This is a pause that is able to create some suspense and can work well in some speeches.
3. Visual pause: This is the pause that you will be able to use when changing a visual or a slide. This helps the audience have a few more seconds with the slide.
4. Rhetorical question pause: The speaker will ask a rhetorical question and then pause after it. The audience will not answer out loud, but it does give them some time to answer in their heads.
5. Punchline pause: This is the pause type that the speaker can use before and after they make their punchline. It is going to create some anticipation and lets the audience release some laughter.
6. Sentence pause: This is going to be a short pause that helps to when switching from one sentence to another rather than joining them together and can break up some of the monotony as well.
7. Paragraph pause: This is similar to the sentence pause, but will be a little bit longer when the paragraph is done. Helps the speaker to get a breath as well.



Pausing is such an important part of your speech. It allows you to slow down and really make your point. It avoids you speeding through the information and makes it so you can catch a breath.

We often think that something is going to be wrong if we stop during the speech. But the pause is often much shorter than we think it is in our heads.

With a little practice, you will be able to do a pause and see how great they are for enhancing your public speech.



DON'T FORGET ABOUT YOUR BODY LANGUAGE

The next thing that we need to take a look at is the body language. There are so many things that you are able to communicate through your own body language. You can show confidence and that you are comfortable, but you can also turn it around and make you look nervous for the speech as well. Some of the things that you should remember about your body language during the speech includes:

HOW TO EMPHASIZE YOUR POINT THROUGH YOUR BODY

Open body language is going to be one of the best ways to help you to show the confidence that you would like during the speech. Open body language refers to the stances and gestures that will make you appear more trustworthy and approachable.

Keeping the chest open to your audience is going to show that you are open, or having fists that are not clenched during the presentation. This helps the audience see that you are sincere and interested in establishing a conversation with the other person.

The first thing to look at is your posture. This is so important for helping you look and feel more confident. When you are insecure or even a little nervous, it is normal to want to shrink in on yourself and try to look smaller. You need to avoid this if possible during the speech. Some of the ways that you can do this is:

1. Stand up straight. Slouching looks lazy and makes you appear insecure, which is not a good message during a speech.

2. Push the shoulders back a bit and lift the chin. This will prevent you from hunching over and forces the eyes off the floor.

3. Own the stage. Moving around allows you to own the space and prevents you looking like you want to run off the stage.

4. Try not to stand still behind the podium. This is going to create a barrier between you and the audience.



Your hand movements are important to. They can either help you or hinder you in the process. You can utilize them to put emphasis on some of the important parts of your presentation. Your hand movements need to be able to show trustworthiness and openness as well. This means avoid the clenched fists and try not to fidget or hold the hands in an awkward manner.

One way that you can show that you are honest and sincere is to have the palms out and open. And if you do it right, some of your hand movements can be turned into memory techniques so that others will remember some of the parts of your speech better than before.

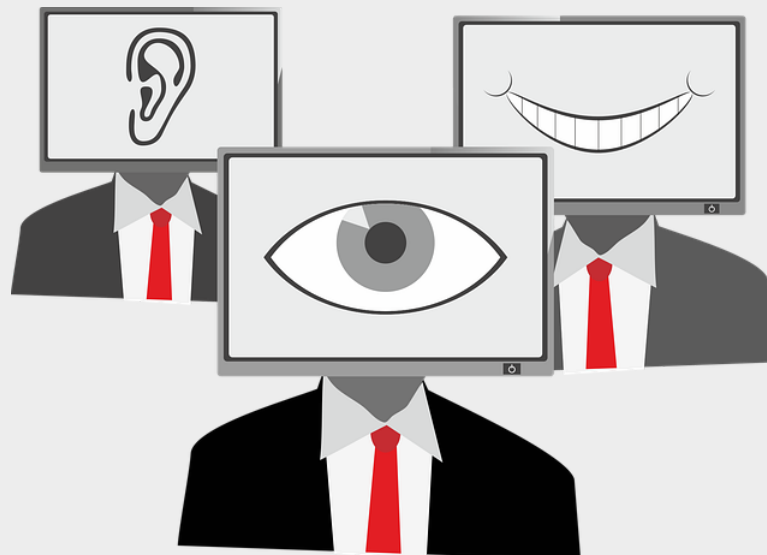
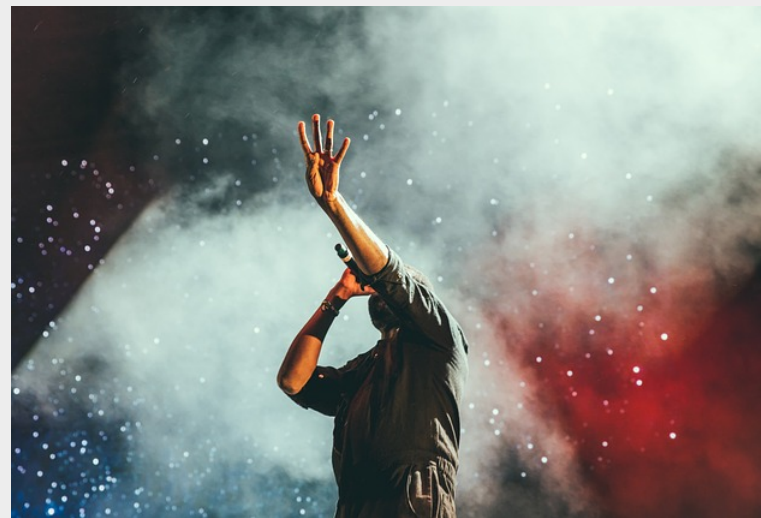
And finally, we need to look at facial expressions and your eye contact. These will allow you to show more of your energy and enthusiasm for the audience to be ready for the presentation as well. Some of the steps to help with this include:

1. Smile: Smiles are contagious and it is likely that others will smile back. This is something that you should use, at least at the beginning to open up the conversation with others.

NB. Know your audience well before using smiling tactics!

2. Eye contact: This is a must when you want to present something to others. It will help to acknowledge the person in front of you, shows that you want to build trust with them, and kicks out some of the nervousness that you have.

3. Feel emotions: If you feel nervous, you may want to just focus on having a straight face, but this is not going to help at all. It is good to show some emotion during the speech, whether it is sadness, excitement, or even happiness. You just need to practice the best ways to make this stand out.



THINGS TO AVOID

Now that we know some of the great body language skills that you should use to make your presentation better, it is time to learn some of the simple things that you should avoid. These cues are going to be bad for your message, showing that you are nervous or that something else is wrong during the speech. It can even take some of the trustworthiness away if you are not careful.

Some of the things that you should avoid with your body language includes:

1. Wrong movements of the hand: Using your hands a bit can be helpful to providing a clearer message than before. But if you fidget with them, clasp them, or look nervous, then they will detract from the message too.

2. Crossed arms; This is going to show that you are not enthusiastic about the speech. And if you are not excited, then why should anyone in the audience want to listen in the first place.

3. Avoiding eye contact: It is not a good idea to stare down at the ground and hope that your speech will go well. Instead, you need to look at the audience, moving around to different members of the audience to help you feel more comfortable.

4. Bad posture: Slouching, kicking your legs, bending over, or trying to shrink back into the stage are all examples of bad posture that you can have that will ruin your chances of appearing confident. Learn how to stand up straight with good posture and see what a difference it will make.

5. Touching your hair: Do not touch your hair or mess with your clothes or touch your face a bit. This is going to be distracting as you are talking and will show that you are nervous. Try to keep your hands still or practice some of the ways that you can use the hands in a more effective way instead.

6. Forgetting to smile: Everyone wants to see your smile. It helps you look more calm and happy and can add a bit of confidence to the speech as well. Plus, it is more likely that someone will smile back at you too, which can give you a little boost as you go.

7. Playing with things: When you are nervous, you will often find things to hold onto or mess around with to help you feel better. If you are crumpling up the paper in your hand, or messing with your clothes, this is a sign that you are nervous and can ruin the speech you want to give. Use your hands to share the message if you are worried about what to do with them.



SPEAKING TECHNIQUES FOR ALL SITUATIONS

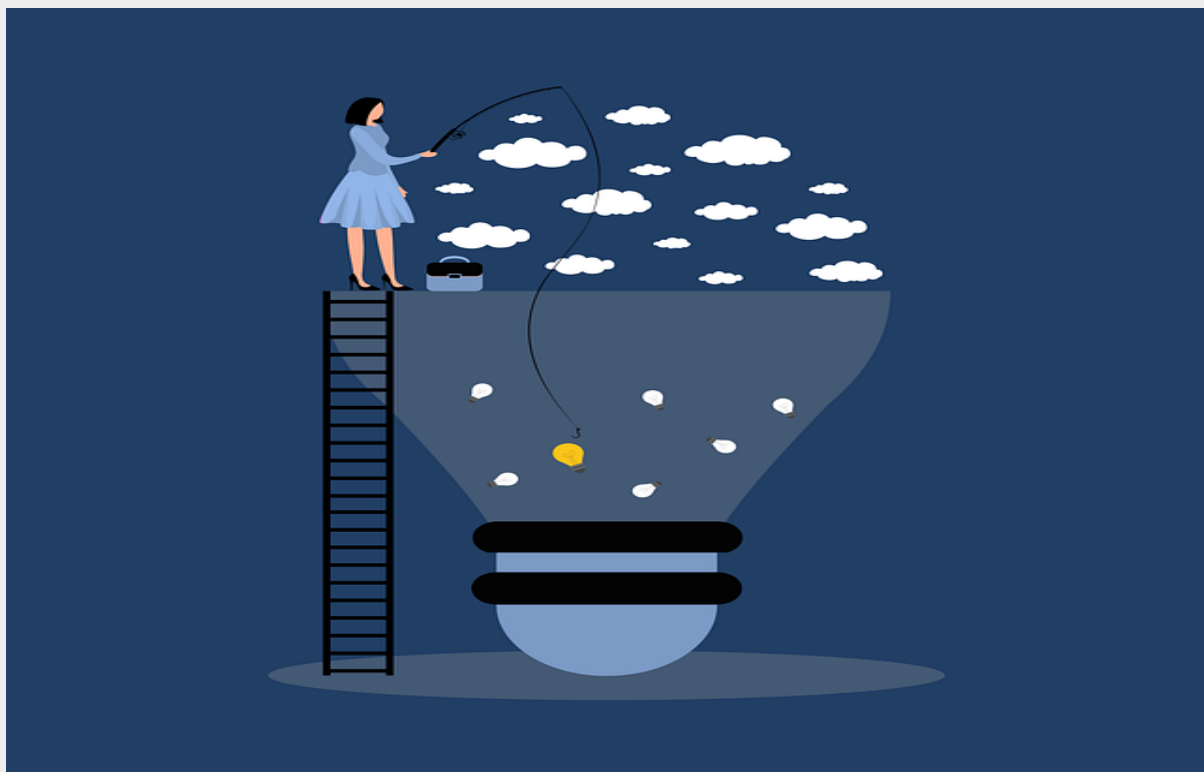
Each speaking situation is going to be a little bit different. You need to make sure that you are prepared to handle it, no matter what you need to speak about. Some of the great techniques that you are able to use to help you out, no matter the speaking arrangement includes:

KNOW YOUR TOPIC

The best way to increase your confidence and really do well with your speech is to know the topic. You need to become an expert on the topic that you are discussing. This will help you feel ready to take the speech and impress others.

How confident do you feel when you are trying to talk about something that you do not know about in your regular life? But could you turn around and discuss a topic that you really love and know a lot of information about? The same is true when you want to be a public speaker.

Take the time to learn as much about the topic as possible before you get started with any speech preparation. Look online, read books, look on social media, talk to experts in the field, and try to implement it into your daily life if possible. The more familiar you are with the topic, that easier it is for you to work on talking with confidence.



HAVE A PLAN

You need to have a plan for what you would like to talk about in your speech. It is great to know a lot of information about the topic and that research is going to provide you with a lot of great places to make a plan. Think about what you want to talk about and the best order that you can use for this.

Then make an outline of that. This outline is going to help you to organize some of your thoughts. Write down the top topics that need to be discussed. Then write little notes around them to help you stay on track. While practicing the speech, you can keep the outline with you the first few times to help you not forget any points.

As you get more comfortable with the topic and what you want to say, you can drop the outline and speak with confidence.

PRACTICE

Nothing will prepare you better for public speaking then doing a lot of practice. Record yourself, say the speech a few times a day, and do any other steps that you can to make sure that you are getting enough practice in during the day. You can never practice too much, especially if you are nervous about doing the speech. Find five to ten minutes a day to practice at least a little bit of the speech to see what a difference it can make.

VOCAL EXERCISES

Vocal exercises are one of the best things that you can do during your practices. They will help you to get more experience with the public speaking and can avoid stuttering, making too many “ums” during the speech and more. There are several different vocal exercises that you can utilize including:

1. Speak out loud: You should make sure to say the speech out loud at least once. This helps the vocal chords to get stronger and will help with some of the pronunciation as well. You can practice the right inflections, tone, and more. You can also record your voice to see how it sounds so you can make changes.
2. Practice in debate: Or just have a conversation with someone else. The more that you are able to speak, even if it is not for that speech, the easier it will become.
3. Read out loud: A good way to practice is to just grab one of your favorite books and read it out loud. This will help you get used to the right pacing and can be a good way to practice a lot of different words and tones along the way.

COMPOSING YOURSELF BEFORE THE BIG MOMENT

Before you get started with any big speech or presentation, take a few moments to compose yourself and get ready for the big moment. Most people are going to be a bit nervous when they first start out. This is completely normal. The more times that you practiced the speech and the more times you get out there and do a speech in front of other people, the easier it will get.

Try to give yourself a few moments alone before you need to give the speech. Five to ten minutes is often enough. Do some deep breathing and remember how great you sounded when you did all of that practice before. Remind yourself that you will do great and that everyone is excited to hear what you have to say.

No one is going to judge; everyone has been in the same situation in the past and understands how difficult public speaking can be. Let go of the nerves, and you will be surprised at how great it will go.

Everyone can work as a public speaker, they just need to be ready to give it a try. There are so many benefits to doing well with public speaking, and you will be able to utilize these techniques and skills, no matter the situation you are in for public speaking. The more times that you practice and do the work for public speaking, the easier it becomes and the more success you will see.





CONCLUSION

Many people worry about their skills in public speaking. They think that they are bad at the process and that they will never be able to improve some of these skills. When they get on that stage, they get nervous and feel like they will never be successful with speaking eloquently or doing well along the way.

With some of the tips and suggestions in this guidebook, you can enhance your public speaking skills, no matter what level you are at to start. When you practice some of these skills, you will find that your speeches will naturally get better and you can impress so many audiences with your public speaking skills.

When you are ready to see how easy it is to improve your public speaking skills, then keep this guidebook nearby and use it to make it easier to speak to anyone.



THANK
YOU!