



TOP PUBLIC SPEAKING TIPS CHECKLIST

- 1. Nerves create the same physical effects of Excitement. Focus on the excitement and use this energy to propel your message. (Practice a super-hero stance before you go onstage or go in front of the camera).
- 2. Know your audience: **What do they need or want to solve?**
- 3. Organize Your Message and choose Clear and Precise Language.
- 4. Be Yourself. Let Your True Personality shine!
- 5. Start with a pertinent quote, story, surprising statistic, or question.
- 6. Use Humor, Stories, and your Personal Touch to engage your audience.
- 7. Ask Your Audience to participate by sharing their experience: Have they ever experienced x problem? What have they tried to solve X given situation?
- 8. Don't Read from slides unless you have to. If you must read, then pick a few words (3-6) from the page and deliver them to the audience or camera directly. Then look at the next phrase and share that with the audience.
- 9. Use a paper Outline to help you during your presentation. Use Index cards if in person, or a one-sheet outline near your camera if virtual).
- 10. Keep language in slides to the minimum and use bullet points often.
- 11. Keep Your audience engaged with client examples and their successes. (This also develops trust and helps your offer of other programs).
- 12. Use Audiovisuals precisely (a picture is worth a thousand words).
- 13. Use your powerful Non-verbal cues: vary the pitch of your voice, the rate of delivery, your tone, your posture, and gestures with confidence!
- 14. Use moments of silence to let the audience process information.
- 15. Ask the Audience for Feedback on the spot: What would they like to know more about? How can they implement this topic in their life or biz?
- 16. Close your speech or presentation with a review, a final message, and/ or audience takeaways.
- 17. Finally, share with your audience how they can continue working with you: provide your offers, links, scheduler, and share your contact information.

