

Mastering the Art of
PUBLIC SPEAKING



9 STEPS TO
MORE EFFECTIVE
COMMUNICATION

**Mastering the Art of
Public Speaking:
9 Steps to More Effective
Communication**

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Introduction:

Public Speaking Power



Consider some of the great public speeches made throughout history. Winston Churchill declaring that England would never give up and never stop fighting. JFK encouraging people to ask not what their country could do for them, but what they could do for their country. Franklin Delano Roosevelt telling people that the only thing to fear is fear itself.

These speeches galvanized millions of people. They compelled people to do things that they wouldn't have normally done. When people heard these speeches, they were motivated to do great things.

That's the power of public speaking.

The simple truth is that the ability to speak well in public is tremendously valuable. Excellent public speakers can motivate others to take massive action. They can stir people's emotions and lead them to take valuable risks that they wouldn't otherwise.

A powerful speech is a tool that, when wielded properly, can achieve great good.

And public speaking is an excellent way to build a business and a brand. The more effective you are at public speaking, the more effectively you can spread the message of your brand and compel others to do business with you. The biggest and best brands are often led by the most effective public speakers.

Think of how Steve Jobs built Apple through his powerful keynote speeches. His keynotes resulted in millions of people lining up days in advance to get the latest iPhone. Without those speeches, it's unlikely that Apple would be the company they are today.

Of course, all this raises a critical question: how can you grow as a public speaker?

Because the unfortunate truth is that most people are not naturally gifted public speakers. It takes work, practice, and repetition to be able to develop a speech effectively.

That's what this eBook is all about. You'll discover a 9-step process for strengthening your public speaking skills. By the end, you'll know the precise steps to follow in order to deliver

speeches in a powerful, effective, and compelling manner.

Ready?

Let's dive in.

Step #1:

Prepare Thoroughly



First and foremost, it's absolutely essential that you prepare thoroughly to make your speech. As the old saying goes, if you fail to prepare, prepare to fail.

In addition, the more you prepare ahead of time, the more comfortable you'll be when you get up on stage. You'll be familiar with your material, able to deliver it effectively, and not nearly as nervous as you would be had you not prepared.

Preparation ensures that you deliver an absolute dynamite speech that resonates with the audience on a deep level.

When you stand before your audience, you'll have the confidence to know that you put in the necessary time and effort to create an absolutely fantastic speech. You won't be doubting whether your speech is any good. You worked hard to craft your speech and because of that, you know that it's good.

On the flip side, when you don't prepare, you're not comfortable with the material in your speech. It's not ingrained in your memory and

you have to rely heavily on your notes, causing your delivery to be stiff and uninspired.

What sorts of things should you do when preparing your speech?

Follow these strategies when crafting your speech:

1. You have a main point to your speech that is crystal clear in your mind. This is the point of your entire speech. You should be able to easily answer the questions: “Why am I giving this speech? What am I hoping to achieve by it?”
2. Every sub-point is clear. Each sub-point should be in some way related to your main point and should clearly drive home your main point in some way.
3. Each sub-point leads directly into the next point. Work to ensure that all your points are connected. You don’t want to make random, tangential points.
4. Your sentences are concise. Each word you speak should have a purpose. Avoid

using filler words or sentences. Ensure that all your sentences are direct, clear, and concise.

5. You have illustrations to help clarify difficult or confusing points. Illustrations help people more effectively understand confusing or difficult points. Ensure that every challenging point you make has at least one accompanying illustration.
6. You speak *to* your audience, not *at* your audience. Your goal is to engage with your audience, not simply deliver information to them. Join your audience, right where they are, with their struggles and joys and challenges.

The 7 “C’s” of Communication

When preparing your speech, remember the seven “C’s” of communication.

Every communication, including your speech, should be:

1. **Clear.** Every aspect of your speech must be clear, both to you and to your audience.
2. **Complete.** Your speech should include as much relevant information as possible, so the listener can get a complete picture.
3. **Concise.** Your sentences, paragraphs, and main points should all be appropriately concise.
4. **Concrete.** Whenever possible, use concrete language rather than abstract.
5. **Courteous.** Your speech should be courteous to your audience, considering both their feelings and viewpoints.
6. **Correct.** Each statement in your speech should be correct.
7. **Considerate.** Your speech is considerate of how the audience thinks and thus presents information in ways that are relevant and helpful to the audience.

The absolute last thing you want to do when giving a speech is to get up on stage and wing it. This is a recipe for disaster. You'll fumble around, struggle to keep your place, be glued to your notes, and be uninteresting.

Instead, take the necessary time to thoroughly prepare. Ensure your notes are clear and easy to read. If you have trouble reading notes on sheets of paper, put them on big index cards. You want to make things as easy for yourself as possible.

The most effective speeches are those in which many hours of preparation have been invested. Avoid skimping on preparation. You'll regret it if you do.

Step #2:

Practice Repeatedly



You're not done once you've finished crafting your speech. Now it's time to practice, practice, practice. Your goal is to burn your speech into your mind until you know it inside and out.

If at all possible, you don't want to be tied to your notes when speaking. You want to be able to move freely about the stage. You want to be able to engage with the audience and speak as you do normally, not like you're reading from notes.

This is why practice is so important. It allows you to try out your speech before you have to deliver it. It enables you to iron out any wrinkles and work through any difficult parts.

The more you practice your speech, the more confident you'll be when the time comes to deliver it.

So how can you practice your speech?

Consider these ideas:

1. Review your notes repeatedly. By reviewing your notes, again and again, you transfer the information from the paper to your memory. When you're giving your speech, you can recall elements of it much more easily, making it much easier for you to move away from your notes.
2. Practice in front of a mirror. In addition to reviewing your notes repeatedly, practice giving your speech in front of a mirror. This will allow you to analyze your body language and help you be less stiff when speaking. When standing in front of the mirror, practice using body language such as hand gestures.
3. Record yourself speaking. Use your smartphone to record yourself giving your speech. This allows you to evaluate your body language, tone of voice, and your speech patterns. You can then make corrections if necessary.

- For example, you may find yourself saying, “Umm,” between a lot of sentences. When you watch yourself give your speech, you’ll pick up on this and be able to adjust accordingly.
4. Give your speech to a small audience. Consider giving your speech to a family member or friend in advance of when you’ll actually be delivering your speech. This allows you to practice engaging with a real audience. Additionally, they can give you constructive criticism of your speech.

As with preparing your speech, it’s utterly essential that you not skimp on practicing.

If you want to be a powerful public speaker, it’s crucial to practice. As they say, practice makes perfect. The more you practice your speech, the more “perfect” it will be when you deliver it.

Step #3:

Craft Your Introduction Carefully



Now, let's get into the nitty-gritty elements of your speech. Let's talk about your introduction. There are few elements more important to your speech than your introduction.

Your introduction grabs people's attention. It's like a headline in a newspaper. It should pique people's interests and cause them to keep listening. If your introduction is boring or confusing, they will immediately start to tune out and their eyes will glaze over.

If, on the other hand, your introduction is compelling and gripping, you'll have people sitting on the edge of their seats. They'll be mesmerized and you'll have the audience's attention immediately.

Boundless Communications puts it this way:

With the introduction, you have the power to capture your audience's attention and interest while simultaneously giving them an understanding of what they're about to hear for the next five, ten or even sixty minutes. An introduction can make or break a speech, because if you can't

capture your audience's attention right at the beginning, how will they possibly remain interested for the duration of your speech?

So how do you craft a great introduction to a speech?

Consider using one or more of these elements:

1. A compelling story. People absolutely love stories, and if you can begin your speech with a compelling, fascinating, gripping story, you'll command the audience's attention.
2. Startling statistics. Startling, surprising statistics are a great way to get people's attention right from the beginning. The more startling or surprising the statistics the better. If possible, you want the statistics to catch your audience off guard so that they're immediately paying close attention.
3. A powerful quote. Quotes from well-known individuals can be highly effective

at the beginning of speeches, especially if it's not a well-known quote.

4. Humor. You have to be careful with humor, as it can easily fall flat. However, a well-crafted joke, especially at your own expense, can be a powerful way to grab attention. People love a good laugh, and if you can start your speech off with one, you'll have a distinct advantage.
5. A personal anecdote. Want to hook your audience from the start? Tell a personal story that reveals something about you. It's a way of being authentic and making a real connection with the audience from the start.
6. An expert opinion. Beginning your speech with an expert opinion is a great way to establish the authority and truth of what you're saying right from the start. It shows that you're not simply spouting your opinions but are relying on experts in the field.

When you're building your introduction, ensure that you don't ramble. Start with one of the

elements listed above and then quickly get to your main point. If your introduction rambles, it won't matter how many of the above elements you use -- you'll still bore your audience.

If you shape your introduction properly, you'll have people's full attention from the start. If, on the other hand, your introduction is boring and dry, you'll lose your audience quickly.

Spend the necessary time ensuring that your introduction is powerful and compelling.

Step #4:

Build Your Primary Points



Once you've crafted your introduction, it's time to begin developing the main points of your speech.

To state the obvious, your main points are incredibly important. They are the meat of your speech. If your main points are compelling, your speech itself will be compelling. If they're irrelevant, boring, or confusing, your speech will also be those things.

When crafting your main points, ask yourself the following questions:

- Do all the main points tie in clearly to the overall point of your speech? You don't want any of your main points to be tangents.
- Does the first main point flow smoothly out of the introduction? Is it clear how the introduction is related to the first main point?
- Do the remaining points clearly and logically connect to each other? For example, is it clear how the second point

is related both to the first point and the third?

- Is each point memorable? As much as possible, you want your main points to stick in people's minds.
- Do you have smooth transitions between your points? Avoid abrupt transitions. Your goal is to make the points flow together as smoothly as possible.

It may be helpful to think of your speech as a chain. Each stage of the speech is a link that should be connected to another part of the chain. If one part is not connected, then you either need to discard that part of the speech or work to ensure that it actually is connected.

When building your main points, always keep the audience in mind. Remember, the speech is ultimately about them, not you. Your goal isn't to communicate as much information as possible in a short amount of time. Your goal is to add as much value to your audience as possible.

When practicing your speech in front of a small audience, ask them whether they were able to clearly follow the primary points of your speech.

If the answer is, “No,” then you need to go back to the drawing board and ensure that all your points are clear and flow well together.

Step #5:

Create Value for Your Audience



When giving a speech, it can be easy to forget why you're actually doing it. You can get so focused on giving the speech properly that you forget the overall purpose of the speech. You can get so wrapped up in the techniques of speaking that you lose sight of the overall purpose of your speech.

This is why you must consistently focus on delivering high value to your audience. You want your audience to be *glad* that they listened to you. You don't want them to feel like you wasted their time.

So how do you add value to your audience?

Here are some simple ways:

1. Be relevant. Everything you say should be relevant to your audience. Speak directly to their pain points and struggles. Address their fears and talk about common challenges that we all struggle with.
 - The more relevant you are to your audience -- the more you speak directly to their lives -- the more

value you'll add to your audience.

2. Be educational. At a minimum, you want your audience to come away feeling like they learned something truly important. Avoid simply throwing information into your speech to fluff it up. Fill your speech with important, *relevant* information that will educate your audience.

- Ensure that your audience comes away from your speech having learned something that will truly benefit them.

3. Be entertaining. Obviously, you don't want to try to be a standup comedian. However, the more entertaining your speech is, the more your audience will appreciate it.

- Sprinkle in the occasional joke.
- Make silly self-deprecating references.

- Use visuals that engage your audience's attention.
- Keep your audience entertained and they'll feel like you're adding value to them.

Avoid getting so buried in preparing your speech that you miss the main point. Don't get lost in all the points, sub-points, and illustrations to the point where you're no longer connecting with your audience.

Your goal, from start to finish, is to give massive amounts of value to your audience. The more you can do that, the more successful your speech will be.

Step #6:

Create Your Conclusion



Your conclusion, though it may be brief, is essential to your presentation. A good conclusion will leave an indelible impression and help your audience remember your speech. A boring, uninspired conclusion won't leave any impression.

So, what makes for a good conclusion?
Thankfully, it's not complicated.

Your conclusion simply needs to remind people of what they already heard. Summarize the information you already presented to them, although not in a word-for-word fashion. Simply recapitulate what you told them, reminding them of your main points and reinforcing what you already said.

If you're able to tell a story or anecdote that ties your conclusion into your introduction, that's even better. One way to do this is to tell part of a story during the introduction and conclude the story during the conclusion. This creates suspense during your presentation as people eagerly wait to hear the end of the story.

You may be tempted to think you don't need to spend much time on your conclusion, but that's

not true. It's just as important as the other parts of your speech. Because it's the last part of the speech, it's the thing that sticks in people's minds the most.

Take the time to craft a compelling conclusion that aptly summarizes everything you've talked about and ties into the introduction.

Step #7:

Calm Your Nerves



breathe

Unless you're an established public speaker, you're probably going to experience some nerves before you give your speech. This is completely normal. Most people feel very nervous before giving a speech, and it shouldn't surprise you if you feel the same.

Marjorie North says:

All people feel some physiological reactions like pounding hearts and trembling hands. Do not associate these feelings with the sense that you will perform poorly or make a fool of yourself. Some nerves are good. The adrenaline rush that makes you sweat also makes you more alert and ready to give your best performance.

The issue is that being overly nervous can have a negative effect on your speech. It can cause you to tightly grip the podium (if there is one), sweat profusely, read constantly from your notes rather than engage with the audience, speak in a monotone voice, and many other negative effects.

So how do you calm your nerves prior to giving a speech?

Here are some tested and proven methods:

1. Know your topic inside and out. The more you know your subject, the less you'll need to rely on your notes and the less nervous you'll feel. If you do make a mistake, you can easily get back on track.
2. Practice thoroughly. The more you practice your speech, the more comfortable you'll be while giving it and the less nervous you'll feel. The speech will also be burned into your memory, allowing you to rely less on your notes.
3. Challenge your worries. There are probably some specific things you're worried about when it comes to public speaking. Most of these worries will never come true. List your worries and then identify what will most likely happen.
 - For example, let's say you're worried that you'll lose your place and get stuck in the middle of your

speech. You can know this won't happen because you're going to thoroughly prepare all your materials and ensure that they're easy to follow.

4. Do deep breathing exercises. Before giving your speech, take the time to do some deep breathing. This will calm your body and mind, enabling you to deliver your speech effectively.
5. Visualize yourself speaking confidently. Take a few moments to visualize yourself speaking confidently, bravely, and effectively to your audience. Visualizing these things before you deliver your speech will help you actually do them when the time comes to speak.
6. Think positively. When thinking about giving your speech, think in positives. Avoid dwelling on negative things that could happen. Rather, think about all the good that is going to come from your speech. Think of all the people who will be helped and how much value you're

going to deliver to your audience.

7. Repeat affirmations. In addition to thinking positively, speak positively about your speech. Say things like, “I affirm that this speech is going to help hundreds of people.” Or, “This speech is really going to knock the socks off the audience.”
 - Speaking positively puts the Law of Attraction into effect. You attract what you focus on, and the more you focus on the positives, the more you’ll attract them into your life.

You don’t need to be afraid when giving your speech. Take the time to do these exercises and you’ll see your nervousness melt away.

The very best way to deal with nerves, however, is to speak in public on a regular basis. The more you do it, the more comfortable you’ll get, and the less nervous you’ll be.

Step #8:

Engage with the Audience



This step is critical. It's not enough to simply get up in front of a crowd and read your speech from your notes. While this may communicate the appropriate information, it won't cause your speech to resonate with the audience.

If you want your speech to resonate, you must engage your audience throughout the entire speech.

So how do you ensure that your audience stays engaged?

Try these techniques:

1. Pause for poignancy. Don't be afraid of a little bit of silence. If you're making a particularly poignant point, pause and give the audience time to process what you're saying. Avoid moving so fast that your audience can't digest the powerful points you're making. Give them space to think.
2. Ask rhetorical questions. Rhetorical questions force your audience to stop and

think about what you're saying.

- Questions that start with phrases like, "Have you ever considered..." or, "What would you say if..." are a great way to grab your audience's attention and hold it.
3. Look at the audience. You don't want to be glued to your notes. Look up from your notes consistently. Look at specific members of the audience. This makes your speech feel more conversational and less stiff. It also helps your audience pay closer attention.
 4. Walk around. If you're able, walk around on the platform. Speak to one side of the crowd and then the other. The consistent movement will engage the audience's attention as they follow you around the stage.
 5. Use appropriate body language. When delivering your speech, you don't want to be stiff and unmoving, like some sort of mannequin. This will quickly turn your

audience off. Use body language such as hand gestures to grab your audience's attention.

- Susan Tardanico says:
Remember that 90+% of communication is nonverbal. Your audience will read your facial expressions, the tone of your voice, the way you use your hands, how you stand and move. A warm, easy smile and calm body immediately tell the audience that you're comfortable and confident. And when the speaker is comfortable, the audience is, too. The opposite is also true.

It's important to note that the more familiar you are with your material, the better you'll be able to engage with the audience. The more you know your speech, the more you'll be able to look up from your notes, pace the stage, and use body language appropriately.

On the other hand, if you don't know your material well, you'll be glued to your notes and unable to effectively engage with the audience.

Step #9:

Be Authentic



The final step in being an outstanding public speaker is to be authentic. When speaking to an audience, you want to be as authentic to who you are as possible. Avoid trying to be someone else. There is only one of you. Be your full, authentic self when delivering your speech.

The simple truth is that people can smell a fake. They can tell when someone isn't being themselves. They can tell when a person is putting on a show.

On the flip side, people can also tell when a person is being authentic. We're drawn to authentic people. Authenticity resonates with us and makes us want to connect with them. If you're being authentic when you speak, your audience will want to connect with you.

So how can you be authentic?

Here are three simple ways to show your authenticity:

1. Tell personal stories. Personal stories give a glimpse of who you are. They allow you to be transparent and honest with the audience. The more personal you can be

with the stories, the more authentic you'll seem. They'll feel like they're gaining an understanding of the true you.

2. Admit your weaknesses. We all have weaknesses. If you try to pretend you don't have any weaknesses, your audience will know right away. During your speech, admit your weaknesses. Your audience will appreciate you more.
3. Weave emotion into your speech. Undoubtedly, there will be points in your speech that affect you more emotionally than others. If a point truly does affect you emotionally, don't be afraid to show those emotions. Emotions show that you're a real person with real feelings.

The good news about public speaking is that you don't need to become some sort of superhuman. You don't need to have all the answers or be an expert. You can simply be yourself.

Your audience will resonate more with your authentic self than if you try to put on some sort of show.

So, avoid trying to hide or be someone else. Be authentic. It always wins the day.

Public Speaking: Anyone Can Do It



You don't have to be Winston Churchill, Steve Jobs, or JFK in order to be an effective public speaker. You don't have to be a master of oratory in order to deliver a powerful speech.

Simply follow these 9 steps:

1. Prepare thoroughly.
2. Practice repeatedly.
3. Craft your introduction carefully.
4. Build your primary points.
5. Create value for your audience.
6. Create your conclusion.
7. Calm your nerves.
8. Engage with your audience.
9. Be authentic.

The more speeches you give, the better you'll become at giving them. As you get up in front of people, again and again, you'll find yourself becoming more confident, comfortable, and effective.

You'll start to get compliments about how good your speeches are. Your brand will be strengthened and there's a good chance your business will grow. You'll establish yourself as an

expert in your field and be sought after to speak even more.

So, here's the question: what are you waiting for?

Get out there and start delivering powerful speeches today. You can do it!