

Article

10 Tips For Effective Public Speaking

By Dennis McCafferty

Fear of public speaking is routinely ranked up there with death, heights, and spiders among the things that really freak people out. We hate to add to the pressure, but speaking well to a group also can mean a lot to your career – and speaking poorly from the podium can hold you back.

10 Tips For Effective Public Speaking

Train for the Event

Hydrate beforehand. Perform vocal exercises. Take deep yoga breaths in a place where air isn't dry.



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Avoid Voice Killers

These include milk products, chocolate, sodas, and cigarettes.



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Look for the Sweet Spot

Focus slightly above the head of the person in the center of the back row; this offers the widest range of eye contact with the least effort.



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No Filler Zone

Eliminate "you knows" and "ahhs" to present yourself as a disciplined, polished speaker.



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Don't Memorize

Reciting a pre-written, word-for-word script makes you sound like a robot.



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Pace Yourself

Go for 140 to 170 words per minute, which is how most people converse.



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Pitch a Change-Up

Effective pacing also means a variety of sentence patterns. Follow long sentences with short ones.

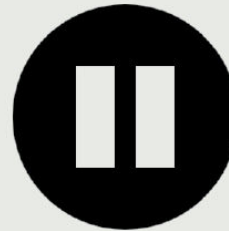


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The Power of the Pause

Well-placed silence can dramatically set up your money statements.



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Adjust Volume for Impact

Going from loud to soft and back again can command your audience's attention.



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Repetition Creates Sticky Messaging

Pick a couple keywords or phrases and make sure they're repeated to ensure retention of core concepts.

Repetition
Repetition
Repetition

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