7 SECRETS OF PUBLIC SPEAKING

That great speakers know but you don't



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7 SECRETS OF PUBLIC SPEAKING

That great speakers know but you don't

Hellooooo,

Thank you for downloading the 7 secrets of public speaking. My name is Adeola Babatunde and I am the Online Public Speaking Coach for Women. Yes, you can improve your public speaking online.

For the past 6 years, I have worked as a Public Speaking Coach and discovered public speaking secrets that great speakers know and use. I have put 7 of these secrets together in this document for you. I hope it helps. Happy Reading!

1. Tell your audience what is in it for them

If someone told you that they had a special package for you but you need to pay $1million to access it, wouldn't you ask, what is in the package? You would want to know what is in the package so that you can compare the value of what you are getting with the money you are parting with.

So you have this Power Point presentation with 86 slides that you stayed up late putting together and fine tuning. You even got some high quality images and created a presentation you are proud of and your front page is fantastic.

You start speaking and you notice that the people in your audience look bored and absent minded. People are leaving the room, bathroom breaks are too frequent and it seems like their mobile phones have taken your place. The real question is what do the 86 slides you have put together do for your audience? At the end of the day, what is in the 86 slides that is for them.

I hear you say everything is for them, all the 86 slides were prepared for your audience.

Now here's the truth, if I you have 86 slides or 8 slides and I don't see how relevant your presentation is to me, I would not listen. So if you want your audience to listen to you, tell them why it is such a great idea to listen to you at this time.

For example, ladies and gentlemen at the end of this presentation, you will be learn how to increase audience participation.

2. One Presentation should communicate one major idea

Do not put too much information in your presentation.

Most people try to show the audience that they are so knowledgeable and intelligent by sharing so much information, I know this because I have been there. I shared so much information that I got lost in the information myself, lol.

One day, I tried something different. I delivered a presentation and focused on one major idea. I focused on communicating only one big idea, it turned out to be the best presentation I had at that time. The audience gave me feedback and 98% of them said I did excellently well. Trust me information overload will constipate your audience. If you share so much information, your audience will not know what knowledge to retain. There will be too much for them to remember.

You can still share ideas, stories, make people laugh but let it all point your audience to one major idea.

3. Make your speech about your audience

Most people are nervous before their presentation. They do all they can to reduce the nervousness. They go through their slides and notes, cram their lines and say their prayers. Most people are focused on their performance and this can lead to a selfish presentation. In a selfish presentation, the presenter is thinking about his/her performance and appearance.

Great speakers know that no matter how nervous they may feel, the moment they start talking, the focus must shift to the audience.

The focus must shift to how the audience is assimilating the information, responding to the stories and anecdotes etc.

A typical example, a couple of my clients have told me that they didn't want to speak loud because they felt the audience will hear their voice shaking. This means that as the presenter, you are still so focused on your how your audience perceives ***you*** than how ***they*** are assimilating your message. If your audience can't hear you, then I dare say you are having a personal staff meeting.

You are there to serve your audience so when you get up to speak forget about you and focus on them.

4. Use a lot of stories.

It was 2am on a Monday morning and I was preparing for a presentation that I had later in the week.

As a Professional Public Speaking Coach, I know the importance of telling stories during a presentation and so I began to search the internet for stories that I could share during my presentation. I searched and searched and did not find any relevant story.

Then I had an idea and did what I was born to do, I created.
I created the Story Vault and with the help of my team, we built a vault that has a compilation of stories that you can share in your presentations.

The story I just shared now is a perfect example of how I turned a seemingly bad situation into a good one. I could have said when good there is a silver lining in every cloud or when life throws you lemons you make lemonade but you see I chose to use a story to communicate that instead.

If you are not such a good story teller or don't know how to construct stories, breathe, I have a short course on story telling that will show you the structure of stories.

5. First Impressions last longgggg

I know it sounds like a cliché and yes it is a cliché because it is true and also true for public speaking. What you start your speech with sets the momentum for the rest of your presentation.

This is such a big deal that great speakers use and in my signature online course Confident Presentation Formula, I share tested and trusted ways to start your presentation with a bang so that you get the attention of your audience at the very beginning.

If you fail to get your audience's attention at the beginning, the rest of your presentation will be an uphill climb so set out to impress from the beginning.

One way to get your audience's attention from the word go is to ask a question, a thought provoking question. See examples of questions below;

a. If we lost all our current customers, how long can we survive for as a company?
b. Will this business still be a going concern in the next 5 years if we don't innovate?
c. Are you sure you really want to live?
d. Would you be pray for your children to have your character?
e. If everyone was like you, what kind of world would this be?

6. Everyone all around the world likes to laugh.

Everyone likes to laugh. Laughter is a universal language and so building humour into your presentation is a boss move. Personally, I thrive on humour, it makes tense and awkward moments more relaxed. When you make your audience laugh, they like you, they open up to you and they pay you more attention because they like the way you make them feel. When you make people laugh, you make them feel warm and good inside. It is no wonder statistics show that women like men that make them laugh.

Jeffrey Hall, an associate professor of Communication Studies at the University of Kansas, found that when two strangers meet, the more times a man tries to be funny and a woman laughs, the more likely she is to be interested in dating. Hall concluded that when strangers meet, the more times a man tries to be funny and the more times a woman laughs at those attempts, the more likely it is for the woman to be interested in dating.

"The studies I set out to do were intended to look at a theory that's out there that says when men make jokes they are trying to advertise something about themselves, so by being funny they're trying to advertise their intelligence. In other words, humor is a good sign of a good brain or intelligence. In terms of sharing a sense of humor with someone else, Hall says research on humor shows that people overwhelmingly favor people who share their sense of humor and that a person's sense of humor is similar to what they actually think and feel.

"When two people are laughing at the same thing they are basically saying 'I share your perspective, your values, and I certainly share what you think is amusing,'" said Hall. Yes, humour is that powerful, it can make you more attractive and likeable! Yes, I have a short online course on simple ways you can introduce humour in your presentation even if you don't think you are funny. Make sure you check it out.

7. Practice makes perfect is not a song title

Wow this is perhaps my biggest secret. You are as good as your last practice session. When I started learning how to speak as a toastmaster, I would practice because I didn't want to be embarrassed, you should too!

This is the cutting edge of my online course, you get to practice in front of me (yes online) and I give you feedback! This is why the Confident Presentation Course gets you results. I don't just leave you to watch the videos, I test your understanding of what you have learnt to make sure you apply the lessons correctly and give you constructive feedback. It makes ***ALL*** the difference!

See what women like you said about the course;

My Presentation Today

It went well. No nervousness today. I was very confident, relaxed. I got positive feedback from my classmates and my lectures. One of my lecturers said to me "good talk" a number of my colleagues told me it was an interesting presentation.

I feel so excited. Thank you Adeola Babatunde, it can only get better

T.A.

I Made The Right Decision

The Online Confident Presentation Course was nothing like a regular online course. The lecture content, resources and references were so apt. At the end of the course, I realized that I had learned so much more and I am now able to make presentations and talks more concisely, yet carrying the audience along from an impressionable start to an unforgettable ending.

I am so glad I made the right decision.

N.O.

I Delivered An Awesome Presentation!

I had my presentation yesterday and everyone was highly impressed. People kept on telling me after my presentation that is was awesome and they loved my presentation. Some said I took charge. By the way, I made use of all the tips I learnt from the Confident Presentation Formula Course. Indeed consistency is key and constant practice works. I delivered my presentation like a boss and I am so happy.

Adeola Babatunde you are the real boss, you made everything so easy to digest, I was able to relate to everything easily.

I can't wait to gain access to other modules, just after three modules, I delivered an awesome presentation. God bless you.

A.O.

Click here to register for the next online class.

I hope this has been helpful for you. If you have any questions, kindly send me a mail at adeola@adeolababatunde.com

If you would like to learn more about the online course, kindly visit www.adeolababtunde.com