



THE 7 MOST USEFUL TIPS FOR A NEW SPEAKER

and most trainers won't tell you!

My husband has been a stuntman in the film industry for 30+ years and so he is repeatedly asked about how to get over fear. His answer: "Fear can be alleviated by gaining as much knowledge of the situation and the risks as you can."

Basically, Knowledge level up = Fear level down.

Good advice for a dangerous stunt! Can this apply to other "scary" life challenges, like public speaking is for so many?

In the case of speaking in public, the chances of death are quite a bit lower than if you were flipping a car on fire. Although, you may think you are going to die on stage if you are not prepared!

The knowledge I have assembled here are tips of practicality for speakers. These are bits o' wisdom that come from experience (mine, as well as a few of my mentors). If you are just stepping out with your message, you would have no idea about most of these until you learn from a negative experience, so my goal is to provide you



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with the opportunity to shine without the pain of the crappy experiences!

So why won't most speaker trainers tell you these things? Quite honestly, as a speaker coach myself, I can tell you that our first priority is to create a platform and a powerful presentation for our clients. If you are my trainee, I make sure you have a delivery style and movement that is authentic to you and very effective. That is what people pay me for.

Mission accomplished for most trainers.

The “extra sauce” I give is the suggested rules of preparation for what could happen in the room and how to best prepare mentally and physically to be the most comfortable on the day. The goal is to avoid any anxiety or mishap that could be prevented.

So, once you have your presentation honed, and you have booked the gig, now we go through this list!

You may want to keep this valuable checklist in your travel bag to review every time you speak!

1. Get to the venue uber early. Even if you are the only one there you have the opportunity to “feel” the room. Sit in every seat to know if there are any points in the room that you will be blocked by pillars or banners.

Stand on the platform or stage and check for squeaks in the stage, or shakiness. How do the lights affect your vision of the seats? Adjust what you can adjust. This is also a great time to make sure your slides are good to go, and if you are using a microphone, learn where you can walk and still have the audio working. Look for areas where you might get “feedback” too (that screeching sound) so you can avoid them. This is super necessary for speakers like me, who like to walk into the audience!

2. Have your introduction printed in 14-point font (minimum) and have duplicate copies.

Large font, double spaced is easy for anyone to read (even if they forgot their reading glasses or choose not to wear them). And always carry a duplicate copy or two, to accommodate a last-minute change in who will introduce you, or if one gets lost.

* Note: there is an art to a great intro. It should read very conversationally and roll easily off the tongue.

You make your introducer look good, and they make you look good!

3. Meet and watch the other speakers if possible. When you arrive early, you have the benefit of hearing speakers that take the stage prior to you. This allows you to not only get a feel for the audience but be familiar with the content they have been delivered previous to you. You can then adjust, if needed, so your content does not seem redundant. You can also refer back to the previous speaker (especially if they were well received) to enhance your points! By meeting the other speakers before going on, you may develop a kinship to support each other in this way.

4. Meet the audience. Les Brown once said, “If I meet you beforehand and you like me, when I get on stage you won’t throw things at me!”

Greeting people as they come in gives you the opportunity to get to know individuals and what their challenges might be so that you can address that challenge directly. Or, you might refer specifically to that person’s business if you have a point that would serve them. This creates a personal relationship with the audience, and the more interested you are in them, the more interested they are in you. Just like any human relationship!

5. Never carry a water bottle on stage. Unless you are using your water bottle as a prop in your opening, have your water placed on stage prior to your introduction. Self-care is important, water is often necessary but absolutely nothing should distract from your message,

especially within the first few seconds that the audience's eyes are upon you.

6. Have a way to follow up. Obviously if you are selling from the stage, you will have this in place as part of your presentation and should have been leading them to your product/ service all along. Even if you are a paid speaker it serves your audience best if you allow them a way to follow up with you and become part of your community. If you do well, they will want more of you. This could be inviting them to your community on social media, collecting their info for a free gift of some kind, or at the least offering to be available to have conversations after your time on stage. (Respectfully outside of the room of course, if there is a speaker taking stage after you). No matter what your call to action is, make it confidently, make it very simple and extremely clear.

7. Finally, one last tip: **Thank the organizer** and the significant people in the room (from the stage) that made it possible for you to be there. Don't think I need to explain why this is a gracious move, and it just may get you a return visit, or a referral.

I thank you for taking the craft of speaking seriously and reading this article. Please feel free to share with someone whom this might help.



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