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Table of Contents

PART ONE: THE FOUNDATIONS OF PUBLIC SPEAKING

Chapter 1: Introducing Public Speaking	4
Chapter 2: Public Speaking and You	6
Chapter 3: Getting Started: Your First Speech	9
Chapter 4: Developing Speaker Confidence	13
Chapter 5: Overcoming Your Fear	18

PART TWO: PREPARING YOUR SPEECH

Nine Basic Steps in Preparing Your Speech	22
Chapter 6: Selecting Your Topic	24
Chapter 7: Analyzing Your Audience	28

PART THREE: DEVELOPING YOUR SPEECH

Chapter 8: Organizing Your Speech	32
Chapter 9: Outlining Your Speech	37

PART FOUR: PRESENTING YOUR SPEECH

Chapter 10: Preparing Your Visual Aids Effectively	41
Chapter 11: Delivering Your Message Effectively	43
Chapter 12: Final Questions	55

PART ONE

THE FOUNDATIONS OF PUBLIC SPEAKING

Chapter 1

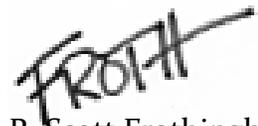
Introducing Public Speaking

Communication is a vital to your success. Effective communication, which includes public speaking, gives an edge to keep up with the fast pace of the times, and eventually move ahead of the curve.

Speaking in public can sometimes be a challenge. Many have apprehensions that lead to hesitation when confronted with the need to face an audience. Even seasoned businesspeople can find themselves underprepared to meet the challenge of public speaking .

This book will help you with the link between success and effective speaking. It is designed to give you practical, useable advice along with valuable tips. This guide will help you make your next speech a great one, and help you improve with each succeeding speech. Along with helping you with all steps of speaking from preparation through delivery, this book will address the fear of public speaking and how to overcome it.

Aristotle said “a speaker needs three qualities – good sense, good character, and goodwill toward his hearers.”



R. Scott Frothingham

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Chapter 2

Public Speaking and You

All jobs entail communication and success in many careers requires communication in front of a group. This chapter, focuses on the significance of public speaking in our daily lives and on some specifics of the communication process.

Four General Types of Public Speakers

CATEGORY	CHARACTERISTICS
The Avoider	<i>Does everything possible to avoid facing an audience. In some cases, avoiders seek careers that do not involve making presentations.</i>
The Resister	<i>Becomes fearful when asked to speak. This fear may be strong. Resisters may not love to speak in public, but if they must, they do so with great reluctance.</i>
The Acceptor	<i>Can do presentations but is not that enthusiastic to do them. Accepters occasionally give presentations and, with a lower threshold of fear about the process, often give presentations that are persuasive and satisfying.</i>
The Seeker	<i>Always looks for opportunities to speak. Seekers understand that anxiety can be a stimulant that fuels enthusiasm during presentation. Seekers work hard at building their professional communication skills and self-confidence by speaking often.</i>

What Roles Can Public Speaking Play in Your Life?

Success in public speaking can open a whole world of opportunities for you. It can help you conquer new frontiers. It can broaden your horizons through personal development, influence, and advancement in your profession.

1. Public Speaking Improves Your Personal Development

In Abraham Maslow's hierarchy of needs, realizing man's self-worth ranks the highest. Giving speeches helps the speaker realize self-worth through the personal satisfaction experienced whenever a good speech is given. The speaker becomes more confident especially when the audience responds positively. It also builds self-worth through the compliment of being asked by an authority to speak in front of some people.

An Ivy League professor tells the story of running a class that required students to make many presentations to the entire class. One student, he recalls, enrolled in, but then dropped a course five times because of his discomfort he speaking in front of the class. The student, after completing a self-study course on building self confidence, enrolled a 6th time and was so successful in his first presentation that he volunteered to do more. This student is now a recognized speaker who addresses thousands of people every year.

Through public speaking tools like research, conceptualization, and organization, you can develop a systematic and effective way of presenting your ideas; resulting in better communication of ideas, concepts, facts and opinions. This can make you accessible to more people and put you in a position to develop relationships with people of high standing. Perhaps, most importantly, public speaking satisfies your sense of achievement, especially when the audience accepts you warmly responding to your level of communication skills and acumen. All these contribute to your self-esteem.

2. Public Speaking Advances Your Profession

Public speaking can play a major role in your career advancement. Often, indicators of success are title, years of experience. Interestingly, however, researchers show that a strong indicator the best of success in any profession is whether the person is often asked to give speeches. Those who give more speeches tend to have higher salaries than those who give fewer or no speeches.

The longer you work for an organization and the higher you climb the organizational ladder, the more you will be asked to preside over meetings and to give talks both inside the organization and outside the organization. The higher your position, the more your

responsibilities in leading people under you; and the more you must speak effectively. A manager of a well-known and respected American accounting firm is quoted as saying, “From the chairman of the board to the assistant manager of the most obscure department, nearly everyone in business speaks in public or makes a speech at some time or the other.”

Aside from big organizations like Microsoft, IBM and Ford, small organizations and businesses in also need workers who are good public speakers. Take the high school coach, for example. If he is not persuasive enough to tell the school board that new equipment is needed, the school athletes be deprived of necessary support. In the same way, if salespeople cannot explain their products with a convincing sales presentation, then fewer people will buy their products. This is also true for nurses, doctors, fire fighters, police officers and other professions. Even employees of Ford meet regularly to make group decisions that they will present formally to management. The bottom line is this: Whichever road you take, you will encounter instances that require you to speak in public.

“Speech is power: speech is to persuade, to convert, to compel.”
-Ralph Waldo Emerson

Chapter 3

Getting Started: Your First Speech

Imagine you're in a conference room with other people in positions similar to yours. Who do you think will be the best speakers? You may select those who look smart or those who dress well. Most likely, you will think that these people have an advantage over you: maybe they are more confident ... maybe they are born speakers

Chances are, they are going through the same process and perhaps thinking the same thing about you. They're wondering if you are a born speaker and could possibly be envious of you because they feel alone in their fears about speaking in public. Some may have special interests in public speaking, but most people are uncomfortable with the prospect of speaking in front of a group and know little or nothing about how to approach it.

Preparing Yourself to Speak

Here are the basic rules of public speaking:

- *Gain an understanding of who you are.* Discover your own knowledge, capabilities, biases and potentials.
- *Gain an understanding of your audience.* Research what the audience wants to hear, what provokes their interest, what they believe in and what they want to know.
- *Gain an understanding of the situation.* Consider how the setting where you will be speaking and other potentially unforeseen factors could affect the way you deliver your speech.
- *Anticipate response from the audience.* Make sure you have a clear purpose in mind so that the audience will respond in the way you want them to.
- *Search for other sources of information.* There might be materials available for you to make your speech more colorful.

- *Come up with a reasonable and persuasive point of view.* Make sure that the purpose of your speech is supported by clear and reliable data to formulate a sound argument.
- *Add structure to your message.* Organize your ideas so that the audience will not have a hard time following and digesting your ideas.
- *Talk directly to your audience.* Make sure the language you are using *is one with which your audience is comfortable.* Consider the occasion surrounding your appearance.
- *Gain self-confidence through practice.* Only through thorough preparation and practice can you effectively present your speech. Master the flow of your presentation and take command of the content by repeatedly rehearsing it.

Becoming a Good Public Speaker

You have probably been exposed to professors and other presenters that give boring and monotonous lectures. These speakers may be unaware that they are boring or ineffective because they lack knowledge about the basic characteristics of a good speech. To avoid this mistake, you must remember some basic fundamentals of effective speaking.

1. Respect the variety of the audience.

Although they adjust their speech for the demographics and psychographics of the attendees, good speakers do not talk down on their audience. They consider the audience as equals.

Before actually organizing a speech, you have to take into consideration your audience. Consider such things as age, gender, and cultural backgrounds. What do they know about your topic? What are their beliefs and values? By looking at these factors, you can choose a topic that suits them and tailor your speech in the way you feel would be most effective to that particular audience.

The whole experience can be more enjoyable if you prepare well for the individual and cultural differences of your audience. For example, will both male and female listeners appreciate the information you will prepare? Would your Hispanic audience be comfortable with the language you're using as much as your Anglo audience? Would some of your comments offend the senior citizens while addressing the younger generation? The more you know about the audience, the better the chances that you will

capture their attention while making the content acceptable and relevant to their needs – they will feel comfortable listening to you and you will have a better interaction with them.

2. Know as much as possible about listening.

Successful communication does not only depend on good speakers; it depends on good listeners as well. It is a two-way process. If the speaker prepares a very polished speech, it is worthless if the audience does not listen. You must also be sensitive to the reactions of your audience. How comfortable or uneasy they look speaks volumes in terms of their interest or comprehension.

3. Organize carefully to improve understanding and recall.

The best presentations are those with interconnected ideas that flow smoothly from one idea to the next. This is important so your audience can follow your arguments and not get confused along the way.

Three parts of a well-organized speech:

Introduction: Capture the attention of your audience, boost their interest, and give them a background of your topic.

Body: Start with your main ideas. Keep them organized and support them with visual and verbal aids as much as possible.

Conclusion: Provide a recap of all your points and join them together in a way that will create an impact on your listeners, making them remember your points.

4. Use language effectively.

Keep it short. The simpler the language you use, the more powerful and interesting your speech will be. Too many words expressing a single idea can confuse the audience and make your argument weak. By keeping it short but accurate, your audience will remember what you will say and they will appreciate it.

5. Sound natural and enthusiastic.

A typical problem with inexperienced speakers is that they either memorize the speech verbatim or rely on too many flashcards for their notes. These can make the speaker sound unnatural. Talk normally to people and they are more likely to listen and react

positively to you. Be natural and enthusiastic, as if you were discussing a favorite subject with friends.

6. Use high-quality visual aids.

A simple text containing key phrases and pictures is an example of a visual aid. Usually, visual aids (Chapter 10) can be anything that supplements your speech. Visual aids are just that: something *visual* that *aids* your listeners in following the flow of your ideas and in understanding your ideas at a faster rate. It also gives credibility to your speech. Make sure your visuals are high quality or they might become more of a distraction than support. Treat visual preparations with equal importance as the speech preparation itself. This commitment to preparation will make you feel more relaxed and confident throughout the process.

7. Give only ethical speeches.

Accuracy is very important. It would be difficult for your audience to make informed choices if the information you give is false or vague. Research to ensure credibility and clarity. Avoid plagiarism, falsification and exaggeration of your information. Also, when trying to persuade, do not manipulate, deceive, force, or pressure. Develop good arguments through sound logic and concrete evidence. This is ethical persuasion. Once information is falsified, it becomes unethical because it prevents listeners from making informed choices. Good speakers aim to change the beliefs, values, or attitudes of the audience through clean persuasion.

Chapter 4

Developing Speaker Confidence

No matter how interested and experienced we may be in public speaking, anxiety cannot be avoided. We experience it to a greater degree as the day of the speech gets closer. We start to ask questions that make our stomachs churn. For example: Will the audience like me? Will my mind go blank when I begin to speak? Have I prepared adequately?

If the thought of delivering a speech makes you nervous, you are not alone! According to a commonly quoted survey, more people are afraid of public speaking than they are of death. People who experience a high level of apprehension while speaking must channel that negative energy into a more positive direction, developing confidence in their speech and in themselves.

Confidence develops a positive impression while anxiety creates a negative one. Individuals who confidently express themselves are viewed as more competent. They also create a better impression during job interviews and are more likely to be promoted than apprehensive people.

When we speak, we are communicating in three ways: verbally, visually, and vocally. Our verbal delivery may be clear and well organized; but when we are anxious, the audience will likely notice more our negative vocal and visual signs (for example, lack of eye contact, poor posture, hesitant delivery, and strained vocal quality). Yet, when we are confident and our verbal, visual, and vocal signals are in unity; we look more credible.

If we want people to believe us when we speak and if we want to improve the impressions we make, we need to boost our confidence. This chapter will give you some tips on how to manage speech anxiety to give more confident and professional deliveries.

Call it speech anxiety, stage fright, or communication apprehension; to overcome it, you must understand that:

- 1) speech anxiety can incapacitate you.
- 2) misconceptions about it can strengthen your anxiety.

3) knowing the strategies for managing speech anxiety can help lessen your apprehension.

Factors Contributing to Speech Anxiety

Speech anxiety is not new – it’s been around for as long as people have been talking to one another. Most speakers who have experienced speech anxiety know the importance of being calm and confident when speaking.

Although factors in speech anxiety differ from person to person, general factors apply to all of us. Knowing the causes of speech anxiety is the first step in managing it effectively. Anxiety-generating factors include:

- Poor preparation
- Inappropriate self-expectations
- Fear of evaluation
- Excessive self-focusing
- Fear of the audience
- Not understanding our body’s reactions

Misconceptions about Speech Anxiety

No one would agree that experiencing speech anxiety is enjoyable. However when we better recognize why our bodies respond as they do, we become more prepared to face our anxieties.

Let us examine some misconceptions and how to counter them.

Myth / Misconception	Reality
1. Everyone will know if a speaker has speech anxiety.	Few, if any, will notice. So keep the secret to yourself and start acting confident.
2. Speech anxiety will intensify as the speech progresses.	It’s all up to you. Mostly, a well-prepared speaker will relax as the speech progresses.
3. Speech anxiety will ruin the effect of the speech.	If you let it, it will. On the contrary, speech anxiety may improve a speaker’s effectiveness.
4. The audience is inherently hostile and will be overly critical of what we do.	Most listeners are polite especially when the speaker is obviously trying to do well.

Strategies for Managing Speech Anxiety

Every reluctant speaker should know the different strategies available for managing speech anxiety. As you give speeches, you learn strategies that work especially well for you. Let's look at some strategies that have been very effective for other speakers.

1. Be Well-Prepared and Practice Your Speech.

Nothing can make you feel more anxious than knowing that you are not well prepared. After all, isn't your anxiety all about embarrassing yourself in the eyes of your audience? Poor preparation will guarantee this. To prepare adequately, first, try to know your listeners beforehand (if possible) and organize your speech and visual aids for this specific group.

Next, prepare easy-to-follow notes. Using these notes, practice your speech three or more times from start to end – speaking out louder each time. Mentally thinking through your speech is not the same thing as actually speaking in front of the audience. For instance, if you will be standing during your speech, stand while practicing. If you will be using visual aids, practice using them. As you practice, time yourself to check if you have to shorten or lengthen the speech.

Lastly, expect possible questions and prepare answers for them. Knowing that you are well prepared will help lessen much of your apprehension.

2. Warm Up First.

Speakers are no different from singers who warm up their voices, musicians who warm up their fingers, or athletes who warm up their muscles before a performance. Before giving a speech, you'll need to warm up your voice and loosen your muscles. Various techniques can help you do this. For instance, try singing up and down the scale, the way singers do before a concert. Read aloud a note or a page from a book, changing your volume, pitch, rate, and quality. Do some stretching exercises such as touching your toes and rolling your head from side to side. Practice different gestures such as pointing, pounding your fist, or shrugging your shoulders. Just like musicians and athletes, these warm-up exercises will help you relax and will make sure that you are prepared to present at your very best.

3. Use Deep Breathing.

One fast way to calm your anxiety is through deep breathing. This involves taking in deep breaths through your nose, holding it while you count to five, and then slowly exhaling through your mouth. As you exhale, imagine that the pressure and

nervousness are slowly draining down your arms and out your fingertips, and down your body and legs and out your toes. Repeat the procedure a second or third time if necessary.

4. Prepare an Introduction That Will Relax You and Your Audience.

Most speakers find that once they get a favorable audience reaction, they will loosen up. This is why several speakers begin with humor – it relaxes them and their audience. If a humorous introduction is improper or you are uncomfortable with humor, sharing a personal experience is another alternative. Whatever you prefer, make your initial moves work so you can feel comfortable throughout your speech.

5. Focus on Meaning.

Rather than worrying about how you look or sound, or about whether or not you are impressing your listeners, focus your energy on getting your meaning across to your audience. In other words, be sure your listeners are following the order of your speech and understanding your ideas. Pay close attention to their nonverbal feedback. If they look confused, explain the concept again or add another example. A speaker who is focusing on the audience soon forgets about being anxious.

6. Use Visual Aids.

Visual aids (Chapter 10) make listening easier for your audience and increase your confidence as a speaker. They make it practically impossible for you to forget your main points. If you're unsure of the next point, just put up your next visual aid. Moreover, using visual aids such as PowerPoint slides, posters, flipcharts, or actual objects not only can add eye-catching movements to your presentation, but can also keep you fully engaged in your presentation, so you'll be bothered less by your anxiety.

7. Develop a Positive Mental Attitude.

With positive imagery, you develop a positive, vivid, and detailed mental image of yourself. When you visualize yourself speaking confidently, you become more confident. In your mind, you can simulate feelings (of pride, for instance) even when no real situation exists. Obviously, positive imagery alone will not give you the outcome you want unless you prepare and practice your speech.

Positive self-imagery can be used in many aspects in life. It can help us manage apprehension in job interviews, problem-solving discussions, testing situations, or any circumstances in which our confidence needs a boost.

To succeed in public speaking, you have to visualize yourself as a successful speaker. No amount of talk, encouragement, or practice will make you successful if you deem yourself an anxious or ineffective speaker.

Chapter 5

Overcoming Your Fear

You will benefit at the beginning of your speech if you free yourself from two misconceptions:

1. Effective speakers are born, not made; it is hopeless to try being one if you were not gifted with a God-given ability.
2. For most people, fear and nervousness are impossible to overcome; it is useless to even try.

Let's take a look at each of these false assumptions.

Are Good Speakers Born and Not Made?

You don't actually believe this, or you wouldn't be reading this book. Everyone is born a baby, and babies can't speak. The "born speaker" myth is an alibi for not attempting. People who believe it simply want to save their face from the disgrace a speech blunder may bring. It is a fact that practice makes perfect.

A speaker is one who speaks to others for a reason. When you were two or three years old and first said, "Mommy, I need a glass of water," you were making a speech. Actually you've been making speeches from the time you could talk; the difference is that you didn't treat it then as what you now fearfully call "a speech."

You can become a good speaker if you have these tools:

1. A voice.
2. Basic language construction: i.e., a working vocabulary and grammar.
3. Something to say.
4. A need to express your ideas to others.

You have been using these tools for years. You have been saying something to others, several times every day, and under these conditions, you call it “conversation.” Conversation is talking to a few. Public speaking is, essentially, talking to a larger group. Your audience is merely a group of individuals. You can talk easily with one or two individuals. So just think of public speaking as talking to individuals all at the same time - or talking to the group as to one person.

Can You Conquer Fear?

Here are three solutions to help you reduce fear and make it work for rather than against you:

1. Accept it as nature’s way of helping you.

You don’t need to be concerned with fear when you accept it as nature’s way of protecting you and helping you. Recognize it. Don’t condemn yourself for having it. We all feel fear. Whether your fear stems from the thought of standing alone by yourself on stage before hundreds of people, or even from the thought of taking the stage to speak, *keep in mind that you are responding normally.*

Athletes are nervous before an important competition; musicians tremble before a concert; performers experience stage fright. Seasoned speakers never get rid of apprehension before speaking, nor do they want to.

An experienced actor once said: “I used to have butterflies in my stomach every time I stand in front of an audience. Now that I know how to make them work for me, they fly in formation.”

Knowing that you are subject to a normal and common human response, you can drive out the strongest factor contributing to your fear: *You can stop condemning yourself for being unusual.*

Psychologists tell us that fear is not the real obstacle. We feel awkward or ineffective because we think fear is improper. It is not fear itself but your feeling about it that disappoints you. Franklin Roosevelt’s note on the speech of Henry Thoreau sums it up: “We have nothing to fear but fear itself.” As soon as you know this and recognize it, you are on your way to self-mastery. Fear is nature’s way of preparing you for danger, real or fancied. When you face a new or different circumstance, or when many are watching you and you don’t want to mess up, nature does something great to help you, if you recognize the help rather than being disappointed by it. Nature adds the adrenaline in your blood

stream. It speeds up your pulse and your responses. It increases your blood pressure to make you more alert. It provides you with the extra energy you need for doing your best. Without the anxiety there would be no extra physical support. Identify fear as a friend. Recognize it and use it well.

2. Analyze Your Fear.

Your next step in mastering fear is easy and effortless. Analyze your type of fear. Fear is a tool for protection. What are you protecting? You are worried about your self-esteem. In public speaking there are only three dangers to self-esteem:

- (a) Fear of yourself – fear of performing poorly or not pleasing your self-esteem.
- (b) Fear of your audience – fear they may tease or laugh at you.
- (c) Fear of your material – fear you have nothing sensible to say or you are not well prepared.

Fear of yourself (a) and fear of your audience (b) are very much connected. It is possible to be pleasing yourself while failing to satisfy your audience. Aiming for audience approval is often a better alternative because, if you succeed, you are in fact also pleasing yourself.

But in aspiring to satisfy your audience you must never compromise your message. Sometimes you may have to give a message to people you know are particularly opposed to it. This calls for courage. Don't fear to disagree. Good speakers have done so and have proudly walked off the stage successfully. Honest beliefs equip a speaker and give force and passion to the speech.

3. Make use of what you have learned.

You now know that fear, nature's secret weapon, can actually help you succeed. You found you were not really afraid of fear but of yourself, your audience, and your material. Now, use your knowledge:

- a. Hide your negative feelings from others.* If you lack self-confidence, hide it. Letting the audience know it won't help you in any way. Never discuss it. This will just make you feel worse. Act confidently. It will rub off on you. You will look the way you feel. Are you familiar with the folk tale of the scared boy who walked past the cemetery one night? As long as he walked casually and whistled merrily he was

all right. But when he walked faster, he could not refuse the temptation to run; and when he ran, terror took over.

Don't give in. Stay calm and relaxed. Enjoy your talk and your audience.

b. *Assess your condition reasonably.* Think of the reasons why you were called to speak. Among other possible speakers, you were chosen. Whoever asked you had confidence in you, or you would not have been chosen.

You are thought of as a competent, good speaker. And you know your topic. You know more about it than your listeners do.

Your assessment reveals that you are prepared to do well and that you have greater topic knowledge than your listeners. When you accept this, your confidence will show to your audience. It will make them believe in you and in your speech.

c. *Assess your audience reasonably.* They want you to do well. Listeners suffer along with a speaker who is having difficulty delivering, and they do not enjoy suffering. They would much rather react and criticize; that would give them a good time. So consider your audience rather than yourself. Win their interest, and you will be more confident, and everybody will be happy.

Another way of putting this: Focus on a good message and speech delivery. You will make the audience happy with this and you will succeed in your mission. Do the first well, and the second will follow.

d. *Assess your material reasonably.* Fear of speech material is the easiest to conquer since the solution is simple: knowledge and preparation. Knowledge and preparation dispel fear, but by themselves they do not automatically assure the delivery of a successful speech.

A good start is when you recognize you don't need to be afraid – of yourself, your audience, or your material. And as you succeed in making speeches, you will soon say, “I *can* do it because I *have* done it often.”

PART TWO

PREPARING YOUR SPEECH

Nine Basic Steps in Preparing Your Speech

1. Select your topic.
2. Determine your exact purpose.
3. Identify your speech objective/s.
4. Analyze your audience.
5. Plan and organize your main ideas.
6. Organize your introduction and conclusion.
7. Prepare an outline.
8. Prepare your visual aids.
9. Practice your speech.

“The will to win is important. But the will to prepare is vital.”
- **Joe Paterno**

Chapter 6

Selecting Your Topic

In some instances, speakers are given a specific topic. Most of the time, you will be given a general type of speech with the choice of specific topic left up to you. Once you have identified what type of speech you will be making, follow these guidelines in choosing a specific topic:

- *Choose a topic you already know a lot about.* You will feel much more relaxed and confident talking about something you know about instead of browsing the Internet and selecting a topic that you know nothing about.
- *Choose a topic you are interested in discussing.* You may know a good amount about many topics but you may not be very interested in them. Avoid these topics. It is hard to interest the audience in a subject matter that doesn't interest you.
- *Choose a topic that you can make interesting and/or beneficial to your listeners.* Your audience doesn't have to be interested in your topic before you speak but they must be when you are finished speaking. If you analyze your potential listeners, you will have a somewhat good understanding of their interests.
- *Choose a topic that suits the requirements of the assignment.* Be sure you know the type of speech, the time constraints, and any other requirements, and choose your topic accordingly.

You may also want to conduct a self-inventory to help you come up with possible topics. Ask yourself the following:

- What are my intellectual and educational interests?
 - What do I like to read?
 - What interesting things have I learned from television?
 - What particular courses, or topics covered in courses, have specifically interested me?

- What are my career goals? What do I hope to do in my life?
- What are my favorite leisure activities and interests? What things do I do for fun that others might like to learn more about or take part in?
- What personal and social concerns are significant to me?
- What is going on in my life that bothers or affects me?
- What is happening outside my immediate world that is unfair, unjust, or in need of improvement?

Narrowing Down the Topic

Once you have chosen your general topic, you are ready to narrow it down on the basis of your listener's interests and needs. Here are the steps to follow in narrowing down a topic:

1. Choose potential speech topics (from self-inventory).
2. Consider situational factors.

Familiarity: Will my listeners be familiar with any information that will help me select a topic?

Current events: Can I select a topic to emphasize current events that may be of significant interest to my audience?

Audience apathy: Can I encourage my audience to be less apathetic toward events that are totally relevant to me?

Time limits: Do I have enough time to discuss the topic sufficiently?

3. Consider audience factors.

Previous knowledge: What do my listeners already know?

Common experiences: What common experiences have my listeners encountered?

Common interests: Where do my interests and my listeners' meet?

Relevant diversity factors: How diverse are my listeners?

4. Select your tentative topic.

Some examples of narrowing down may be seen below:

GENERAL TOPIC	NARROWED DOWN	NARROWED DOWN FURTHER	NARROWED DOWN EVEN FURTHER
Career Choices	career choices of graduates of top American schools	career choices of graduates of top American schools in the last 5 years	factors affecting the career choices of MBA graduates of Wharton School of Business in the last 5 years
Southeast Asia	Security problems in Southeast Asia	roots of terrorism in Southeast Asia	cooperation among governments of Southeast Asia in addressing the problems of terrorism
Housing	Housing projects in the last 10 years	housing projects in City X	Financing problems in the housing projects in City X

Determining Your Exact Purpose

The basic purposes of public speaking are to inform, to instruct, to entertain, and/or to persuade.

These four are not mutually exclusive of one another. A speaker may have several purposes in mind. It may be to inform and also to entertain. Another speaker may want to inform and at the same time convince, stimulate, or persuade. Although content,

organization, and delivery may have two or more purposes, most have just one central purpose.

Speeches that *inform* offer accurate data, objective information, findings, and on occasions, interpretations of these findings. Those that *instruct* teach the audience a process or a procedure based on information provided in the speech. Those that *entertain* provide pleasure and enjoyment that make the audience laugh or identify with amusing situations. Finally, speeches that *persuade* try to convince the audience to take a certain stand on an issue, an idea, or a belief, by appealing first to reason through logical arguments and evidence, and to the emotions by moving statements.

Identifying the Objectives of the Speech

An objective is more limited and specific than a purpose. It may target behavior or thought. What does the message communicated in the speech expect to accomplish? What response does it invite from the audience? Does it want to convince the listeners to support a cause by joining a movement? Does it want the listeners to buy a certain product or use a certain service? Does it want the listeners to modify their behavior through a process presented? Does it want to move the listeners to laughter and later to reflection about a significant social issue? Does it want to provide accurate and credible information to lead them to a decision? As answers to these questions are given, speech objectives can be identified and stated.

Here are some examples:

Topic	Purpose	Objective/s
A Call for Support for Dependence of Old Age	to persuade	The speech will seek pledges of effort, time, or money to help establish an institution to support the dependency of old age
Why My Goal in Life Is to Become a Lawyer	to inform	After hearing my speech, the audience will understand why my dream is to become a lawyer.

Chapter 7

Analyzing Your Audience

The more you know about your audience, the better you will be able to connect your topic to them. Audience analysis is not difficult. It basically requires knowing your audience well so you can organize your verbal, visual, and vocal delivery to suit their situations. When analyzing an audience, you aren't trying to deceive, control, or force them; you are just making sure your speech suits them and keeps them interested.

Speeches need to be audience-centered; so audience analysis is a must. Presentation design – content, organization, and delivery – is influenced by the kind of audience expected at the presentation, so make sure they understand the meaning and significance of the message. For effectiveness, a speaker should know the following:

1. Who are the listeners?

Try to take note of the general age, range, male-female ratio, educational background, occupation or profession, race, ethnic background, religion, geographical or cultural environment, civil status, income level and assets, group and organizational memberships, etc. of your audience.

2. What do they want from you?

Are they there to receive instructions? Do they want current issues explained? Do they also want to have fun? Do they need information? Have they come on their own or were they required to attend?

Voluntary audiences are likely to be homogeneous; they have things in common. Classroom students make up an involuntary audience; they are heterogeneous and they vary in many ways.

3. What is the size of the audience?

How large is the audience? Is it an audience of 20 or 200? In a typical conference room, you would be speaking to around 20 people. But in other settings, you may be speaking to a smaller group (like a buzz group) or a bigger group (like a rally).

Audience size may add to anxiety and may affect speech delivery, more so in the use of visual aids, the type of language you use, and so on.

Generally, you want to speak more formally with larger groups.

4. Where is the venue of the presentation?

Will the venue be a room? What kind of room will it be - a conference room, a banquet hall, or a small meeting room?

As you do more presentations, you will learn more about various settings for public speaking, like outdoor stages, or mall and hotel lounges. You learn how it feels speaking while standing at floor level and on a raised platform or stage. Before your speech, try to survey the room and learn about podiums, technological support, microphones, the sound system, and so on.

Audience analysis can be done before the presentation, though most times it happens during the presentation itself. A sensitive speaker receives a great deal of information from listeners as the talk is being given. Often, the cues are nonverbal, such as attentiveness, facial expressions, restlessness, passiveness, or apathy. When these signs show, s/he can be flexible enough to adjust or modify to do a better job. Shifting places, gestures, voice changes, or maybe even audience involvement can prove to be useful.

Here's an example of audience analysis:

Topic: A Call for Support for Dependence of Old Age

Purpose: To Persuade

Objective/s: The speech will seek pledges of effort, time, or money to help establish an institution to support dependency of old age.

Audience Analysis:

1. Who are the listeners?	<ul style="list-style-type: none">• Heads/officers of civic, religious and business communities in the city<ul style="list-style-type: none">• Almost equal ratio of men and women who are professionals, with high educational attainments and high earning capacity, leaders in their specific fields, dominantly Christian audience with 65% Catholics, 85% married, American and American-Chinese, some Asians<ul style="list-style-type: none">• Active in social and civic works• In touch with current political, social, and religious issues• In touch with prevailing business and government situations
2. What do they want from you?	<ul style="list-style-type: none">• Basically interested in a topic that is relevant to their group or organization<ul style="list-style-type: none">• Desire to get more information about the dependency of old age, and to know more about what the speaker is going to propose/request<ul style="list-style-type: none">• Want enough bases to decide whether or not to support• Came in response to a formal Invitation
3. What is the size of the audience?	<ul style="list-style-type: none">• 50 people
4. Where is the venue of the presentation?	<ul style="list-style-type: none">• Medium-sized case room with fixed upholstered seats in a semi-circle<ul style="list-style-type: none">• 2-ft elevation in the front for the speaker• Very good acoustics• Electronic devices for presentations

PART THREE

DEVELOPING YOUR SPEECH

Chapter 8

Organizing Your Speech

A lot of speakers cautiously choose their topics, select a concrete purpose, look for good supporting resources, and yet never experience success in public speaking. This may be partly due to bad luck, but it is typically attributable to how they have outlined and organized their thoughts.

Writing a speech is like writing an essay. You need to start with a thesis and decide the main points that will clarify or develop it. Organizing, therefore, is stating the thesis of the speech and listing down the main ideas that will be used to support it.

THE REMEMBER BOX

Organizing the presentation has three parts: the introduction, body, and conclusion. It is a thesis developed with support points. Discourse markers and transition devices tie the parts together.

Organizing the Introduction of Your Speech

The beginning of your speech is essential. It gives your audience their first impression of your subject, purpose, and main point. But your beginning must do more than help them to understand your speech. It must also catch their interest. It is not sufficient to say, “Today I am going to talk about why the University needs a new basketball arena.” It’s difficult to captivate the audience using this statement. The introduction needs to be planned so that listeners want to pay attention to your speech, consider you as a credible speaker, and have some notion of your speech’s focus and objective.

Many good speeches fall short because of their confusing and boring introductions. If you do not get off to a good start then chances are, your audience may “tune you out,” like a radio listener who simply changes channels to get rid of lackluster programs. Just because people sit as part of the audience does not mean they intend to listen – except when you make it impossible for them not to.

Effective introduction includes capturing the attention of your audience. When you get up to speak, the audience will usually give you their full attention. But that attention is short. Below are ways of maintaining audience attention:

- *Establish common ground.* Listeners are more likely to pay attention to speakers with whom they share common experiences, problems, or goals.
- *A startling statement or statistic.* Use intriguing or startling statements or statistics that arouse curiosity. For example, “By the year 2020, over 5-million children in the United States may not have enough food to be able to eat more than one meal a day.” or “Dinosaurs aren’t extinct. Every time you see a songbird, you’re looking at a survivor from the Paleozoic era.”
- *A story or a brief anecdote.* An interesting story – whether it is emotional, humorous, puzzling, or intriguing – commands attention. The story can be factual or fancied. It can be a personal experience, or it can be something you have read. For example, “An interesting thing happened on my way here today.” or “The first time I jumped out of a plane...”
- *A rhetorical or actual question.* Rhetorical questions don’t ask for immediate responses. Instead, they are aimed to get the audience thinking about an issue or concept. For example, “Did you know that you lose ten billion skin cells every day?”
- *A quotation.* You can use the words of a famous performer, author, athlete, politician or other renowned and highly esteemed figure to get the audience’s interest and attention immediately. For example, “When I was a small child, I heard a wise man say....”
- *Use humor.* Some speakers love to start a speech with a humorous anecdote, but you have to handle humor with care. Regardless of how funny a story is, it must be appropriate to the point you want to make. Merely telling a few jokes is not a good way to introduce a speech, and a joke that falls flat is humiliating. Humor should never be rude and should never be intended to ridicule someone or something; be cautious.

You can use several of the above simultaneously. For instance, you might tell an interesting story that also establishes common ground and piques curiosity.

Pausing after telling a compelling story, asking a rhetorical question, or sharing a memorable quotation may help audience members reflect upon what you are about to

say. Whatever technique you use, be sure it attracts in the sense that a magnet attracts. The important factor here is capturing and maintaining the listeners' interest and attention.

An effective introduction gets attention and generates audience interest on the topic. It also creates appropriate expectations by preparing the listeners to receive the message. What three distinct parts make up the introduction?

a) **The opener** – This is the first sentence. It can be a quotation, a startling statement or statistic, or a brief anecdote. The opening should be short, interesting, and appropriate to the topic.

b) **The topic** – This is simply stating the title of the speech. Say it directly as: “I have been asked to speak about” or “I have chosen to speak to you about.”

c) **The agenda** – This briefly explains your points of view or what you will be discussing.

Here is an example of an introduction:

(1) Good afternoon, everyone. (2) It's a pleasure to be here with you today. (3) I have been asked to introduce myself and been given 3 minutes to do this. (4) There is not much I can tell you about myself in that length of time; so, what I will do instead is to start with my topic which is *The Increasing Involvement of Women in Social Issues Today*. (5) I feel very strongly that women's response to current social issues are evident in, one, the way she deals with home and domesticity, two, her participation or support of community-based groups for change, and three, her involvement in national issues through a stronger sense of awareness of these issues.

Sentences 1-3 are the **openers**, sentence 4 is the **topic** and sentence 5 is the **agenda**.

The introduction is brief, direct, and should get the audience's attention while preparing them for what is to follow. In an interesting manner, an introduction clearly establishes the topic and sets a guide on what the audience can expect from the speech.

Organizing the Body of Your Speech

At this point you're set to organize your main ideas and provide visual and verbal supports. The body of your speech is its meat, and you should put the major points you want to expound in this portion of your speech. These main points should be simple, declarative sentences so that they are easily recognized and remembered when people leave your speech. These points need support, elaboration, clarification, and evidence. These can come in the form of specific and concrete details, comparisons, examples, and illustrations.

There are several steps you can do to make your main points memorable:

1. Limit yourself to no more than three to five main points.
2. Keep your main points brief and use parallel structures when possible.
3. Arrange your material so that you cover your most important point either first or last.
4. Make your main points memorable by creating your own rhyme or acronym when possible.

Organizing the Conclusion of Your Speech

A lot of speakers don't actually conclude their speeches – they merely stop talking. Others may fall through their concluding paragraph, decreasing the success of the speech.

The concluding paragraph is essential. It gradually ushers the audience back to an overall assessment of the discussion. Of course, a competent discussion in the body of the speech will give the speaker more leeway to devise a conclusion to this effect.

No speech is complete without a concluding remark since the conclusion ensures all ideas were understood and remembered. It provides the needed closure. It's very likely that some might have missed, have misunderstood, or have forgotten a point (perhaps they were unfocused or they were daydreaming for a while). Without a conclusion, we cannot correct these problems. A conclusion is also essential because listeners like and need closure. Without it, they may feel like vacationers left adrift after a pleasure cruise – much of the enjoyment created by the cruise is lost.

The conclusion is particularly significant if you have a question-and-answer period at the last part of your speech. Provide a brief summary before the question-and-answer and another one after it to tie up any loose ends and to redirect attention back to the main points presented in your speech.

But like the beginning, the ending should be relatively brief, preferably not more than one-seventh of the whole speech. Most devices suggested for beginnings are appropriate for endings. The shorter you make your ending, the more forceful it will seem to your audience, and the more easily they will remember it.

Here are some techniques to make effective conclusions:

1. Summarize what you have told your audience – your main points and ideas.
2. Issue a challenge to your audience.
3. Make an appeal to your audience for action.
4. Visualize the future.
5. Include memorable quotations.
6. Refer to the introduction, i.e. return the audience to your opening statement.

Since conclusions are so essential and potentially memorable, they should (1) be brief, (2) not introduce new information, and (3) be constructed carefully.

The conclusion of a speech is too crucial to take lightly. If you make your conclusion carefully, then you will end your speech with a strategic close and produce a final positive effect. If you see that time is running out, don't remove your conclusion. It is better to shorten your final point (or even leave it out completely) than to exclude your conclusion. If you time your speech while practicing, you won't have to be bothered about time problem. The time to conclude is when the audience wants more and not when the speaker has exhausted them.

Chapter 9

Outlining Your Speech

What is your reaction the moment you hear the word outline? If your instant reaction is a negative one, perhaps you have never actually learned how to outline properly, or maybe your previous experiences with writing have less-than-fond memories. Whatever the reason, you are not alone – a lot of people dislike outlining. This is unfortunate, because when applied properly, outlines can save you a lot of time and can help you develop a better speech.

Basic Principles of Outlining

Outlining will not only help you see the general idea of your speech. It will also help you subdivide the body of your message into sub-topics according to the order of their significance. Outlining always helps – sometimes a little, sometimes a lot – but it always helps.

I. What is an Outline?

A. An outline is a system of note-taking that shows how somebody has organized a group of ideas.

B. It also shows how these ideas are related to one another.

II. Steps to Follow When Outlining

A. Try to discover the most important idea or the main idea.

1. You should write this as a title or thesis statement.

2. Think in exact terms when outlining.

B. Look for major ways to develop or subdivide the main point.

(This will provide you with the major headings of your outline.)

Consider signals or transition words to indicate:

1. Chronological order
2. Enumeration
3. Cause-effect relationships
4. General to specific/easy to difficult
5. Comparison-contrast

C. Try to stress details.

1. Stress what you think is important or complicated and in need of more detailed explanation.
2. Always try to connect these details to the major points.

III. Notation in Outlining

A. The size of the indentation and the notation used are determined by the importance of the idea.

1. The most important or primary ideas are placed to the farthest left and are noted with roman numerals (I, II, III, etc.).
2. The next most important ideas (the major details) are placed below the primary ideas and are noted with capital letters (A, B, C, etc.).
3. The minor details are placed to the right below the major details and are noted with plain numbers (1, 2, 3, etc.).

B. All ideas of the same importance should have equal indentation, with all major or main ideas being assigned with roman numerals and being farthest to the left.

C. You may write items in an outline as either phrases or sentences, but the entire outline should be one or the other. In other words, don't mix phrases and sentences in the same outline.

D. Always capitalize the first word of each item in an outline.

E. Always place a period after each notation symbol (numbers and letters) in an outline.

IV. What are the Advantages of Outlining?

A. It is easier to identify problems.

B. It is less difficult to ask for sensible evaluations.

C. There is less temptation to memorize your speech.

D. Flexibility is increased.

PART FOUR

PRESENTING YOUR SPEECH

Chapter 10

Preparing Your Visual Aids Effectively

One of the easiest methods to guarantee a successful and effective speech is to use interesting and powerful visual aids. Unfortunately, a lot of speakers either don't use visual aids at all or use overcrowded, difficult-to-read visuals that make it almost impossible for the audience to understand the visuals' content, to listen to the talk, and to take down notes all together. Poorly designed visual aids compel listeners to decide between listening to the speaker or reading the visual aid – obviously you want the former.

Thus, when preparing your visuals, remember that if listeners will take much longer than seven seconds to grasp the content, they will possibly fall into a reading mode. When listeners are thrown into a reading mode, they hear almost nothing the speaker says.

Audiovisual aids may be used to reinforce, explain, or further clarify the main points. These aids range from simple flipcharts or graphs, to slides or videos. Communication effectiveness is frequently enhanced by the use of more than one medium; and where the presenter opts for visual aids, they must show the relevance of their use to the message.

Functions of Visual Aids

Visual aids, when used effectively, can help a speaker communicate better and can help listeners understand better. Visual aids engage the senses (what we see and what we hear) and help clarify, support, and strengthen the message. Visual aids are so effective that most speakers use them.

Let's consider the ways in which visual aids can improve your presentation. Visual aids can:

- provide support and emphasize main ideas
- facilitate understanding
- encourage emotional involvement
- aid with delivery

- add to your credibility
- decrease your nervousness because they give you something to do with your hands, they draw audience attention away from you, and they make it almost impossible to forget what you want to say.

Listeners also benefit from the effective use of visual aids. Such aids can:

- help separate important from less important information
- add interest and color
- improve audience memory

Chapter 11

Delivering Your Message Effectively

After all the preparations that go into your speech, you eventually present yourself to the audience. You may have spent days or even weeks analyzing your potential listeners, selecting your topic, organizing and rehearsing your speech. But you will finish your speech delivery in just a few minutes.

Nevertheless, the actual delivery is the highlight and finale of the public speaking experience.

Delivery is one of the most obvious parts of public speaking, and one that attracts the initial attention of both the speaker and the audience. If one were to ask a listener what he thought of a speech that had just been delivered, the reply might be something like: “I think she has a very pleasant voice;” “I think he should have moved around more;” and “I couldn’t always hear her.”

Obviously, delivery is not everything in public speaking. A good delivery cannot compensate for a poorly prepared message, or one lacking in substance. Despite that, most of us know the significance of delivery, and at times it scares us. We may feel at ease preparing the speech, conducting the research, organizing and outlining our ideas, and so on. However, when faced with the actual “standing and delivering,” we may become very nervous. The more we know about delivery, the better our chances of doing it successfully. Delivery may not be everything in speech development, but it is a very obvious and important part.

Take for instance, the case of a famous talk-show host – Oprah Winfrey. The history Oprah’s show still consistent ratings leadership. How does she do it? She is enthusiastic, interesting, powerful, persuasive, caring, and – most important of all – believable. She appears as if she is speaking directly to each member of her audience; she is real, and she is believable. She does more than just organize convincing ideas; she presents her thoughts in a believable way. She knows how to connect with her audience by communicating with them verbally, visually, and vocally. And so can you.

Your delivery isn't more essential than what you have to say, but without good delivery your listeners may never hear what you have to say.

To make your presentation believable, you must practice.

Visual Delivery

Because the first impression comes more from what the audience see than from what they hear, we will first talk about visual delivery – particularly, how to appear to your audience. As a public speaker, your physical appearance, posture, facial expressions, eye contact, body movements, and gestures all influence your audience's perception.

The audience judges your **appearance** as a hint to your position, credibility, and knowledge. Unless you are sure about what is suitable for the audience and the occasion, the safest thing to do is to dress conservatively.

Good posture is nothing more than standing straight and having your “chest out” and “stomach in.” Proper posture makes the speaker look and feel comfortable, and aids voice projection and poise.

Move around occasionally. **Body movement** can add interest, energy, and confidence to your presentation. To add emphasis, try moving at the beginning of an idea or at a transition between ideas. If you are using PowerPoint slides, a projector and/or transparencies, be sure what is shown coincides with what you are saying.

Gestures are movements of the hands, arms, head, and the shoulders to help you communicate. They play an important role in public speaking, but they must enhance communication and not hinder it. Try making the gestures when rehearsing a speech. Practice before a mirror, even to the point of exaggerating. Then adapt your gestures to a point where they are appropriate and natural. However, gestures should be spontaneous. Too many gestures may distract the audience.

One kind of gesture is **facial expression**. This reveals your attitudes and feelings. Let your face glow with happiness or burn with enthusiasm. Avoid wearing the deadpan poker face that reveals nothing. This doesn't mean that you will always give vent to your feelings in a bombastic and extravagant manner. A good speaker expresses views and feelings with appropriate restraint.

Eye contact is a very important factor in getting and holding attention. Look at your listeners directly, not above them or at the floor or ceiling or out of the window; otherwise, you lose your contact with your audience and their attention can stray.

Here are some questions you might consider in order to guide your visual delivery:

- Do I gesture enough? Too much?
- Does my body movement reinforce the flow of my speech?
- Are my gestures disturbing in any way?
- Am I depending so much on any one gesture?
- Does my face express the meaning or feeling I am trying to convey?
- Are there different gestures, body movements, or facial expressions that might express my intended meaning more effectively?

Vocal Delivery

We all want to have an effective voice. Voice is essential in communication; only through it can any speech delivery be accomplished.

An effective voice is conversational, natural, and enthusiastic. It is pleasant to hear. The audience will listen more if you speak as you do in a normal conversation.

Sounds have four fundamental characteristics: volume, pitch, rate, and quality. If any of these is faulty, distraction results. Important announcements are uttered in a slow manner and with a relatively low pitch, whereas jokes or other light remarks are uttered in a rapid fashion with a relatively higher pitch.

1. Volume

A well-modulated voice is important to be an effective speaker. Many people have very soft voices, which can typically be attributed to shyness or lack of training or lack of practice in voice projection. People with soft voices are often regarded as dull. A person who wants to develop an attractive, pleasing, and dynamic personality should undergo training in voice projection.

There is no hard and fast rule about the degree of loudness that should be used on different occasions, but an effective voice must be as loud as the specific speaking situation requires. If you are speaking to a group, every member of the audience with normal hearing and concentration should be able to understand your statements without straining their ears and without getting irritated because of an excessively loud voice. Good speakers fit voice and actions to the words used, to the situation, and to their personalities. An important principle in speaking clearly is that consonants should be pronounced well. Vowels are easier to pronounce, yet consonants give intelligibility to speech.

A voice that is dominated by intellect rather than emotion tends to be moderate in pitch as well as in loudness. This does not imply that intellectual efforts are devoid of feeling. It just implies that intellectual efforts accompanied by vocalization are not normally characterized by the exaggerated range and intensity of feeling exhibited in emotional behavior alone.

2. Pitch

Pitch is the general level on a musical scale of the voice in speech. If a person is habitually tense, the voice is often in a higher pitch level than that of a habitually relaxed person. Pitch may either be high, medium, or low; or we may use such terms as soprano, alto, baritone, or bass for vocal pitch.

Natural pitch in speaking is important for an effective voice. One who speaks unnaturally will be ineffective, disagreeable, and uncomfortable.

3. Rate

There are three rates or tempos in speaking – slow, average, and fast. A markedly slow speaking rate indicates solemnity, sorrow, or depression. A marked increase in rate is suggestive of happiness, joy, elation, or anger.

Words or phrases that are spoken more slowly and more emphatically are considered more important and more intellectually significant than rapidly pronounced words. However, a sustained, unchanging rate of speaking is discouraged regardless of feeling, mood, or purpose because it is monotonous.

Changes in rate can be achieved by the rate of articulation or by the use of pauses. The use of pauses is a very useful technique for separating or grouping phrases, for creating dramatic effects, and for emphasizing ideas.

As a general rule, the use of a comma is a sign for the reader or speaker to pause. But in some instances, long sentences without commas should also be divided according to thought content by a pause to give time for breathing and for the listener to grasp fully what is being read or said.

Dramatic effect can be achieved by speakers who pause after a rising inflection, thereby creating suspense; after which the expected outcome follows to the satisfaction of their listeners. Effective speakers, however, should avoid pauses showing that they don't know what to say next.

Speakers who know how to pause with intent and without fear are respected speakers.

4. Quality

Voice characteristics (or voice timbre) and voice attitudes (or voice color) come under the general term of voice quality. A person's voice can be categorized as pleasant or unpleasant depending upon its timbre and color or quality. What is voice quality? This term is hard to identify and no attempt will be made to define it here except to show its relations to other factors and how to achieve this. Vocal quality is related to resonance and to the avoidance of undesirable vocal aspects such as excessive nasality and breathing. It is also related to feeling and mood.

Verbal Delivery

Besides being greatly conscious of your visual delivery (you and your visual aids) and vocal delivery (your manner of speaking), the audience will focus on your verbal delivery (the language you use and the way you construct sentences). Listeners prefer speakers who use a more informal language than what is usual for written reports. For instance, in oral speech, it is more appropriate to use short, simple sentences, and it is not always required to use complete sentences. Moreover, it is absolutely acceptable to use personal pronouns such as *I*, *we*, *you*, and *us* and contractions such as *I'm* and *don't* – forms that are frequently avoided in formal written reports.

One mistake is to use long or extremely technical terms or jargon to impress the audience. Even though you are speaking in a professional setting, don't think that your listeners use or understand the same technical words or jargon that you do. The best language is *vivid and colorful* (paints a picture for the audience), *concrete and specific* (gives details), and *simple* (is easy to understand). Putting your ideas into simple, easy-to-understand language that suits the contexts of your audience and is vivid, specific, and

bias-free can be difficult at the start. As you practice on the essentials of delivery, however, remember the rules discussed here and your language and style of speaking will progress.

Methods of Delivery

There are four methods of delivering a speech: impromptu, manuscript reading, memorization, and extemporaneous.

1. The Impromptu Speech

Of the four methods, the impromptu speech requires the least preparation. With very little advance notice, the speaker is asked to speak for a few minutes on a specific subject.

Try to apply the following principles or rules in giving an impromptu speech.

1. Formulate the central idea. Don't try to discuss the entire subject.

Limit yourself to a specific aspect that you can discuss in a few minutes. *Be sure you know the idea you want to present before you start.*

2. Open your talk with a sentence that says something. Don't be apologetic. Begin with a bang, and go straight to the point.

3. The body of your speech must be unified. You can give examples, illustrations, comparisons, and contrasts to help explain your key sentences. Be as concrete and specific as possible.

4. Conclude on a strong note. You can repeat your key sentences, but rephrase them. Restate them briefly but clearly.

Here are other guidelines with regards to giving an impromptu speech:

- Expect the possibility that you might be called on to speak, so make some preparations early.
- Maximize whatever small amount of preparation time you are given to your benefit.

- Practice active listening.
- Manage speech anxiety by reminding yourself that no one expects you to be perfect when you are asked to give impromptu speeches.
- Use the fundamental principles of speech organization.
- Consider the impromptu speech as giving a golden opportunity to practice and develop your delivery.

2. The Manuscript Speech

A manuscript or read speech is one that is written out and read word for word during delivery.

When the occasion is a solemn or historic one, the read speech is the most appropriate. Persons of prominence read their speeches for accuracy and precision. This kind of speech lacks spontaneity and naturalness that the impromptu speech or the extemporaneous speech has. The speaker reading the speech should maintain rapport with the audience.

Here are some guidelines in giving a manuscript speech:

- Use a manuscript for the right reasons.
- Use good oral style.
- Practice intensively.
- Look for opportunities to move and gesture.
- Use your voice effectively.
- Remain flexible.

3. The Memorized Speech

This method of delivery is good only for elocution pieces. Like the read speech, it lacks spontaneity and naturalness. In addition, human memory might fail the speaker during the delivery and can cause great embarrassment.

Here are some guidelines in giving a memorized speech:

- Stay focused on your specific purpose and on the key ideas you want to convey.
- Speak in the moment.
- Practice, practice, practice!

4. The Extemporaneous Speech

This method is recommended for public speaking classes. It is not read nor memorized. It has spontaneity and naturalness. The speaker also has time to prepare the ideas embodied in it, though the language is formulated at the moment of delivery. This speech is also practiced but the words and arrangement of words are changed to something better and more effective.

In rehearsing, the speaker is simply guided by a mental outline. If notes are held, these simply contain quotations from famous authors and speakers that help expound the ideas. The speaker doesn't memorize the speech but knows from memory the order of ideas to achieve unity, organization, and clarity in speech.

An extemporaneous speech:

- Requires careful preparation.
- Is based on a key word outline.
- Allows the speaker to remain direct, involved, and flexible.

Practicing Your Speech

Many speakers read through the outline silently a few times and think they are all set for delivery. Nothing could be farther from the truth. If you have not practiced your speech aloud several times, most likely you are not prepared to speak. There is a great difference

between reading about how to deliver an effective speech and actually doing it. The only way to convert what you have read into what you can do is to *practice* it. Keep in mind that your objective is to sound confident and be natural – just like talking to friends. If you have been envisioning yourself giving a successful speech, you have taken a crucial first move towards confident delivery. Good or bad speeches are a matter of habit. Habits are formed and developed through constant practice.

Feeling confident while speaking is one of the advantages of practicing. The best outcomes are achieved if you prepare in two ways:

1. By envisioning yourself giving an effective and successful speech, and,
2. By actually practicing your speech aloud.

Here are pointers when practicing your speech.

- First, read through your speech silently several times until you are ready to begin. However, doing this is not practicing speech delivery. It may help you check for problems of organization and may help you familiarize yourself with the material, but it won't help in any way with your vocal and visual delivery and will only help a little with your verbal delivery.
- Practice delivering your speech aloud with your notes and outline. There is no alternative for practicing out loud – standing on your feet, using your notes and visual aids, practicing your gestures and eye contact, and speaking aloud.
- Stand straight, if possible, before a full-length mirror placed at a distance where your audience would be.
- For the first rehearsals, use your outline until you are sure of your main points and their order.
- After the first rehearsal, pause and ask yourself if the order you followed is the best order of ideas possible, if the material you gathered is enough, if the way you expressed your ideas is the best, and if your choice of words is appropriate.
- Practice your speech aloud all the way through – noting parts that are rough, rereading your notes, and then practicing once more.

- Divide the speech into parts and practice major sections, such as the introduction, several times repeatedly.
- Repeat the practice session as many times as needed until you have gained self-confidence and self-assurance, taking note of the proper enunciation and pronunciation of your vowels and consonants, appropriate pausing and phrasing, stress, optimum pitch, and volume.
- When you are reasonably sure of your major headings and subtopics and their order, you may set aside your outline and practice with only your notes. (e.g., quotations from famous authors and speakers that you would like to quote to drive home a point.)
- Always take breaks. Avoid practicing so much at one time that you begin to lose your energy, voice, or concentration.
- Practice alone at first. Record (either audio or video) your speech and play it back in order to get feedback on your vocal delivery. Avoid dissecting your delivery. Concentrate on major concerns.
- If possible, visit the room where you will speak and practice using the equipment there or practice in a room similar to the one in which you will be speaking. If your practice room does not have the equipment necessary for using your visuals, simulate handling them. If you are giving a manuscript speech, make sure that the manuscript is double- or triple-spaced in 14 or 16-point type. Place manuscript pages into a stiff binder. Practice holding the binder high enough that you can glance down at the manuscript without having to bob your head.
- When you begin to feel comfortable with your speech, practice in front of a small audience (friends or family members). Ask them for specific comments and feedback on your verbal, visual, and vocal delivery. Practice making direct eye contact and using gestures. If you have a video camera, let a friend film you so that you can observe yourself. If you discover any awkward spots in your speech, determine how to modify the speech to smooth them out.

- Over a period of time, practice your speech over again several times, all the way through, but guard against memorization. Note that practice doesn't mean memorize.
- Make sure to time yourself several times. If your speech is too long, make appropriate cuts. For example, you might cut a portion that is less important, use fewer illustrations, edit long quotations, or plan to tell the audience that you will be glad to address an issue more fully during the question-and-answer period. If your speech is too long or too short, you may violate the audience's expectations and damage your credibility.
- At least once before the actual speech (two or three times would be better), practice using your visual aids with all the needed equipment. Videotape yourself if possible, or ask a friend to observe one of your final practices.
- Try to get enough sleep the night before your speech. On the day of the speech, get to the venue early so that you can compose yourself. Check to see that your notes and visuals are in the proper order, and read through your outline one last time.

Bear in mind that no one expects you to be perfect. If you commit a mistake, correct it if necessary and proceed. Then forget it. If you have practiced until you feel comfortable with your speech and have envisioned yourself giving an effective speech, you should feel enthusiastic and confident.

Response to Audience Questions

The key to successful question-and-answer periods is to actually know your topic and expect questions from the audience. One of the most frustrating things about speaking is the need to eliminate so much vital information (both personal and research-based) from your speech because of time constraints. But, if you are preparing a question-and-answer period to go with your speech, it is almost impossible to know everything about your topic. That being said, the more you know, the better your answers will be.

Besides knowing your topic, anticipate several questions that you think your audience may ask and prepare one or two visual aids to use when answering these questions. Before preparing entirely new visuals, see if one or more slides/overlays (for instance, one with a line graph that contains new information) could be included to a visual that you want to use in your speech. These slides/overlays would be used only during the question-and-answer period. Certainly, it's always possible that none of these questions

will be asked. But just in case, you can impress your audience tremendously. The following suggestions may help you with your question-and-answer period. If you conduct audience questions well, you can make your message more convincing.

- Listen attentively to each question asked.
- If appropriate, repeat the question before answering it so that everyone can hear it and keep track of what is going on.
- Rephrase any confusing or negative questions in a clear and positive way.
- Think a moment before answering each question. If you don't know the answer, say so, and refer the questioner to someone in the audience who does know. Or, tell the person that it's a good question and that you will find the answer and let that person know in the next meeting.
- Do not allow one person to dominate the forum period.
- If you think a question is irrelevant or will take too long to answer, thank the person for the question and mention that you will talk with that individual personally about it after the period.
- Don't try to fake your way through a response.

Don't argue or get angry or defensive while answering questions. What you say during the question-and-answer period will influence the audience's overall judgment of your credibility and your speech.

If appropriate, actively encourage listeners to participate.

If you expect a hostile audience, avoid a question-and-answer period in any way possible. If you can't avoid it, mention in your introduction that there will be a short question-and-answer period at the end of your speech and ask the audience to write out questions during the speech. After your initial conclusion, collect the questions, select three or four good ones, and answer them – ignoring the less desirable ones.

Watch your time, and end the period with a final conclusion that refocuses audience attention and puts a pleasing closure on your speech.

Chapter 12

Final Questions

Q: How do I manage fear, apprehension, stage fright, and speech anxiety?

A: Gradually. These are very usual situations even for experienced speakers. Increased nervousness and rapid heartbeat before a speech are the coping mechanisms of the body. The more experienced you become, the better prepared you will be. Every one of us experiences this so it is good to breathe out the accumulated carbon dioxide in your lungs and breathe deeply before you begin your speech. Beginning your speech slowly helps decrease nervousness.

Q: How do I capture and maintain the listener's attention and interest?

A: Remember the following:

- Establish eye contact with the audience.
- Do not talk if someone is walking down the aisle or if there is audience movement.
- Make appropriate pauses for the audience to catch their breath.
- Use interesting and powerful visual aids.
- Talk from personal experience and tell stories.
- Make your speech concise.

Q: How do I know when the listeners are bored and inattentive?

A: Observe the following:

- A lot of listeners sit with their arms folded.
- Vacant looks – no smiles or nodding of the head.
- Most of the people are yawning.

- More polite coughs than you would consider usual.
- Nonverbal gestures like audience members frequently looking at their watches, biting their nails, shuffling their feet, looking at each other, talking and, worse, starting to exit the venue.

Q: How do I develop my self-confidence?

A: Practice. Practice is the key. Look for every chance to give a speech. The more you face the audience, the more you will develop self-confidence. Begin with very short speeches that last three to four minutes. Always bear in mind that a short speech can barely go wrong. Impromptu speeches make good practice. Concentrate and be natural. Do not try to pretend to be someone else. Master your topic. Believe in yourself. If you don't, no one else will.

Q: How much information must I gather for a speech?

A: Your experience is your guide. Some need 60 minutes of information for a 5-minute speech. You will have to read widely. At times you have to conduct some research. The most important information is your personal experience.

Q: Can I memorize a speech?

A: Yes, you can. But don't. Never memorize a speech. You are bound to miss out a line or two and worse, your speech will likely seem insincere. Your listeners will discover anyway. Memorizing stops you from being natural. If you like, you may memorize a specific poem or a memorable quote.

Q: Can I read a speech?

A: Yes, you can. But don't. That is the best technique to bore a listener. The only instance you read a speech is when you do it on behalf of someone else. Even when you do that, make it brief or summarize it. At the end of the summary, give out the entire speech in the form of a handout. The written language and the spoken language are different forms of expression. What is beautifully written may not sound beautiful when it is spoken.

Q: Can I use notes during a speech?

A: Yes, you can. But be sure that they don't appear bulky. The worst thing a speaker can do is to pull out pages and pages of notes before a speech. Preparing 3" x 5" index cards is all right. Be sure your entire speech does not go beyond seven cards. A single sheet of paper with an outline of your speech is still the best. Be sure the letters on that single sheet are big enough to read.

Q: How do I develop my speech?

A: Never talk about one idea too long. If you have three ideas, allot equal time to each. The transition from one idea to the next must be smooth. Listeners must not wait too long for the next idea.

Q: During an open forum, what do I do when a person gives a speech rather than a question?

A: It is your responsibility to interrupt and say, "Excuse me, what exactly is your question?"

Q: What do I do when I get a hostile question?

A: Be cool. Be courteous and disagree with a smile by saying, "Perhaps I was not clear." or "It's possible you misunderstood."

Q: What do I do when someone has many questions in one question?

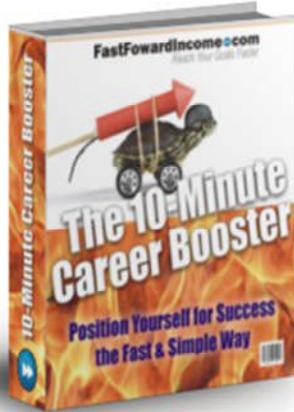
A: Answer them one by one and begin with the easiest.

And lastly ... Take time out to listen to as many speeches as possible. A good listener is a successful communicator. Don't forget to take down notes when you listen to these speeches.

Recognize speeches that you like and those you can't stand. Examine the speeches you like, and there you will learn useful and helpful tips to develop your speech. Examine the speeches you dislike, and there you will learn what you should eliminate from your repertoire.

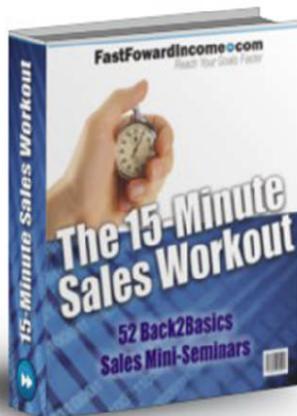
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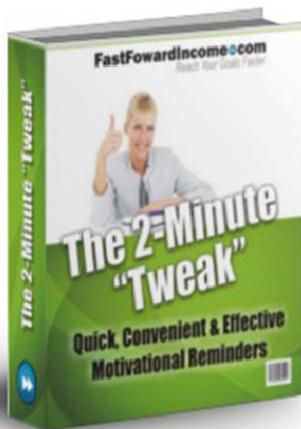
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