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## 10 Things I Know About...Public Speaking

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### 10. Audience

If you are going to be speaking for free, go after the right audience, not just any audience.

### 9. Introduction

A proper introduction is necessary for the success of your presentation. It gives you credibility and a reason for the audience to listen to you, and it tells the audience who you are. Bring a typed introduction, give it to the host, and ask them to read it verbatim.

### 8. Opening

You have less than 30 seconds to get or keep an audience's attention or you will lose it forever. Be sure you have a good attention-grabbing statement or anecdote.

### 7. Content

One of the most common mistakes is providing too much information. If you do, your audience won't remember any of it. Instead, provide just enough valuable information that your audience will retain.

### 6. Authenticity

Be yourself. If you want to be engaging and believable, which will lead to greater success, be yourself.

### 5. Humor

People remember more when they are having fun. This doesn't mean you have to make your audience laugh their pants off, it just means you want them to smile and chuckle.

### 4. Attention

If you find your audience is losing interest, there are three tactics that can help. First, let there be silence. Say something that you want them to remember and give it time. Second, change the tone of your voice to reflect the topic of your statements. Finally, incorporate body gestures that enhance your statements.

### 3. Confidence

Feeling confident has nothing to do with appearing confident. Your audience wants a confident presenter, so practice acting confident even when you don't feel that way. The more you act it, the more you will feel it.

### 2. Preparation

The more prepared we are to speak, the more confident we will be while speaking. At the very least, have an outline and rehearse it more than once. Try to memorize your opening, your anecdotes and your closing.

### 1. Closing

If you don't have a powerful conclusion, it will diminish the impact that you have on your audience. Be sure to leave time for your closing.