

TEN POWERFUL PATHWAYS TO OVERCOME YOUR PUBLIC SPEAKING FEARS (Even If You Have Struggled with Them for Years)

Have Any of These Things Ever Happened to You?

Have you ever been in a situation where you really wanted to say something, but were tongue-tied and unable to get the words out?

And did you beat yourself up afterward for missing out on another great opportunity?

Would you rather take a hike in the Sahara Desert than go to a networking event?

Would you rather have a root canal than pick up the phone to call a prospect?

Have you missed out, either on possible promotions, or on growth in your own business, due to fear of making presentations to potential clients, or giving speeches at important events?

Have you ever taken the lead on a project, and then saw someone else take the credit for your work; and you let it happen?

Has it ever happened that you were afraid to make that last follow-up call on a sale, and the sale went to someone else?

What about, instead of asking for the promotion you had truly earned, you waited for it to be granted to you; and it went to someone less deserving than you who was able to ask for it?

Do you sometimes have trouble dealing successfully with a *Betty Bully* or a *Sam Sniper* in your business or personal life?

You Don't Have to Let These Things Happen to You Anymore!

If fear of speaking in various situations has been keeping you, your self-assurance, and your results small, this free report is designed to set you on the road to attaining speaking mastery.

My mission is to empower you to feel calm and confident in any speaking situation, whether you are talking to one person or to a thousand people.

These 10 Powerful Pathways elucidate the 3 crucial keys you need to have in place in order to *Show Up, Speak Up, Stand Out, and Succeed* like I do.

Whether you are finding, discovering, or reinventing your voice or your message (personal or professional), Marjorie's insight, coaching and positive plans for action are an enlightening booster shot in the arm and psyche. Gena Conti, <http://GenaConti.com>

THE 3 CRUCIAL KEYS TO SPEAKING MASTERY

WHAT, HOW AND ALLOW

AND THE 10 PATHWAYS THAT CAN TAKE YOU THERE:

FIRST: WHAT YOUR MESSAGE IS:

PATHWAY #1

Create a well-crafted message

When you don't know what to say, it doesn't matter what other tricks you have up your sleeve. Unless you have a clear message to share, you will end up hemming and hawing and coming across as unprofessional, and certainly not as an authority or expert in your field.

Your well-crafted message that authentically represents you and what you offer to others is **the number 1 foundational element** for overcoming your public speaking fears.

Think about the greatest actor you've ever seen in a play. No way did that actor go on stage without knowing the script! If even the greatest actor in the world needs to know what his message is in order to deliver it with confidence, then you certainly need to know your message as well.

The result? You gain a tremendous feeling of security and self-assurance when you know that you have a well-crafted message to share.

PATHWAY #2

Reframe how you view judgement, rejection, and failure

Why do so many people label public speaking as their number one fear?

It helps to understand the purpose of fear. The purpose of fear is to keep us safe.

Objectively speaking, there is not any obvious danger to us when we speak, no lions in the wings waiting to pounce on us, no lightning bolt coming down from the heavens to strike us down on the spot.

So what are we afraid of?

The answer is that we are afraid of feeling badly, and there are 3 major causes of feeling badly that can easily drain our courage: judgement (or criticism), rejection and failure.

Marjorie Saulson ~ Keynote Speaker, Speaking & Messaging Mentor *The Show Up, Speak Up, Stand Out, and Succeed Specialist*

So how can you inoculate yourself against these fears?

Here are some specific suggestions to help you dilute the impact of these fears.

Judgement (or criticism)

Ouch! It can really hurt to get criticized. This is where you can truly start to feel the power of your carefully crafted message. When you know that you are sharing something of true value, do the following 2 things to lessen the sting:

1. **Consider the source.** Is this someone whose opinion you respect, or simply *Betty Bully* or *Sam Sniper* sounding off again?
2. **Strive to view what initially appears to be criticism as a suggestion.** Unless you are under the illusion that everything you say and do is perfect, then there may very well be something of value for you to learn from what the other person is saying. It's possible that other people's ideas and points of view will help you to do an even better job the next time you speak.

Rejection

I was always the last person to be chosen on any sports team as a kid. It didn't feel so good! Whether you are making a sales presentation, or simply inviting someone to meet for coffee, having someone say no to you doesn't feel so good either.

It helps to realize that what you offer is simply not a fit for many of the people you meet. As you get clearer and clearer about whom you are meant to serve, it will be much easier for you to realize that **no** can mean either **not a good fit** or **not the right time**.

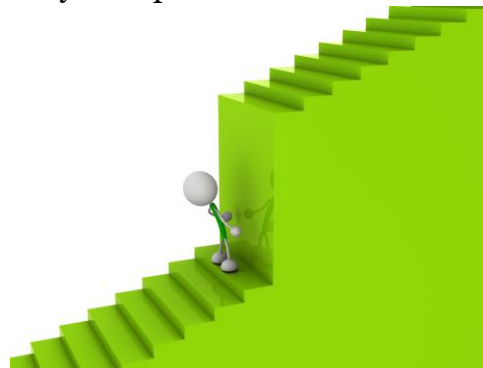
Therefore the rejection probably has nothing to do with you personally; unless, of course, you have either chosen to speak to people you are not meant to serve, or you do not have a compelling and carefully crafted message and effective presentation skills to put it across.

Failure

We hate to fail!! And yet, the irony of that hatred is that the only way to get to mastery in any area of life is to be willing to keep failing until we finally succeed in reaching our goal.

After all, you don't expect to be able to play a Beethoven sonata the first time you play a piano. Nor do you expect to pick up a tennis racket and suddenly turn pro.

It is my very strong belief that **nothing is a failure as long as we learn the lesson it is meant to teach us. Failure then becomes a stepping-stone, not a road block.**



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There are 2 questions I recommend you ask yourself when you feel that you have failed at something.

1. **What went well?** Looking for the positive aspects of anything we have done is not only crucial to our self-esteem, it indicates what is worth keeping in this particular endeavor. More importantly, it also give us the incentive to keep on keeping on.
2. **What needs to be upgraded?** In other words, what can provide the basis for future improvement? This is a much more encouraging way to look at any disappointing result, rather than asking what went wrong. **(Avoid that question like the plague! It's too likely to discourage you from trying again.)**

SECOND: HOW YOU PRESENT YOUR MESSAGE:

PATHWAY #3

Your body is your instrument; tune it up

I first heard the line about your body being your instrument when I started to seriously train as a singer. However, it is as true for you whether you are a singer or a speaker.

There are 4 particular things that speakers and singers definitely need to do to keep our voices in tune.

1. **Get enough rest.** You cannot be at the top of your game when you are tired or exhausted. Fatigue shows up in the quality of your voice, in your energy level, and in your mental functioning as you try to deliver your message effectively.
2. **Hydrate! Hydrate! Hydrate!** Most people are seriously dehydrated. When you start to feel thirsty, you are already dehydrated by then. The rule of thumb is to drink half your body weight in ounces of water a day. (Yes, it's a lot, but do you really think that 8 glasses of water works equally well for both Pee Wee Herman and Michael Jordan?)
3. **Avoid anything that dehydrates you**, including caffeine, smoking, menthol, and dry air. Yelling is not so wonderful either.
4. **Breathe before you start to speak, and before sentences while you are speaking.** Using your breath to support your voice not only spares your vocal chords from fatigue, it also improves the resonance of your voice. A very nice bonus, especially if you are one of the many people who doesn't particularly like how you sound.



PATHWAY #4

How to avoid having to memorize your presentation

Professional speakers generally speak without notes. That does not mean that they have memorized their speech word for word, and you don't have to do that either.

In fact, **trying to memorize a speech word for word is, in my view, a recipe for an unnecessary failure**, especially if you don't have a lot of experience with public speaking.

First of all, when you are the least bit nervous, you can't depend on remembering everything you want to say word for word.

Second, if you forget any little part of the talk, chances are it will make you so nervous that you are likely to forget whole other sections of the rest of your talk.

Third, just thinking that you have to memorize a talk word for word is enough to make anyone nervous!

Don't put that burden upon yourself. Learn how to use notes with an outline of your talk. This can be done unobtrusively, and it is one of the things that I always share with any of my clients who are getting ready to give an important presentation or talk.

PATHWAY #5

The devil is in the details; so don't let these details devil you

Sometimes it's the practical stuff that can trip us up. Here are some details that you can easily control with a little planning and forethought.

- 1. Make a list of absolutely everything you need to take with you.**
 - a. When you are going to a networking event, do you have your business cards, a pen, something to write notes on if need be, your calendar and cell phone? In fact, do you carry those things with you all the time in case you meet someone you wish to contact again?
 - b. When you are giving a talk, do you have your notes, any handouts, your business cards, etc.? If you are showing slides, do you have all the equipment you need, and some back-up cords as well. An extension cord is not a bad idea either.
- 2. Arrive at least a half hour (ideally an hour) before you are due to talk.** This gives you time to meet with the meeting organizer, test the mike, check out where in the room you will be speaking, if there is a podium or rostrum or not, and to get all of your materials organized.

Knowing that you have all your ducks in a row and that they are quacking in tune gives a tremendous boost to your poise when you are getting ready to give a presentation of any kind.

PATHWAY #6

How to Avoid Boring Your Audience to Death

The first and most important thing you can do to avoid boring your audience to death is to be excited yourself about the information you are sharing with them.

The absolute worst thing you can do is to stand up there and read your speech word for word. Even voice actors (those folks who do commercials and tell you to keep track of your luggage at the airport) have producers giving them suggestions on how to make the material they have to read sound interesting and conversational.

The other ways you avoid boring your audience to death relate to how you construct your message. Here are some handy hints:

1. **Keep it as short as the material and time allow!** No one ever complained about a talk being too short, with the possible exception of Lincoln's Gettysburg address.
2. **Keep it organized!** When you wander all around sharing different ideas, people have a really hard time figuring out what you are really trying to say. That's why you will hear many speakers refer to 3 points they are going to share, and then they share them by numbering each one as they speak about it.
3. **Tell stories!** We are genetically programmed to love and to learn by stories. Long after people forget much of what you have said (sad, but true), they will remember your stories. So if you can incorporate your main ideas into stories, you will have ensured that people will enjoy hearing your message in the first place, and be likely to remember the important parts of it in the second place.

*Marjorie really over delivers in her training program. Her coaching on **Ending Sales Call Terror Forever** is one of the best systems I've seen on how to effectively handle a sales call. Now I know, step-by-step, how to talk with a prospective client so I feel more confident when I get on the phone. Thank you, Marjorie! **Amy Crane**, SociallabMarketing.com*



**THIRD: ALLOW YOURSELF TO SHOW UP,
SPEAK UP, STAND OUT, AND SUCCEED
BY GETTING PAST YOUR NERVES AND FEAR**

PATHWAY #7

Stop running horror movies in your mind

Running horror movies in your mind about every possible mishap that could occur while giving a talk, calling someone on the phone, or going to a networking event, for example; is a sure way to scare yourself silly. Don't do it!

Change the channel! Start running movies that feature you successfully handling whatever speaking situation you are going to be in. Envision yourself doing well. Call on past successes in your life and focus on them.

Whether or not you believe in the Law of Attraction, focusing on positive outcomes will work to your benefit. If nothing else, you will feel better in the run-up to your event; and your level of assurance will help you to succeed once you get there.

PATHWAY #8

Be comfortable and at ease in your body

My definition of a woman in trouble is a lady who gets all dressed up to go out, wearing her sit-down shoes and her stand-up girdle (nowadays called Spanx).

In other words, be comfortable in your clothes. No, I don't mean sloppy.

Be comfortable knowing that what you are wearing is appropriate to the occasion, that it fits you correctly; and, most importantly, that you feel good wearing it.

Once you know you **look** your best, you can simply forget about how you are dressed and focus on **doing** your best.

In addition, I must confess that when I am going anywhere to speak or to meet with people; whether it's a speaking gig, networking, or simply for coffee; I always pray for a good hair day,

Referring back to Pathway #3, it's also important to be well rested, hydrated, and fed. The combination of fatigue, thirst, and low blood sugar will sap your self-assurance as fast as anything else will do.

*Marjorie Saulson offers a wealth of insights from a lifetime of passion and experience. The networking session alone was filled with useful tips that will surely make a difference! **Thom Harrison,***
[Dream Business Guide](#)

PATHWAY #9

A reliable way to reduce your nerves and fears

How do you get those butterflies in your stomach to fly in formation so that you can come from a place of power and poise and make the impact that you want to make?

Here are some tricks to deal with the common physical reactions to nerves and fear:

1. **Action breaks tension.** When you feel your whole body tensing up, move. Any type of action that will get your body focusing on movement instead of on anxiety, will help you move past the fear and into positive action. If you are behind stage before giving a talk, dance to some of your favorite music. Or you can do jumping jacks like a very prominent speaker does. He mentioned this in the context of saying that he is an introvert, so he uses movement to get his nerves under control before he speaks.
2. **If you find your jaw clenching or tightening up** (which is a very common response to nerves), yawn very widely. It stretches the muscles in front of your ears, and helps to relax your jaw. Doing this also creates more space in your mouth; and since your mouth is an important resonating chamber for your voice, it also improves the sound of your voice. Another nice bonus if you don't like the sound of your voice.
3. **When your mouth gets dry and there is no water to be had**, simply rub your tongue on the roof of your mouth. That will get the saliva going. I had to use this trick myself before I sang the national anthems of Canada and the United States at an international conference. Having my mouth go dry is my usual symptom of nervousness before I have to perform (more often for singing than for speaking, I must admit).

PATHWAY #10

The essential key to calm

Reframe how you think about speaking, whether it is with one person or to an audience of a thousand. The key is to stop thinking about yourself, and **focus your attention on those to whom you are speaking.**

If you are speaking with only one person, ask insightful questions and listen carefully to the answers for clues on how you might serve that person. Then you will be able to respond with confidence because you **know** that you know your stuff!

When making a presentation to a small group or to a larger audience, **focus on the value of the information that you are sharing.** You are there to serve them; because, chances are, at least some of the people there desperately need what you have to offer.

When you believe in your authentic and carefully crafted message, when you have gained powerful presentation skills, and know the tricks for dealing with the usual (and yes, they are usual) last minute nerves, then you will become the engaging, confident and powerful speaker that you have the potential to be.

BONUS PATHWAY

Get your nerves to serve you instead of sabotaging you

Mark Twain, who probably made as much money from giving speeches as he did from his books, had this to say about public speaking:

***There are two types of speakers:
those who are nervous, and those who are liars.***

You need to face that fact that certain speaking or performing situations are always going to make you nervous. (As I had confessed, for me it's singing more than speaking.)

However, I truly believe that **you can use your nerves to serve you instead of to sabotage you due to the following 3 factors:**

1. **Being nervous is a powerful antidote to procrastination.** When you are nervous about something, it helps you to get off your duff and do a much better job of preparing for that something than you would otherwise do if you felt you could just wing it.
2. **Your presentation is more authentic and believable to your audience.** Even if it isn't obvious to others that you are nervous, they can pick up on a subliminal level that what you are sharing with people is really important to you. As one of my mentors once said in a training call, *Everybody's B.S. meter is always on.* So you want people to realize that what you are sharing is truly authentic and worthwhile.
3. **Think of your nerves as giving you nervous energy.** Probably all of us have been bored to death by a speaker who delivered his or her talk in a dull, lethargic voice. That won't happen to you if you let your nerves give your presentation vibrancy and vigor.

This note is to thank you once again for the wonderful seminar earlier this week. The excellent binder that you provided has been open on my desk ever since my return home on Tuesday evening. The session provided many great, immediately-applicable tools that I am working to implement. Kareem George, [Culture Traveler](#)



YOUR NEXT STEPS ON THE ROAD TO MASTERY

You can see how mastering these 10 pathways will enable you to create powerful messages, gain practical and mesmerizing presentation skills, and overcome your nerves and fear; so that you can use speaking in all of its forms to:

- Connect with the people whom you are meant to serve much more easily and effectively than sitting behind a screen all day long;
- Attract all the leads, clients and cash that you want; and
- Build the income and lifestyle of your dreams.

If you think that I might be the right guide to lead you along the path to speaking and messaging mastery, and if you are truly focused on getting there; I am pleased to offer you the opportunity to register for my proprietary **Public Speaking Powerhouse complimentary session**; so that you can enjoy the benefit of a one-on-one personal conversation with me.

Simply go to <http://www.vibrantvocalpower.com/speakfreely/> to register for your *Public Speaking Powerhouse* complimentary session; and I will be in touch with you as spaces open up in my schedule.

Find out which of the 10 pathways you need to focus on and master so that you can feel calm and confident in any speaking situation, whether you are talking to 1 person or to 1000.

If you are truly committed to overcoming any fears of speaking up that are preventing you from enjoying the success that you are determined to have, register for your complimentary session now at:

<http://www.vibrantvocalpower.com/speakfreely/> .

Marjorie Saulson is my public speaking coach. She is helping me to go through all my free reports, ideas, headings and everything else with a fine tooth comb, patience, wisdom and a sense of humor.

She is wonderful, and I know that I will go from a good public speaker to a great one because of her thoroughness, experience and encouragement. Dr. Marjorie Farnsworth

