

THE “ESSENTIAL TIPS” BUSINESS SERIES

Secrets of  
*Successful*  
SPEAKERS

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## HOW THIS BOOK WILL HELP YOU

A survey carried out in the United States, asking people what they feared most, found that people placed speaking in public higher than dying. In other words, they would rather face death than speak in public.

On the other hand, they also put insects and bugs higher than death, so what does that tell you?

Still, there's no doubt about it, many people hate the idea of speaking in public and would do just about anything to avoid it.

But there's no mystery to it, speaking is like any other skill. Cover the basics well and you'll do a good job. Master a few more advanced techniques and you can be outstanding – every time.

This booklet gives you tips from the “inside”. It covers all the fundamentals but it also gives you those crucial details that separate the professionals from the amateurs.

It will help you to avoid the basic mistakes which undermine the impact of most speakers and to come across to your audience as confident, assured and engaging. They'll certainly enjoy your presentations and, who knows, you may even come to enjoy them yourself!

Dip into it, keep it with you. You may never need another book on public speaking.

For more titles in the Essential Tips series, visit the website at  
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## FROM THE BEGINNING: PREPARATION

1. Think about the purpose of your presentation. What is it meant to achieve – to inform, train, motivate, persuade, move people to action? What do you want the audience to think, feel, know or do at the end?
2. Learn as much as you can about the audience – who are they, why do they need this talk, what do they know about the topic? Do they have a history of violence?
3. Use your knowledge of the audience to select only the essential content they need. Do not overload your talk with too much material.
4. Check how much time you have for the talk and whether this is negotiable. For example, someone may ask you to speak for an hour, but this could just mean they have an hour to fill. Does it mean you actually have to keep going that long? Does this include time for questions?
5. Break the content down into small sections with key points in each. This framework will help you to work out the timings for the talk. Remember to allow time for your introduction and conclusion.
6. See where you can introduce visual aids, stories, practical activities or interactive elements to break up the talk and add emphasis to the key points.
7. Decide whether you want to supply notes for the audience. If so, what form will they take and when will you give them out?
8. Rehearse the talk in some way. Some people find they rehearse in their head as they're doing other things, others stand and give the talk to themselves, their loved ones, a close family pet or a video camera.