



The Speech Clinic®



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Three steps to fool your audience

1) Make controlled pauses when you KNOW what to say next! Don't wait until you DON'T know!

When you are nervous you tend to speak faster than normal, probably because you quickly want to have it over and done with. So you proceed in racing speed and then it happens – your brain goes blank and you don't remember what to say next? How to manage that situation will be covered in later issues. A situation where you fight to remember what to say next happens to us all sometimes. While you try to remember, there will be a pause, an uncontrolled pause. Pauses are good but only such pauses which you fully control. If you have spoken at racing speed and suddenly stop, looking at the wall or up at the roof or down at the floor, well then it is not the right type of pause. Your audience will understand that you have lost track.

You now need to fool your audience into not noticing. The solution is to speak slower and make deliberate, controlled pauses **when you KNOW** what you are going to say next.

2) Study the various audience members while pausing and take your time!

When you make your controlled pauses it is vital that you practice your skills to look at your audience instead of window, roof or floor. If you look your listeners in the eyes while pausing, the listeners take it that THEY have to think about what you have just said. If you look away, they see that you are the one who is thinking.

3) Make such controlled pauses with focus on the audience frequently enough to seem in control also when you lose control.

If you manage to speak at a slower pace, and you make those controlled pauses while keeping eye contact, the audience gets used to this. If later you happen to lose track and you pause to think, you just need to keep looking at the audience and pretend you are making a controlled pause. It gives you time to think and you make them think about what you have said.

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