



The Speech Clinic®



Speaking Tips No 2 041111

Don't speak to strangers!

Three steps to connect with your audience.

1) Shake hands and make friends in advance!

There is a great difference between recognizing a few friendly faces in the audience compared to starting a speech without having had any contact with the listeners at all. Just don't think that you must meet and speak to everybody. It is enough if you come in very good time, approach as many people as possible, shake hands and proudly announce that you are the speaker! At once you will receive enthusiastic reactions. People like to have been approached by and spoken to the speaker. They also give you a welcome smile when you look at them from the stage when starting. That improves your self confidence and calms you down.

2) Let the introducer brag about you while you are humble

Always keep control over who is to introduce you and what (s)he intends to say. A misrepresentation may ruin your speech. Preferably you should write your own introduction. That is easier for everybody. When you do that, remember that the audience will not know that you have written it. Therefore, see to it that it is as impressive as possible. Don't be shy! It improves your credibility and the audience's positive attitude to you. Then, personally be the humble one to all those superlatives and trim down your own importance. This creates a contrast between other people's opinion about you (represented by the introducer) and your own opinion about you (humbleness). This contrast is admirable in most people's eyes and strengthens the ties of friendship with your audience.

2) On stage, communicate with - not to the audience

If you wish to quickly get and keep positive friends in the audience it is important that you speak in the form of carrying on a conversation. Skip all haughtiness and speak in an ordinary way as if you were conversing with one or a couple of persons over a coffee table. You are not supposed to be a figurehead carrying on a monologue expecting admiration, but rather a friend to whom everybody feels allied. THAT creates admiration!

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