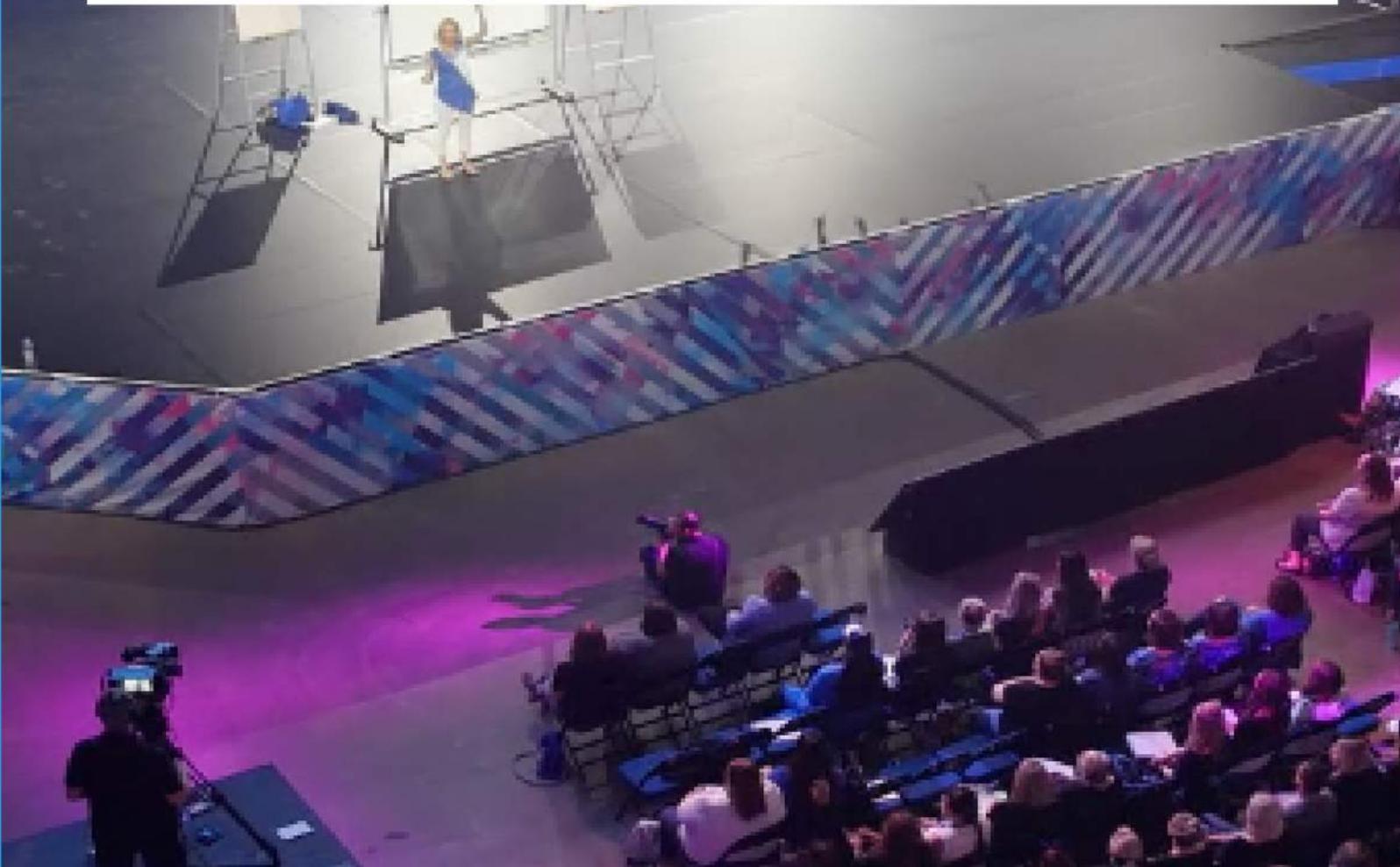


EBOOK FROM HALL OF FAME SPEAKER

12 SECRETS NO ONE TELLS YOU ABOUT BEING A GREAT SPEAKER!

AMANDA CORE



12 Secrets No One Tells You About Being A Great Speaker!

How to Influence Others and Be a Potent Speaker

No matter what business you are in, there will be a time when you have to present some ideas to a group, your boss or colleagues – it's your time to influence others.

Or maybe you are presenting at a wedding or personal event – these secrets apply to any presentation you have to do anywhere to any number of people!

Or they apply to a simple conversation you are having with a child or family member in order to give them your point of view (read – 'get them to do what you want them to do'!!).

They also apply to anyone who wants to have more influence with people one to one or when presenting ideas.

If you are a **CEO, meeting planner or senior manager** it's important that you pay attention to some of these secrets, as your team may be more inspired with this 'process vs only content' approach to a presentation/meeting or interaction.

Many times, a senior executive or manager stands up and wants to inspire the team but fails to do anything except TELL them how passionate they are – yet if you were in the audience listening, you would never realize it!

I became a speaker after meeting Ron Tacchi at the first conference I ever presented.

He listened as the MC and when I had finished said "you should be a speaker" and I said, "what's a speaker?"! Needless to say, he had a lot of coaching to do and bless him – he did! For the next 5 years he taught me so many things I rarely hear now.

On top of that I have been studying with [Michael Grinder](#) who is an 'educators educator'; a master of non- verbal communication and the process of delivering content so it's memorable and effective. He is a must to study with if you are serious about being a great speaker or a person who speaks with influence.

So here we go with the ‘secrets!’

1. You must have fun!

Ron drilled into me that if I have fun, the delegates will have fun. No matter how serious your content or how professional you need to be, you can always have fun. Even at a funeral – people love to laugh and remember happier times. There are very few occasions where a bit of levity and humor is inappropriate.

Humor also bypasses objections! If you can create a situation in which people can laugh the normal negative bias of the brain is bypassed and they open up to listen or learn. If you can be self-deprecating or help them laugh at themselves it’s a great start! Jokes generally don’t work! And only tell stories about your own life! If you use someone else’s story – acknowledge them.

Find ways to inject a bit of fun every few minutes of your conversation with the group.

2. It’s a conversation NOT a ‘speech’ or a ‘keynote’. The purpose is to connect! You to them and them to each other.

Think about the best speakers you have ever seen. They are the ones who seem to be talking directly to you – that’s a conversation, a heart to heart connection – not a speech. Too many times, we focus on our ‘speech’ and practice it and rehearse and re-craft it so the words are just right.

Although the words must be relevant, they are only one side of the equation!

Think about how you have a conversation with another person or a small group. It’s interactive – you speak, they listen, they speak (or think), you listen etc. So it is with you on stage, or in front of a group.

Think of it as a conversation – you are ‘listening’ to their non-verbals and watching them carefully to make sure they are engaged and understanding what you are saying.

If they seem distracted – or unconscious – then either you do something or have them do an activity or answer a question or laugh to re-engage – so they feel part of the conversation.

Some people have such powerful stories (like [Charlie Plumb](#) an ex Vietnam prisoner of war or [Mel Robbins](#)) and the story is so compelling that they don't need to have a conversation – you are spellbound from the beginning as you listen!

But few of us have a story so dramatic – [Li Cunxin](#), the Chinese ballet dancer who escaped Mao's China is another amazing spellbinding story.

Many of the rest of us can engage with conversations.

3. People will remember how you made them feel.

People do not remember facts and figures.

They are generally not inspired by facts and figures.

And facts and figures generally don't make people change their behavior or thinking.

They usually make people go to sleep if you show too many!

If we want to inspire in some way, *we must touch their hearts with stories and experiences* or memories that will make them feel some positive emotion or give them the belief that they can change or do something differently.

They can (preferably) be your stories that people can relate to, or stories of others that you reference and give acknowledgment to.

Sometimes they can be YouTube clips.

I use [First World Problems](#) to remind people that the things most of us complain about are really first world problem.

Ron was a master at taking his audiences on an emotional roller coaster – he would take them emotionally up and down with stories, laughter and deeper moments, and then finish them up a big high – so they left feeling fabulous – and committed to change their lives for the better.

4. You are an experience creator!

A great speaker creates experiences for people.

They do not deliver a 'speech'.

If you can create an environment in which:

- People can feel safe;
- They are given permission to do things they have never done before;
- They join in and interact (even if they are reluctant initially);
- They can learn and remember information that is packaged in a way that is memorable;
- They have fun and laugh,
- They have an AH HA moment which inspires them to change

Then you will be a successful speaker!

Experiences are living, interactive, emotion filled events, which inspire people in some way. Or just leaving them feeling better.

We are all in the experience together – the more engaged you are with them – the more engaged they will be.

5. It's never about you!

Too many people are so focused on what they are saying and where they are in the 'speech' sequence that if they are distracted in any way, they go blank because they can't remember where they were in the 'speech'!

This sort of internal focus means that we are totally disconnected from the audience who will feel it; AND we forget that people are never thinking about us.

They are too busy wondering what you are thinking about them to be thinking about you!!

So, forget about how you look and how stupid you might sound and judging yourself.

If you just made a mistake or if you forgot something – just be real!

It's a first world problem!

The more authentic you are in this conversation, the more they will relate to you.

Our work is to serve others and be useful to them; to give them what they need to be more skilled or better at their jobs or happier or just to celebrate life!

Help them see the value your information can be to them. Give them examples of how these ideas relate to them and can make a positive change.

6. Have your focus on the audience or group – always

Prepare yourself before you get on stage or in front so that when you stand up in front of a group, you can focus totally on the audience. Take some deep breaths; use whatever technique you want to calm your nervous system.

Forget about what others will think of you – and remind yourself you are there to give value and share ideas!

Watch them carefully to monitor how engaged they are, what topics and issues they relate to most, to how fidgety they are, to what makes them laugh the most and keep them engaged.

If you notice they are 'wandering' or looking disinterested, you can insert an interactive exercise as simple as

- 'Turn to the person next to you and tell them one thing you have learned so far';
- Create an opportunity to laugh, or
- Ask a question, or
- Having them stand up and move to a different seat
- Anything that shakes their state and gets them listening again!

I remember when I first started speaking, I was devastated if there was one person not joining in or laughing and I would find myself totally focused on that person, panicking because I could not get them to laugh or engage!

Until the day I had a person like that in my audience and at the end, I was convinced they hated the presentation!

To my astonishment, he came up to me afterwards and said, 'that changed my life'!

Which in turn changed my life! I no longer judged people who were not very expressive in the audience!

7. Be original.

Too many speakers take jokes or content from other people and make it their own material.

This is a no no – you may find something on the internet you wish to use, in which case, try to find the source and acknowledge them or say you could not find the source.

Taking a joke and adapting it as if it's a real-life story of yours is also fraught with danger if someone may have heard the joke before and you lose credibility!

Life is full of funny incidences and events; look at your life for the humor or lessons.

Everything that happens to me is potential material to change a mindset.

Walking down a hotel corridor in Opryland, lost and frustrated, I ran into a family of Mum, Dad and 2 little girls. While all the adults were grumpy and lost, the little girls were excited and jumping up and down with joy!

This became the basis of a story I use to introduce the idea of how, as adults, we lose our sense of awe and wonder and reverence.

People relate to it immediately and then I give them symbols to remember the content.

Genuine stories make you likeable, real and authentic.

Being vulnerable and willing to share your mistakes or fears also touches hearts.

8. Tell stories to deliver your messages

[Lou Gerstner](#) said “facts and figures will not change people’s behaviors”.

I added *touching their hearts will*.

You can change someone’s behavior in a heartbeat if you give them an “ah ha” moment or touch their hearts.

Steven Covey in [7 Habits of Highly Effective People](#) tells a story of one time he was catching a train at the end of a long day.

Tired and wanting to relax, he was frustrated with a young man who had boarded with his 3 small children. After a period of time during which the children were running all over the carriage disrupting people, Covey leans over and asks the man to control his children.

The man is startled and comes out of a daze and apologizes saying ‘we have just come from the hospital where their mother died.’

In a heartbeat, Covey changes. He becomes full of compassion rather than irritation and plays with the children rather than glaring angrily at them.

That’s the power of a story.

Tell stories to illustrate all your main points. Or give people an experience around them. Create characters and act out skits on the stage to make a point or tell a story. Use symbols to help people remember – tie the symbol to the point.

By the way, what stories do you tell yourself about your presenting?

Are you telling yourself you are terrible at this stuff?

That you are probably going to make a fool of yourself?

That your mind will go blank?

Or are you reminding yourself that you want to be of value and you want to be real, authentic and honest?

Those stories are all going into your subconscious mind and you will program that behavior in!

Make sure you program in the emotional state you want!

Do you judge yourself as you are speaking?

This, of course immediately disconnects you from the group and you disengage from them which makes them disengage from you! They have no choice.

STOP IT! Stop judging yourself! And the audience. There are no bad audiences! (Unless they are drunk!) Only speakers who lost connection.

Dale Carnegie in [How to Win Friends and Influence People](#) taught us to make a point; tell a story to illustrate the point and then share with the audience how that point relates to their lives. It keeps them engaged.

This is a brilliant piece of advice! Follow its format for each story you share.

9. Internalize your message and come from your heart.

I have heard so many young speakers talking about ‘rehearsing’ their ‘keynote’ in front of the mirror or other people.

While this may be something useful to do a couple of times, it is not the best way to be a great speaker in my opinion!

Ron used to tell me to ‘internalize’ my messages – to find a way to have the concept resonate within me, to make sense to me and then I could deliver it to others without notes and with heart.

In the early days of my career, I would of course work on my presentation content and delivery for weeks beforehand. I would then mentally rehearse it a lot, so I could memorize the sequence of the content.

I would see, hear and feel myself in these mental rehearsals, delivering in a dynamic and relaxed way and see the audience interacting.

On the day of the event, I would wake up the morning of a presentation and mentally rehearse while I was in bed!

I would again imagine me delivering the content and the audience interacting and see and hear and feel the positive outcome.

I would picture the sequence of the content and then remember it – and look at my notes if I forgot the next point I was going to make in my imagination.

I would do this for an hour and then get up and exercise to integrate what I had memorized.

Here is the key though. I would LET GO of that as soon as I went on stage! I looked at my notes immediately prior and then I would let go and focus on the audience!

I had faith that what emerged from my mouth was in the right sequence for what this group needed – if I didn’t follow my ‘script’ then it would be ok! Because I was watching the audience and ‘conversing’ with them.

I would and still do a little exercise when I would ask Source to help me give these people what they needed or valued and that allowed me to be in my heart connecting with them, trusting that the right words would come out of my mouth at the right time!

If you go on stage with a spirit of serving – a desire to help these people in some way, to give them what they needed, they will notice!

Remember – it's not about you – not even a tiny, weeny little bit!!

But how you feel and feel about yourself does matter. If you feel good about yourself, then you will easily be able to focus on them!

10. Preparation does not equal rehearsal!

Rehearsing in front of a mirror or others, crafting the perfectly worded keynote or attending a course on speaking does not constitute preparation for a specific event!

They are all part of your learning new skillsets, abilities or processes but for every presentation I believe there are the following essential steps:

- Consider the objectives/outcomes for the meeting
- Put yourself inside the minds of the people you will be addressing and imagine how life is for them, so you can frame the information in a way that is relevant for them
- Find out all about their current situation, stresses and challenges
- Learn the right language and phrases used in this company – eg IBM lives on acronyms and if you don't know a few of them, you are not part of the group or culture! Some people talk about customers; some, clients.
- In other words, know your audience and how they think and feel right now
- Know the culture of the organization
- Ask yourself what information would help them and how can I deliver it so it's relevant to them, their situation and needs.
- Find stories and exercises that will illustrate the points in the best way for this group
- Sit in on any previous presentations of meetings before you on the day so you can relate to what has been said and modify what you say based on what they have already heard
- Make sure you know your content before you are on stage and then let go of it from the minute you walk on stage and focus on the group engagement and enjoyment
- Center yourself and ask for help to give them what they need before you go on stage

11. Room preparation

Where you can, have people sitting theatre style – it makes them connect much more.

If you sit people at round tables, you split them into clumps or separate groups of 8 or 10 and the group dynamics is very different.

If you are trying to make people become more of a team – separate tables are the worst thing you can do – you will split them into silos of 10 or how many tables, you have!

If you must have a table then have them sit classroom style rather than rounds.

In my opinion, it's best to have them sit theatre style and give them clip boards and gather their chairs into circles if you really want people to connect!

It's much like a bushfire. If one tree is on fire, the ones nearby will explode into flame from the heat.

Trees that are further away won't catch fire unless something carries the flame from the burning one.

The distance between people is the same. The further apart they are the more energy has to be created to connect them.

Always have bright music playing fairly loudly as they walk in – if you play relaxing soothing music they will be in a coma before you start!!

Van Morrison or disco music is always a good way to lift the mood!

It sounds bad, but it really works well!

People will talk much more to each other when there is music playing at a reasonable volume in the background.

The lighting is critical as well – the brighter the lights the more they connect.

Make sure you are well lit on the stage – it's very difficult to watch and listen to someone who is in the dark!

Do not stand on the stage in a dark patch – this is why checking the room out at least an hour before you speak is an important first step – or arriving before the day starts to check all these things.

And at that time check out the microphone and how it sounds – set up an audio visual check with the AV people before the day starts or during a break where there is plenty of time.

12. Always start with an activity, icebreaker or questions.

I think the most boring way to start a presentation is to say ‘thank you’ or ‘I am excited to be here’ or it’s great to be here’ etc.

Anything in that genre is so ordinary!!

Instead change the energy of the group from the minute you start by engaging them.

Ask them a question – or better still – 3 questions with the third one something that makes them laugh.

For example, I sometimes start with this series of questions:

How many people wake up every morning full of energy and vitality? (raise your hand as you ask the question indicating to them that they need to raise their hand – if you don’t do it, they won’t either!)

How many people go home every night full of energy and vitality?
Pause – laugh at how few people put their hands up and then ask

How many people just want to remember what it was like to have energy and vitality?
HAHAHAHAHA (remember to raise your hand each time you ask the question and you want an answer, then lower your hand before you ask the next part).

Perhaps you can start by asking them to turn to the person next to them and introduce themselves or tell each other one thing they learned from the last presentation...or one thing they would like to learn from yours.

Acknowledge their participation and then start yours with a transition statement like “if I don’t cover what you wanted to learn, feel free to connect with me afterwards so we can cover it then.”

Buy a book on icebreakers and use one of those – there are millions of activities that work really well– and they set you apart, wake your audience up and engage them!

In fact, you can keep doing icebreakers all the way through if you have very dry content – link each icebreaker in some way to the point you are trying to make, and people will remember it much more!

13. Make your content memorable.

How can we expect people to remember anything after an hour of plain talking? Unless you have an absolutely riveting story.

People, these days, have attention spans of ‘knats on amphetamines’ as the Reader’s Digest said, so we have to help them remember.

I studied with [Michael Grinder](#) for 30 consecutive years (and still do) to learn about the process behind the presentation, that makes the content memorable.

And how to embed ideas into their bodies so they internalize the messages you shared. More on that later!

I would recommend you consider it as well if you are serious about speaking for impact!

Use symbols, acronyms, things like

- “The 3 rules of ...”
- “The 4 lies /myths of ...”
- Attach concepts to images or stories etc.
- I often make all my concepts start with the same letter – the 4 “L”s of life; or today we are talking about F words! (Family, Fear, Feelings, Fun etc)

There are many ways of making your points memorable – even if you make them turn to each other and repeat what you said!

Use interactive exercises, stories, create characters on stage, attach ideas to gestures, wear silly hats or glasses or headbands like I do - and you will find that years later people will remember great chunks of what you said!

Remember to tell stories that touch the hearts of your audience members – and when they laugh hilariously, it touches their hearts!

14. Believe in yourself

Belief in our own ability is a great predictor of success than any level of skill! Did you know that?

Do whatever work you need to do to have the faith that you know your content, your heart is in the right place, you have done your preparation in room setup and process

activities and then go forth and have fun – trusting yourself to say the right things at the right moment.

It's often the fear of making a mistake and fear of how others are judging you that ruins presentations!

Being arrogant and believing in yourself are two different things! Being insecure and appearing arrogant is a terrible thing to do to people in an audience! Thinking you are better than the people in the audience is the other terrible thing to do to them – and they will know it!

If you feel nervous, share it with people – 99% of them will empathize with you!

Be authentic. Be real. Unless you are a professional speaker, no one really expects you to be perfect!!

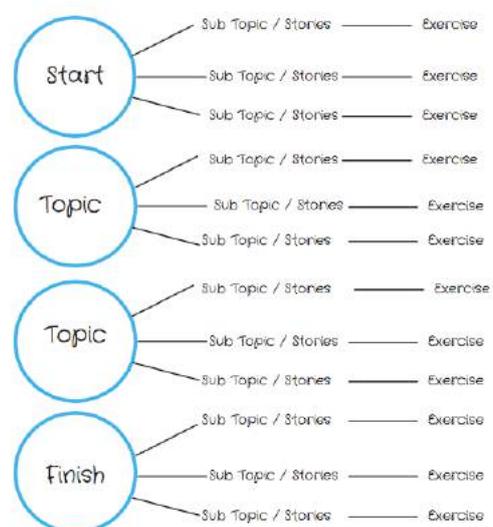
And even then, they love it when you make gaffs and are honest!

15. Think about the structure of your presentation

When I prepare a presentation, I draw a series of boxes down the left-hand side of a page and in the top one I write 'start', then the next 3 or 4 are the main points I think the audience needs to hear, then 'finish' in the last one!

Off each box, I draw 3 or 4 lines. These are the sub topics and stories and ideas I want to use as example of the main point.

On the right hand side of the page, I list the 'exercises' to go with each sub point I am making.



And the exercise might be just to make people laugh; or turn to the person next to them and do 'x' or say 'x'; or to stand up and go and say something to someone else – all activities designed to embed the message in their bodies.

But have the audience do some interaction at least every 3-5 minutes, if you want them engaged the whole time you are speaking.

I make sure that the finish is something that summarizes all I said and makes them laugh – you might get them to turn to each other and “tell the person next to you ‘3 things you have learned that you are going to do differently from now on’.”

This is a clever way to have people self-select what changes they will make, so they take ownership over it – and also to remind them of what they learned, summarize it and embed the messages in their memories!

16. Process vs content

Michael Grinder taught me about the power of influence – he said 'we are in love with the influence of power when we really should be in love with the power of influence'.

He is a master of nonverbal communication, and has wonderful courses teaching it.

Once you are very familiar with your content, you can pay attention to the process by which you deliver the content. You must know your content well.

Some of the process ideas are very obvious and some very sophisticated!

For example, we all know that if someone reads their presentation, people are sure to be in a coma in minutes!

Why do that?

Why not just give them the presentation to read themselves and save everyone time.

It's almost impossible to absorb a message if it is just read to us. That's a simple and easy to understand the process idea.

Pacing back and forwards or side to side on a stage is another message or interest killer!

It usually drives people nuts, and they are so busy wondering if you are going to stop pacing, they don't hear a word you say!

A more sophisticated one is to think about using your face, voice, body and location on stage to anchor messages in different ways - In other words, to make them memorable.

When I tell stories, I will often act out the characters in the story by changing my posture and voice style and tone and volume, and where I stand on stage.

Each time I play that character, I assume the same posture, voice and position!

You can make your own little 'on stage video' in that way!

There are ways to use your voice to be approachable or credible.

So you can build rapport or make a point.

Watch a newsreader for the credible voice, and then listen to how they change to approachable for the last story, which is supposed to touch your heart!

Credible voices drop down in the last part of the sentence or word. Approachable – they finish on an up note. (This is the most common way Australians speak!)

All this is available in Michaels various products – he is also brilliant as a coach or presenter on these topics.

And how you use your hands is critical!

Michael has a very funny link on [YouTube](#) about this.

You will learn a lot!

The process is the magic behind a great presentation. It's the difference that makes the difference between ordinary and extraordinary.

17. More on Preparation

In your preparation where you are thinking about who will be in your audience and what they will be thinking, try to put yourself in their mindset and imagine how they will react to what you say.

Pretend you are an audience member and you hear the speaker (you!) say 'blah blah blah'.

What do you say to yourself about what you just heard?

Once you have an idea of the range of things people might say to themselves about your content, you have to then to watch out for reactions carefully. (Remember you are now very familiar with your content or you can't do process!)

If you see anyone looking like they might be reacting to what you are saying, you can step off to the side and say something like – 'I know that some of you are probably thinking 'oh sure, I have heard this all before' – but really this time it IS different and allow me to share with your why it will be different.'" Or some words like that.

In other words, you step off to the side and repeat what you think they might be thinking! And then address that skeptical or negative or angry thought or question. It's very effective I promise!

You will really capture their attention and they start listening to you again.

With a controversial topic, you may need to do this a few times!

There are way too many process tips to cover in this eBook but at least you have now heard of some ways that you can delve deeper into how you present yourself anywhere – even in a one to one situation!

Of course, Michael tells us that we can't really focus on process until the content is very, very familiar – so I am sharing with you some ideas to work towards as you become more confident about your content!

18. How to sound intelligent!

The easiest way to sound smart is to pause.

Avoid saying 'um' and 'er' in the pause and use the correct grammar!

I could write a whole book on the power of the pause!

It must be the right length - so you give people time to breathe but avoid keeping them on hold while you are thinking of what to say next!

Without a pause, people literally cannot breathe listening to you!

With pauses that are too long, people feel uncomfortable, fall asleep in between words, or their minds go wandering!

Filling the pause with 'um' and 'er', 'like' or 'you know' - or just interlacing your presentation with them is very distracting.

If you say any of them often enough, you will have the whole audience irritated and listening only for the next time you say it - missing your entire message!!

19. I vs We

If you use 'I' all the time instead of 'we' or 'us', you are separating yourself from the audience. We have to use 'I' at times but beware of saying it too much and making everything about yourself.

Avoid "I want to tell you something". Sharing an idea or experience sits much better in their hearts! 'Allow me share with you....' works much better!

I Finally Did It!

After years of people asking me if I could coach them or did I have a workshop, I finally decided to do it!

I have met a woman who is extraordinary – like Michael Grinder in a different way.

Together we have created a Bespoke Get Real Speaking Mastery Workshop!

It's a mouthful – but it's also hard to describe because it is unique.

It runs over 2 days and you are the only student! We never take more than 2 – and that's only if we feel there is benefit for both by being together.

It's a deep dive into all aspects of you, what you want to do, your purpose in life and how best to achieve it – and how to become a speaker with great impact.

Lorraine Mill is a forensic engineer, an intuitive and astonishingly effective coach.

- We put our skills together to review:
- Who you really are and how you present to the world
- Your purpose and how best to achieve it
- Issues that may be in your business and how to address them or
- If you are starting out, how best to do it
- Your topic, subject matter, titles
- The structure of your presentations – content, process and actual presenting
- A video of you in action or help you get to the place where you can create one

At the end of it, we are confident you will have what you need to take your career to the next level – and beyond!

It's like no other course you will do!

Call me to have a discussion if you are interested. +61 414 282218

Last Reminders!

Remember it is never about you!

It is always about them and how they are responding to you.

You be in a great state.

Be in your heart and sincere in your desire to help them in some way. To give them something they need. Something they will value and be able to use.

Make sure that you dress appropriately as people will judge your appearance in the first 30 seconds.

If you want them to accept you, look the part first and then blossom out into how you really are and what you really want to say!

Come from your heart; be sincere and ask for help to give people what is valuable to them.

But most of all – have fun - which gives them permission to have fun.

You can be very professional and respectful, and still have fun. Do not take yourself too seriously!

Remember, above all – have respectful fun – even with serious subjects.

It works.

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