



Public Speaking

How to Magnetize and Amaze Your Audience!



**Public Speaking
FREE REPORT!
Tips and Tricks to Help You Succeed!**

Brought to You From Leona Lai
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Public Speaking

How to Magnetize and Amaze Your Audience!

Introducing Public Speaking

Communication is a vital key in this new century. It gives an edge to keep abreast with the fast pace of the times. Public speaking definitely works towards this goal.

The diversity of opinions today, which are often controversial, has increased the need for public speaking. People need to voice out their views to function well in society. For some four thousand years, public speaking has been the key in building and keeping a democratic society and way of life. Its influences are vast and affect almost all aspects of life, such as the way we think or act. It is also used in court proceedings, in congress, and even in the plain setting of a classroom.

Speaking in public can sometimes be a real challenge, if not a source of embarrassment; not only to normal people, but even to persons of high rank such as scholars, doctors, artists and entrepreneurs. They may have hesitations in facing an audience, often accompanied by sweaty palms, stuttering, and the tip-of-the-tongue phenomenon. These dilemmas often cause untold problems to the speaker (especially in self-expression) and unpleasant effects to the audience.



Public Speaking

How to Magnetize and Amaze Your Audience!

You probably got this book because you are up for a speech delivery soon and you need valuable tips. Or perhaps, you saw the link between success and effective speaking, and have realized this can help you. Hopefully this book would do just that.

Technical terms or jargons in public speaking are explained here, and in a humane way, to help you grow as a good public speaker.

There are scores of books on public speaking. But few really give practical help. This book aims to do what other books have not in terms of giving direct beneficial information.

Careful thought has been given to people who really love to speak publicly but do not have the luxury of time to prepare for such. This will help you make your next speech a great one, and become better with each succeeding speech. It aims to help people write and deliver an interesting, clear, and cogent speech quality. This book also tries to answer the questions and fears of the occasional speaker.

Included also in this book is a summary of experiences in public speaking, and how they have led to success.



Public Speaking

How to Magnetize and Amaze Your Audience!

Aristotle said “a speaker needs three qualities – good sense, good character, and goodwill toward his hearers.” Thus, public speaking is also about developing speakers, and ultimately, decent human beings.

Whether the speech is short or long, the same rules apply, like the rule of *preparation*. The habit of preparing makes good speakers. Some would say that they speak from “inspiration,” when in fact they have been preparing their speeches all their lives.

Getting Started: Your First Speech

Imagine you’re in a classroom. Who do you think speaks excellently? You may select those who look smart or those who often recite in class. You may think that these people are actually more confident than you think they are. Or perhaps, they are born speakers and you are not.

Well, it may surprise you that they’re probably thinking the same thing about you! They may also feel that you are a born speaker and envy you because they have fears in public speaking. Some may have special interests in public speaking, but most people do not know anything about it.

Then again, you may actually be a good speaker without realizing it. It pays to find out by actually doing it and by seeing yourself doing it. You may be just like this student during his first speech in class.



Public Speaking

How to Magnetize and Amaze Your Audience!

He needed to prepare a long speech. Two weeks before, he had started writing his speech. He could not sleep at night. In fact, the night before his speech, he did not sleep at all. However, when he finally did his speech and saw it on video, he realized that it was not as bad as he expected it to be. He did not experience the usual symptoms of speech anxiety, such as going blank while speaking, or speaking very softly and hearing chuckles in the audience. Through the video, he discovered that he has actually improved in public speaking.

If no video of your speech is available yet, you can watch yourself speak formally in front of a mirror.

Preparing Yourself to Speak

Here are the basic rules of public speaking:

- *Gain an understanding of who you are.* Discover your own knowledge, capabilities, biases and potentials.
- *Gain an understanding of your audience.* Ponder upon what the audience wants to hear, what provokes their interest, what they believe in and what they want to know.



Public Speaking

How to Magnetize and Amaze Your Audience!

- *Gain an understanding of the situation.* Consider how the setting of the place and other unforeseen factors could affect the way you deliver your speech.
- *Anticipate response from the audience.* Make sure you have a clear purpose in mind so that the audience will respond in the way you want them to.
- *Search for other sources of information.* There might be more materials available for you to make your speech more colorful.
- *Come up with an argument that is reasonable.* Make sure that the purpose of your speech is supported by clear and reliable data to formulate a sound argument.
- *Add structure to your message.* Organize your ideas so that the audience will not have a hard time following and digesting your ideas.
- *Talk directly to your audience.* Make sure the language you are using is one that your audience is comfortable with. Consider the occasion in delivering your speech.
- *Gain self-confidence through practice.* It is only through practice can you effectively present your speech. Master the flow of your presentation by repeatedly rehearsing it. That way, you can have command over your speech.



Public Speaking

How to Magnetize and Amaze Your Audience!

Becoming a Good Public Speaker

You have probably heard professors give boring and monotonous lectures. Dull presentations clearly point that a lot of people do not give much importance to good speeches. These speakers may even be unaware that they are boring or ineffective because they lack knowledge about the basic characteristics of a good speech. Hence, to prevent this pitfall, you must remember some basic principles.

1. Respect the variety of the audience.

Good speakers do not look down on their audience. They consider the audience as equals. They know that the listeners have different backgrounds; hence communicating to each of them effectively would also entail different methods.

Before actually organizing a speech, you have to take into consideration your audience. Consider such things as age, gender, and cultural backgrounds. What do they know about your topic? What are their beliefs and values? By looking at these factors, you can choose a topic that suits them and style your speech in the way you feel would be most effective.

The whole experience can be more enjoyable if you prepare well for the individual and cultural differences of your audience. For example, will



Public Speaking

How to Magnetize and Amaze Your Audience!

both male and female listeners appreciate the information you will prepare? Would your Hispanic audience be comfortable with the language you're using as much as the Native Americans would? Would some of your comments offend the senior citizens while addressing the younger generation? The more you know about the audience, the better the chances that you will capture their attention and the more you can make your speech fit their situations. They would feel comfortable listening to you and you would have a better interaction with them.

2. Know as much as possible about listening.

Successful communication does not only depend on good speakers; it depends on good listeners as well. It is a two-way process. If the speaker prepares a very polished speech, it would be useless if the audience does not listen. Know also how to "listen" to the gesticulated reactions of your audience. How comfortable or uneasy they look speaks volumes in terms of their interest or comprehension.



Public Speaking

How to Magnetize and Amaze Your Audience!

3. Organize carefully to improve understanding and recall.

The best presentations are those with interconnected ideas that flow smoothly from one idea to the next. It is effective because the listeners will be able to follow your arguments and will not get confused along the way.

Three parts of a well-organized speech:

- *Introduction:* Capture the attention of your audience, boost their interest, and give them a background of your topic.
- *Body:* Start with your main ideas. Keep them organized and support them with visual and verbal aids as much as possible.
- *Conclusion:* Provide a recap of all your points and join them together in a way that will create an impact on your listeners, making them remember your points.

4. Use language effectively.

Keep it short. The simpler the language you use, the more powerful and interesting your speech will be. Too many words expressing a single idea will only confuse the audience and will make your argument weak. By keeping it short but accurate, your audience will remember what you will say and they will appreciate it.



Public Speaking

How to Magnetize and Amaze Your Audience!

5. Sound natural and enthusiastic.

The problem with first timers is they either memorize the speech verbatim or rely on too many flashcards for their notes. These can make the speaker sound unnatural. Talk normally to people so they would listen more to you. By being natural and enthusiastic, it would be like discussing a favorite subject with your friends. Basically, avoid putting up a “speaking disguise” when you talk. Treat it like an ordinary conversation with your usual companions.

6. Use high-quality visual aids.

A simple text containing key phrases and pictures is an example of a visual aid. Usually, visual aids (Chapter 10) can be anything that supplements your speech. It will greatly help your listeners to follow the flow of your ideas and to understand them at a faster rate. It also gives credibility to your speech, which makes you feel more relaxed and confident throughout. However, avoid making poor visuals because they become more of a distraction than support. Treat visual preparations with equal importance as the speech preparation itself.



Public Speaking

How to Magnetize and Amaze Your Audience!

7. Give only ethical speeches.

Accuracy is very important. It would be difficult for your audience to make informed choices if the information you give is false or vague. Research to ensure credibility and clarity. Avoid plagiarism, falsification and exaggeration of your information. Also, when trying to persuade, do not manipulate, deceive, force, or pressure. Develop good arguments through sound logic and concrete evidence. This is ethical persuasion. Once information is falsified, it becomes unethical because it prevents listeners from making informed choices.

Basically, good speakers aim to change the beliefs, values, or attitudes of the audience through clean persuasion.

Overcoming Your Fear

You will benefit at the beginning of your speech if you free yourself from two misconceptions:

1. Effective speakers are born, not made; it is hopeless to try being one if you were not gifted with a God-given ability.



Public Speaking

How to Magnetize and Amaze Your Audience!

2. For most people, fear and nervousness are impossible to overcome; it is useless to even try.

Let's take a look at each of these false assumptions.

Are Good Speakers Born and Not Made?

You don't actually believe this, or you wouldn't be reading this book. Everyone is born a baby, and babies can't speak. The "born speaker" myth is an alibi for not attempting. People who believe it simply want to save their face from the disgrace speech blunder may bring. It is a fact that practice makes perfect.

A speaker is one who speaks to others for a reason. When you were two or three years old and first said, "Mommy, I need a glass of water," you were making a speech. Actually you've been making speeches from the time you could talk; the difference is that you didn't treat it then as what you now dreadfully call "speech."

You can become a good speaker if you have these tools:

1. A voice.
2. Basic language construction: i.e., a working vocabulary and grammar.
3. Something to say.



Public Speaking

How to Magnetize and Amaze Your Audience!

4. A need to express your ideas to others.

You have been using these tools for years. You have been saying something to others, several times everyday, and under these conditions, you call it “conversation.” Conversation is talking to a few. Public speaking is, essentially, talking to a larger group.

Your audience is merely a group of individuals. You can talk easily with one or two individuals. So just think of public speaking as talking to individuals all at the same time - or talking to the group as to one person.

Can You Conquer Fear?

There are three solutions to help you reduce fear and make it work for rather than against you:

1. Accept it as nature’s way of helping you.

You don’t need to be terrified of fear when you accept it as nature’s way of protecting you and helping you. Recognize it. Don’t condemn yourself for having it. We all feel fear. Whether your fear stems from the thought of standing alone by yourself on stage before hundreds of people, or even from the thought of getting upstage to speak, *keep in mind that you are responding normally.*



Public Speaking

How to Magnetize and Amaze Your Audience!

Athletes are nervous before an important competition; musicians tremble before a concert; performers experience stage fright. Seasoned speakers never get rid of apprehension before speaking, nor do they want to. An experienced actor once said: "I used to have butterflies in my stomach every time I stand in front of an audience. Now that I know how to make them work for me, they fly in formation."

Knowing that you are subject to a normal and common human response, you can drive out the strongest factor contributing to your fear: *You can stop condemning yourself for being unusual.*

Psychologists tell us that fear is not the real obstacle. We feel awkward or ineffective because we think fear is improper. It is not fear itself but your feeling about it that disappoints you. Franklin Roosevelt's note on the speech of Henry Thoreau sums it up: "We have nothing to fear but fear itself." As soon as you know this and recognize it, you are on your way to self-mastery.

Fear is nature's way of preparing you for danger, real or fancied. When you face a new or different circumstance, or when many are watching you and you don't want to mess up, nature does something great to help you, if you recognize the help rather than being disappointed by it. Nature adds the adrenaline in your blood stream. It speeds up your pulse and your responses. It increases your blood pressure to make you more alert. It provides you with



Public Speaking

How to Magnetize and Amaze Your Audience!

the extra energy you need for doing your best. Without the anxiety there would be no extra effort. Identify fear as a friend. Recognize it and use it well.

2. Analyze Your Fear.

Your next step in mastering fear is easy and effortless. Analyze your type of fear. Fear is a tool for protection. What are you protecting? You are worried about your self-esteem. In public speaking there are only three dangers to self-esteem:

- (a) Fear of yourself – fear of performing poorly or not pleasing your self-esteem.
- (b) Fear of your audience – fear they may tease or laugh at you.
- (c) Fear of your material – fear you have nothing sensible to say or you are not well prepared.

Fear of yourself (a) and fear of your audience (b) are very much connected. It is possible to be pleasing yourself while failing to satisfy your audience. Aiming for audience approval is often a better alternative because, if you succeed, you are in fact also pleasing yourself.

But in aspiring to satisfy your audience you must never compromise your message. Sometimes you may have to give a message to people you know are particularly opposed to it. This calls for courage. Don't fear to



Public Speaking

How to Magnetize and Amaze Your Audience!

disagree. Good speakers have done so and have proudly walked off the stage successfully. Honest beliefs equip a speaker and give force to the speech.

3. Make use of what you have learned.

You now know that fear, nature's secret weapon, can actually help you succeed. You found you were not really afraid of fear but of yourself, your audience, and your material. Now, use your knowledge. Here's how you can:

a. Hide your negative feelings from others. If you lack self-confidence, hide it. Letting the audience know it won't help you in any way. Never discuss it. This will just make you feel worse. Act confidently. It will rub off on you. You will look the way you feel. Ever heard of the scared boy who walked past the cemetery one night? As long as he walked casually and whistled merrily he was all right. But when he walked faster, he could not refuse the temptation to run; and when he ran, terror took over.

Don't give in. Stay calm and relaxed. Enjoy your talk and your audience.

b. Assess your condition reasonably. Think of the reasons why you were called to speak. Among other possible speakers, you were chosen.



Public Speaking

How to Magnetize and Amaze Your Audience!

Whoever asked you had confidence in you, or you would not have been chosen.

You are thought of as a competent, good speaker. And you know your topic. You know more about it than your listeners do.

Your assessment reveals that you are prepared to do well and that you have the benefit over your listeners. When you accept this, your confidence will show to your audience. It will make them believe in you and in your speech.

c. *Assess your audience reasonably.* They want you to do well. Listeners suffer along with a speaker who is having difficulty delivering, and they do not enjoy suffering. They would much rather react and criticize; that would give them a good time. So consider your audience rather than yourself. Win their interest, and you will be more confident, and everybody will be happy.

Another way of putting this: Focus on a good message and speech delivery. You will make the audience happy with this and you will succeed in your mission. Do the first well, and the second will follow.

d. *Assess your material reasonably.* Fear of speech material is the easiest to conquer since the solution is simple: knowledge and preparation.



Public Speaking

How to Magnetize and Amaze Your Audience!

Knowledge and preparation dispel fear, but by themselves they do not automatically assure the delivery of a successful speech.

A good start is when you recognize you don't need to be afraid – of yourself, your audience, or your material. And as you succeed in making speeches, you will soon say, “I *can* do it because I *have* done it often.”



Public Speaking

How to Magnetize and Amaze Your Audience!

Analyzing Your Audience

The more you know about your audience, the better you will be able to connect your topic to them. Audience analysis is not difficult. It basically requires knowing your audience well so you can organize your verbal, visual, and vocal delivery to suit their situations. When analyzing an audience, you aren't trying to deceive, control, or force them; you are just making sure your speech suits them and keeps them interested.

Speeches need to be audience-centered; so audience analysis is a must. Design presentation – content, organization, and delivery – is influenced by the kind of audience expected at the presentation so make sure they understand the meaning and significance of the message. For effectiveness, a speaker should know the following:

1. Who are the listeners?

Try to take note of the general age, range, male-female ratio, educational background, occupation or profession, race, ethnic background, religion, geographical or cultural environment, civil status, income level and assets, group and organizational memberships, etc. of your audience.



Public Speaking

How to Magnetize and Amaze Your Audience!

2. What do they want from you?

Are they there to receive instructions? Do they want current issues explained? Do they also want to have fun? Do they need information? Have they come on their own or were they required to attend?

Voluntary audiences are likely to be homogeneous; they have things in common. Classroom students make up an involuntary audience; they are heterogeneous. They vary in many ways.

3. What is the size of the audience?

How large is the audience? Is it an audience of 20 or 200? In a classroom, you would be speaking to around thirty students. But in other settings, you may be speaking to a smaller group (like a buzz group) or a bigger group (like a rally).

Audience size may add to anxiety and may affect speech delivery, more so in the use of visual aids, the type of language you use, and so on. Overall, you want to speak more formally with larger groups.

4. Where is the venue of the presentation?

Will the venue be a room? What kind of room will it be - a conference room, a hall perhaps, or a small meeting room?



Public Speaking

How to Magnetize and Amaze Your Audience!

When you speak in a classroom, you are speaking in a familiar, comfortable setting. You know whether there is an overhead projector, whether the lights can be dimmed, and so on.

As you do speeches, you will learn more about other settings for public speaking, like outdoor stages, or mall and hotel lounges. You may be curious to know how it feels speaking while standing at floor level. Try to learn about podiums, technological support, microphones, the sound system, and so on.

Audience analysis can be done before the presentation, though most times it happens during the presentation itself. A sensitive speaker receives a great deal of information from listeners as the talk is being given. Often, the cues are nonverbal, such as attentiveness, facial expressions, restlessness, passiveness, or apathy. When these signs show, he can be flexible enough to adjust or modify to do a better job. Shifting places, gestures, voice changes, or maybe even audience involvement can prove to be useful.

Here's an example of audience analysis:

Topic: A Call for Support for Dependence of Old Age

Purpose: To Persuade

Objective/s: The speech will seek pledges of effort, time, or money to help establish an institution to support dependency of old age.



Public Speaking

How to Magnetize and Amaze Your Audience!

Audience Analysis:

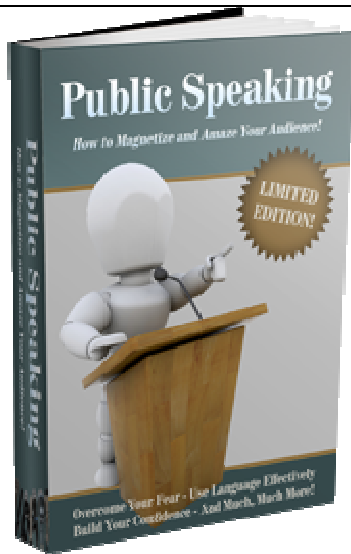
<p>1. Who are the listeners?</p>	<ul style="list-style-type: none"> • Heads/officers of civic, religious and business communities in the city • Almost equal ratio of men and women who are professionals, with high educational attainments and high earning capacity, leaders in their specific fields, dominantly Christian audience with 65% Catholics, 85% married, American and American-Chinese, some Asians • Active in social and civic works • In touch with current political, social, and religious issues • In touch with prevailing business and government situations
<p>2. What do they want from you?</p>	<ul style="list-style-type: none"> • Basically interested in a topic that is relevant to their group or organization • Desire to get more information about dependency of old age, and to know more about what the speaker is going to propose/request • Want enough bases to decide whether or not to support • Came in response to a formal invitation
<p>3. What is the size of the audience?</p>	<ul style="list-style-type: none"> • 50 people
<p>4. Where is the venue of the presentation?</p>	<ul style="list-style-type: none"> • Medium-sized case room with fixed upholstered seats in a semi-circle • 2-ft elevation in the front for the speaker • Very good acoustics • Electronic devices for presentations



Public Speaking

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