

Public Speaking Tip Sheet

Prepare

- Analyze your audience
- Determine your purpose
- Prepare your messages and yourself

Ghost Your Adversaries

- Identify their concerns in advance
- Proactively address their concerns

Remember the 3 Vs

- Visual—show enthusiasm, make eye contact
- Vocal—project your voice and pace yourself
- Verbal—use messages that will resonate with audience

Follow the Rule of 3

- Audiences can only absorb 3 messages at a time
- Identify central theme with 3 supporting key messages
- Make sure you have proof points to support messages

Engage Your Audience

- Know your audience
- Tell them a story
- Stay focused
- Provide stats, facts, and examples
- Stay energized
- Read the audience and adjust accordingly

Maximize Q&A

- Be prepared to answer tough questions
- Relax, pause, and don't be defensive
- Stay on message and answer concisely
- Speak to the entire audience
- Bridge
- Be honest, if you don't know the answer say so