

10 steps to powerful public speaking

by Mark Tyrrell

**Full self hypnosis
program with practical
exercises and 10 audio
downloads**



10 steps to powerful public speaking

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10 Steps to Powerful Public Speaking

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Uncommon Knowledge Ltd
First Floor, 69 Church Rd, Hove, BN3 2BB
United Kingdom

Course design by Kathleen Fedouloff
kfedouloff@gmail.com

Cover design by YoYo Design
www.yoyodesign.com

Where do you start?



Words mean more than what is set down on paper. It takes the human voice to infuse them with deeper meaning.

Maya Angelou

Talking to other people is a fundamental, amazing, wonderful part of being human.

All creatures communicate with others of their kind, of course, but how many other creatures on the planet devote hours of their time to ‘conversation’? Or sharing the knowledge held by one person with many others at the same time? Or trying to persuade others of the wondrousness of something that they know little about (and possibly care less)? Or engaging in public debate to try to determine the best course of action? Or just telling stories to entertain?

If you know any small children, you’ll know that infants start babbling to their parents very early on. Even though you don’t know if their noises ‘mean’ anything, you can clearly hear them modulating the sounds they make, even producing something we can only call a ‘tone of voice’ – just as if they are having a proper conversation, with pauses, emphasis, intonation and surprises. And there is no doubt whatever about their ability to get people’s attention.

So it’s not too far fetched to say that we are born to talk to other people.

Which makes it rather puzzling that so many people – if we are to believe the surveys – would rather die than stand up and speak in front of other people.

What can have happened to them since they were happily babbling infants?

What shuts us up?

Well, a lot of people will have had experiences similar to mine. They got laughed at as children. Or put down. Or told that they were idiots and nobody would ever listen to them. Or told that they were getting far too big for their boots. Or were thrown into a situation they weren't prepared for, and found it extremely distressing.

These, if you like, are the *emotional* barriers that get set up between us and our natural talent and desire to talk to others about anything. If we talk about something and then are made to feel bad, in whatever way, it's easy to understand that we might become less and less keen to do that kind of talking...

But it's not only emotions that get in the way of speaking easily, confidently and effectively to anyone about anything.

In general, there is a sad lack of *training* in how to give a good talk. When you consider how important telling people about things is, this is quite astonishing. At some time in your life, no matter what walk of life you are in, you will find yourself having to explain, educate, entertain, excuse, edify, elucidate, elaborate (and that's just a few of the 'talking' words beginning with E!) to someone about something.

If your school or college or workplace training gave you some help in learning the skills you need for doing this well, you were lucky!

Many people find themselves having to figure it out for themselves, by trial and error. Trial and error is a very useful approach in some respects, of course, but it can be awfully slow, and lead you down a great many dead ends before you find a path that takes you through to where you want to be.

And speaking of that...

Where *do* you want to be?

Speaking in public covers a vast range of situations.

You may have a burning desire to stand up in front of thousands and sway them with a powerful vision, or win their allegiance in an important struggle, or have them roaring with laughter.

You may want to teach people useful skills or share vital knowledge, in a way that will empower the people you teach.

You may be a recently promoted manager with new team responsibilities, wanting to be able to call them together to nurture team identity and establish team goals.

You may need to be able to present clear, coherent and informative reports to senior managers and directors so that they can make important business decisions.

You may want to be able to participate in community meetings, school boards, voluntary organizations, or any other non-familiar environment or audience and feel comfortable saying whatever you need to say.

You may find yourself invited to speak at a wedding, or at a funeral, or at some other important social event.

Wouldn't it be great if you could do all or any of these things?

And that's why we've put together the **10 steps to powerful public speaking** course.

What this course will do for you

We ourselves have given hundreds of speeches and presentations over the years, and worked with countless people who have found themselves called on to give talks, demonstrations, seminars, lessons and even sermons on thousands of different subjects. To small groups and to large ones. To children and to adults. To people who already know something about the subject and to people who know nothing about it. To people they know and to auditoriums full of strangers. In every conceivable kind of context.

We've seen what works and leads to speeches and presentations that linger on in the minds of the audience, and even change their lives. We've understood what sometimes gets in the way, so that a presenter sometimes give less than their best even when making the utmost effort.

And we know how you **get over the latter** and **do more of the former**.

Each step on this course tackles one important facet of the public speaking experience *in detail*, with lots of thought provoking information and tried and tested exercises to help you get an understanding of what factors shape your own approach and reactions as a speaker, and what you can do, practically, to become an even better speaker.

But this course is not just a mine of useful information on presentation skills. It's about helping you making fundamental changes within yourself.

So each step includes a carefully selected audio hypnosis session designed to help you more easily absorb and integrate powerful new behavior patterns and helpful mental attitudes. Until it feels *completely natural* to you to automatically feel, think and act in a way that maximizes your chances of giving great speeches whenever you need.

And far from having to strive obsessively to remember every little thing we'll talk about on this course, you can *relax* and *absorb the material over time*, making it as naturally and deeply yours as your mother tongue that you learned to speak so fluently without even realizing that this was what you were doing.

Following the path to being a great presenter may or may not lead to a world-wide speaking tour, but it will certainly increase your effectiveness and impact in many areas of your life, equipping you with tremendously useful, flexible skills and experience.

Where are the basics?

You'll notice that there is no step on this course for 'How to give a talk'. All our steps are about 'How to give a better talk'.

But we know it's also helpful to have a refresher on the basics of making good speeches and presentations to hand, so you will find some basic principles set out in **Annex A**, and a sample feedback form in **Annex B** (right at the back).

Ready to commit?

Making major changes and improvements in how you approach speaking in front of an audience requires a serious investment of your time and energy. To get the maximum benefit, you need to make a strong commitment to yourself:

- to read your material – over and over
- to listen to your downloads regularly
- to do the exercises
- to practice everything you learn
- to be patient with yourself and give yourself time
- to notice, monitor and celebrate your progress

and most important of all

- NEVER EVER TO GIVE UP!

How to see how you're doing – the Progress Checker

We've put the material in this course together very carefully to make it as easy as possible for you to use, and to review as often as you need. Each step provides you with vital information, tips, exercises and information about related material.

The related material includes

- links to other associated downloads you might like to purchase (these are suggestions only – they are *not* required for the course)
- links to *free* informative articles to enhance your progress and understanding.

Each step includes a Progress Checker sheet containing two identical charts. We recommend that you print out several copies of the Progress Checker for each step you undertake and keep them sorted in a folder. (For your convenience, we have also put all the Progress Checker sheets together at the end of this document, to make them easy to find and print out.)

The Progress Checker makes a number of statements on the topic covered in that step, and asks you to indicate how true these statements are when applied to you. Nobody is going to see this information but you. Be honest and *fair* with yourself.

We recommend that you fill in the first chart on the day you start that step, *before* you read the material or listen to the download. This will give you a base line against which to monitor your progress.

It's only natural that, at first, most answers will tend to fall to the left side of the chart.

At the end of the 7-day assignment period, complete the second chart.

Each week after that, continue filling in a Progress Checker for that step, even when you have moved on to a subsequent step.

And so on.

Why it's important to monitor progress

Keeping tabs on yourself like this makes you *more aware* of even small improvements and helps you to stay committed.

Even *one* move to the right on the chart is progress, and you should be ready to appreciate and congratulate yourself on the smallest positive change that you notice. Always remember that you have a long term goal here, and it's little steps that will get you there. From time to time you may see a big jump, but gradual, steady, sustainable progress is what you are really after.

When do you stop filling in your Progress Checkers? You'll know...

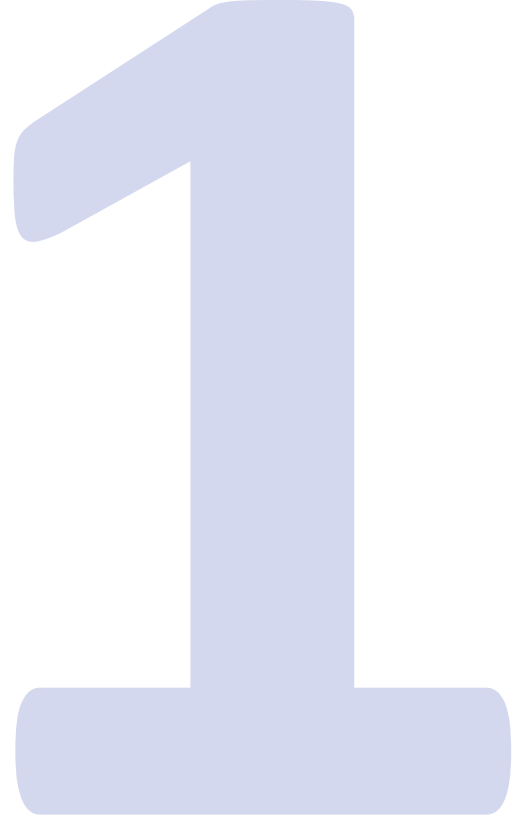
It's time to start.

Good luck.

Mark

10 steps to powerful public speaking

Mark Tyrrell



Public speaking confidence

Step 1

Public speaking confidence

Welcome to the first step of your **10 steps to powerful public speaking** from Hypnosis Downloads.com!

ACTION POINT! Remember to fill in your **Progress Checker** before you start!



*All you need is something to say, and a burning desire to say it...
it doesn't matter where your hands are.*

Lou Holtz, American football coach and motivational speaker

I've seen all kinds of public speakers over the years. I've watched presenters who could bore you senseless from the word go, put you to sleep quicker than a general anesthetic. That's at one end of the spectrum.

But I've also had the unforgettable experience of having my life changed by *amazing* public presenters, individuals who intrigue, inspire, memorably teach, entertain and make you feel they're talking directly to your heart and mind.

These are the few who help you not just understand but 'see' what they say. They lead you along a wonderful path full of amazing views and delightful discoveries. They stimulate your imagination and change the way you see yourself and the world.

This course is all about the *difference* between these two types of public speakers and how to truly become the best kind of speaker *you* can be.

Now whether you plan

- to be a great orator who can sway thousands with your words
- to be a teacher or lecturer comfortable with large groups of learners
- to be able to give clear, incisive, interesting, useful presentations at work
- to be a dynamic after-dinner speaker who gets invited again and again
- to be able to give a good best man's speech or eulogy, or
- any combination of the above

there is so much more to this than merely overcoming fear and anxiety when speaking.

But let's step back here.

Why do presentations, anyway? Why not just send out a round robin email containing all our thoughts on the topic to all the delegates, so they don't even have to go to all the trouble of actually attending our live event? (Ha! Think how that would go down at a wedding!)

The magic of your live presentation

A live event is where the magic happens. You can, of course, get a moment of magical insight just reading an inspiring text, but the spoken word, the *presence* of people, makes a remarkable difference. And sometimes that difference is everything.

When we listen to spoken words addressed directly to us, we witness and share in the creation of something that did not exist until that moment. When a speaker and an audience get together, it's a *personal* encounter. They *see* the speaker. They *hear* the speaker. They can *talk back* to the speaker. You don't get that reading an email.

Unless the presenter is just churning out a 'same old same old' speech they've given a hundred times before, then they will be finding new ideas, discovering new ways to express those ideas and responding in real time to the mood and even the faces of their audience.

Reading is a fixed medium; the spoken word is fluid. When the public presenter tells a story (and, in a way, all public presentation is story telling), their voice fills the room and has a observable effect on their listeners. It's as if an invisible energetic creative current passes between and weaves connections among all those present. This is why it can feel so great both to have given a wonderful presentation oneself and to have been in the audience of great public speaking.

So excellent public speaking isn't just about overcoming fear and being super confident in front of others. It's about using your creative powers to the maximum –even if

you are presenting what might be considered a 'dull' subject. It's about creating an atmosphere, creating an environment where truly rich experience can take place.

To get started, you really do need a foundation of strong self confidence.

The magic of self confident presentations

You can't see it, you can't touch it, but there's no mistaking its presence. I'm talking about self confidence. *Having* it can turn a pauper into a king. *Not* having it can render a king into a pauper.

Developing self confidence is a vital first step towards brilliant presentation, and not just because it makes *you* feel better.

Why? Because self confidence is *infectious*.



Self confidence is powerful and your audience will respond to it

People *feel* your confidence and they respond to that confidence, in itself. Confident people spread inspiration just by being in the same room. Confidence makes your message more compelling. Conversely, if you seem timid and lacking in confidence, then your message will seem dubious to your listeners – even if it's the best material there is.

Your audience won't have confidence in your subject matter – *even if it's the most important and useful topic ever* – if you don't present with confidence.

In the first instance, that confidence comes from how well you have prepared (see *Annex A – The basics of good public speaking*). But there is more to it.

An inspiring moment

Quite some years ago I was waiting in a hall with two hundred other people for a speaker to start his presentation. I remember looking round and wondering to myself how on earth anyone could have the guts to talk to so many people all at once.

Then I spotted the speaker chatting to one of the event organizers across the room and instantly knew it was going to be a great presentation. He simply exuded good will, humor, deep calm – the absolute epitome of confidence. He looked for all the world as though he was actually relishing the prospect of the upcoming talk – something that, way back then, would have filled me personally with utter terror.

Right there and then I vowed that some day I was going feel just as at ease as he did then with presenting to an audience of hundreds.

Let me tell you, it's a truly wonderful feeling to know you've inspired other people with your words, to feel hundreds of people focusing intently on everything you say, to hear thunderous laughter at your well crafted quips and to feel so completely comfortable that speaking publicly feels like the most natural thing in the world.

People don't just randomly get it into their heads one day that they will take up public speaking. Generally, someone inspires us. And we call upon that inspiration.

Exercise • Speaking heroes

Think about speakers and presenters – in any kind of context – who have impressed and/or inspired you.

Who has given you a **real sense of their confidence**?

Who **inspires** you to some day be just as compelling as they are?

Make a list of

- their names
- what you heard them speaking about and
- what in particular **impressed** or **interested** you about them.

If you haven't yet found anyone to inspire you, visit the [TED website](#) and look who's talking there.

Now before we go any further it's vital to explode one very common self confidence myth.

Myth: A confident speaker always expects (and gets) success

Here's the thing, something you really *must* understand about self confidence.

Self confident people are **not always certain** they will be successful.

Self confident people **do not assume** their audience will love them or what they have to say.

That is not what true self confidence is about (although positive thinking certainly does play a part).

Truly self confident people are simply **not afraid of things not going well**.

Of course, they want their talk to go down a storm and, because they are confident, it's more likely to do just that, but their real skill here is to be able to easily relax with the thought that it might not go that well, and to know that if it doesn't they can handle that too.

That is the essence of true confidence.

Not being afraid of falling flat on your face is a real strength. Unless you are ready to fail, you will never be ready to succeed. But self confident speakers make this easy for themselves by redefining in their own minds just what success and failure actually mean.

Another trick of the truly confident

Confident people are less likely than others to be perfectionists. Their standards may be of the highest, but they are happy to be reasonably flexible because they don't see everything in all-or-nothing, black-and-white terms.

For example, when I've coached people in public speaking, I've noticed that at first they often talk in very black-and-white ways about 'failure' or 'success', as if these things were absolutes.

They might say something like: *"I'm terrified my talk will bomb!"* or *"I just want it to go perfectly!"*

Their first step to truly self confident public speaking is to stop thinking like this.

They need to know that success and failure are *relative terms*. If you are speaking to 100 people and 50 of them love your talk, 30 like it, 18 are neutral and 2 absolutely hate it, is this a success or a failure?

I'd call it a *relative* success.

Whether people like your talk is often down to them rather than you. *You can't control everything.* Most of your talk can be clear and interesting with little pockets of less clear or less interesting bits. This is a *relative* success.

Speech, unless you are some kind of pre-programmed robot, is full of pauses, moments of forgetting what you were going to say, snippets of repetition. Some of this in your public presentation can actually be a good thing. Why? Because it makes you human! (You'll note that 'being human' gets mentioned in *Annex A – The basics of good public speaking.*)

So a little bit of 'failure' can actually equal 'success'.

Exercise • The joys of relativity

Black-and-white thinking, seeing everything in absolute terms, is not usually something we do consciously. We fall into the habit of it, without even noticing.

Check your flexibility levels.

Identify **five 'perfect' events** you participated in and write them down.

Identify **five 'disastrous' events** and write them down.

Beside each item in the first list, note a couple of **less than perfect** aspects of the occasion.

For the second list, note a couple of things that actually **went quite well**.

This will help you start to think more flexibly about what 'success' and 'failure' really mean.

Remember, presentations are very rarely 'complete disasters' **or** 'absolutely loved by everybody who attends them'. Confidence isn't about self delusion, it's about realism.

Let self confidence come

“You can’t hurry love” it says in the song, and you can’t hurry confidence either.

Confidence will come once you discover that talking to a group of people – or even a crowd – doesn’t have to be any more intimidating than chatting with your best pal over a coffee or a beer.

In fact, this is exactly the approach Richard Branson, founder of Virgin Group, takes. And he recommends it to others too:

Picture yourself in a living room having a chat with your friends. You would be relaxed and comfortable talking to them. The same applies when public speaking. Try to forget there are hundreds of people watching you and get your point across in the same way you would to your friend. (1)

You reach that level of presentation confidence by being brave enough to *start* talking in public. Experience makes you truly confident.

But in doing this course you have a huge advantage.

The hypnosis advantage

We regularly use hypnosis to help people experience presenting confidently in their minds *before* they do it for real. This means that when you eventually come to do it for real, *you’ve already done it*. Your subconscious mind is imprinted with a perfectly genuine, albeit hypnotic, recollection of naturally confident presentation.

This is great way to refine your instinctive confidence. And this is what you are going to find as you undertake your first hypnosis assignment.

Assignment 1

Public speaking confidence

Download [Public speaking confidence](#) and **listen** to your download

- **every** day
- **at least** once a day
- for **7** days
- or until you **notice at least half** of the progress indicators shown below

Progress indicators

- you start to truly **understand what self confidence is**
- you get **used to relaxing** listening to the download
- you notice the old fear feelings **fading into the background**
- you begin to **picture yourself truly relaxed and confident** speaking in public
- you find you have started to **look forward to opportunities** to speak in front of others

supplementary material

Related downloads available to purchase

[Boost your self confidence](#)

An excellent tool for general confidence building

Recommended FREE articles

[How to build self confidence](#)

The world *needs* better public speakers because, believe me, there aren't that many truly great ones! But one day you can join the ranks of the few if you persevere.

Remember, you won't necessarily notice all the shifts I have mentioned in the progress indicators all at once. But you will start to experience them soon, and more and more as you progress through the course.

Right, we've taken the first step now, but it's important to relax with the material, and give yourself time and opportunity to really familiarize yourself with it to the extent that you become 'expert' in it and 'make it your own' – something that's completely natural to you.

Next time we'll be addressing that most important of issues, presentation anxiety, helping you to feel totally different about performance in general.

Until our next step!

Mark

Notes

(1) Richard Branson, writing in his [blog](#).

Public speaking confidence – Progress Checker

Date: _____

| How true are these statements of you? | Slightly | Partly | Fairly | Mostly | Totally |
|---|----------|--------|--------|--------|---------|
| I think I really understand what self confidence is | | | | | |
| I am used to relaxing and calming down | | | | | |
| The old feelings of fear are becoming fainter and weaker | | | | | |
| I can really see myself speaking calmly and confidently in front of an audience | | | | | |
| I look forward to having opportunities to speak in public | | | | | |

Date: _____

| How true are these statements of you? | Slightly | Partly | Fairly | Mostly | Totally |
|---|----------|--------|--------|--------|---------|
| I think I really understand what self confidence is | | | | | |
| I am used to relaxing and calming down | | | | | |
| The old feelings of fear are becoming fainter and weaker | | | | | |
| I can really see myself speaking calmly and confidently in front of an audience | | | | | |
| I look forward to having opportunities to speak in public | | | | | |



I hope you found Step 1 of the 10 Steps to Powerful Public Speaking course useful

If you would like to try the whole course, you can [read about it here](#).

All my very best,

Mark Tyrrell

Co-founder of Uncommon Knowledge

Author of [10 Steps to Powerful Public Speaking](#)