

## Public Speaking Fears – How To Overcome Them.

When it comes to public speaking you are not alone if you fear it like the black death. Rarely do I go to a networking event and not have someone share with me their absolute terror at the suggestion. But here is a very powerful point to remember if you have ever met me. I used to be petrified of public speaking. We are talking shaking, sweats, cant remember my name let alone what I was going to say fear. So bad it used to feel like my heart was trying to escape my chest. And another important point to remember is I've helped business women overcome their fear in an hour and then speak to their target audience and gain new leads and sales. So its a powerful opportunity to get your message across to a roomful of potential customers.

So now you know you have got to deal with that fear!

And yet the colour drains out of your face. Palms are sweaty, a feeling of nausea sweeps over you, you gain the shakes and suddenly you even forget your name!



And now you are expected to say something engaging and interesting to a roomful of people.

Pressure....What pressure???

**So the next time that happens read this report prior to your speaking engagement as its packed with top tips to ensure that public speaking is not a fear but a success in your business;**

**Remember you are about to do something you don't normally do.** When you hold a conversation with someone, if someone misinterprets your meaning you are able to correct them and adjust the meaning. When it comes to public speaking keep your message clear and simple to ensure you are able to get your message across succinctly.

**Hand Gestures are great if they are part of your natural style of speaking.**

Being yourself is key. However be aware of annoying little habits. Fiddling with your hands, ums and arrrs can all distract from you and your message. **If you really struggle**



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**with hands that are alive, clasp them together and let them drop naturally to hip height. As if you were holding a bouquet!**

**Only use technical jargon if your audience is expecting it.** From your first sentence your aim is to connect with your audience.

**Establish why you are the speaker** – what’s the reason you are the expert here that they can trust you? Let your audience know this, without turning the talk into a all about me session.

**You already know practice practice practice but did you know it’s imperative you practice out loud**, in doing so you are able to practice your timings too and see where are good places for.....pauses.

**Pauses** add weight to what you are saying and allow your audience time to process what you are saying and think about the content you are delivering.

**If you’re overwhelmed by the prospect of having all eyes on you, practice in the mirror** – this allow’s you to get used to seeing someone watching you. It may feel odd and uncomfortable but it can still be a useful way of breaking down the fear.

**Smile** – When you smile people naturally want to smile back. And smiling releases endorphins that make you feel relaxed and in control. Remember to make eye contact too. This allows people to naturally trust you, which builds rapport with your audience.



**Appreciate you are about to do something you wouldn’t normally do.**

Appreciate **it’s performance energy not stage fright**. That adrenaline pumping through your body and trying to take over, rein it back in, take a deep breath, drop your shoulders and trust in the knowledge that you know your subject matter inside out. Some of the most successful people were so nervous before every performance they felt like they were going to be sick. Fear is not to be feared – it’s to be confronted.

**The more you do it the easier it will get.** Trust that that is the case.

I have seen this so many times and it is true.

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**Know you are the expert in your field and that you can deal with any eventuality** – if you are confronted by a question you don't know the answer to, these 2 answers work a treat:

“That’s an interesting point, what are your thoughts on that?”

“I’d like to ensure I provide you with all the information you need, so can I get your contact details and come back to you with a detailed answer.” This leads us on to the next important tip.

**Know the purpose of your talk** – Do you want people dashing over to your website or social media to get your free resources? Do you want them signing up to something? Do you want them signing on the dotted line **to future, talks, offerings, services, products? Knowing the outcome is key BEFORE you start.**

**Ensure from the moment you start your audience feels listened to and appreciated.** Do this by explaining you would like their questions and when you would like to hear them. Do you like free flowing talks where your audience is able to participate at any time or do you prefer a set time when your audience can ask questions. Note it’s better to ensure that’s not right at the end or your purpose could get lost in questions.

**At the start give them a taster of what’s to come.** Whet their appetite to want to know more.

**Practice every section of your talk in little sections.** In this way if you were to get lost in your talk or to be side tracked, if every segment is remembered you will remember the key facts you wish to get across. If you are using Power Point it’s good to get to the stage where just seeing the picture of a slide kick starts your brain to remember a whole section of your talk. Remember you will naturally remember the start and the finish, so practicing out of sequence ensures you truly master what you are going to say.

**Confidence comes from doing.** If you are really scared show case little sections at networking events in 60 seconds or 5 minute promo slots.



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**Get confidential feedback** from people you know you can trust to be honest and critical if necessary. Your Nan or your best mate loves you but her judgement on your public speaking skills may not be the most valuable to your public speaking success.



**Take the time to breathe** – if you feel nerves taking over. Pause to take a sip of water and think calmly what is my aim?

**Remember these words “I know my subject matter.”** “If I was in a one to one situation I would confidently deliver my message, so I know I can do this here too.” Trust in your ability to achieve. Another reason we can become overwrought with fear is because we assume the outcome will be a negative one. Reframe that in your mind to the positive outcome you really want.

**Power up your thoughts** – if you have had an experience of public speaking that was less than successful, ask yourself if this is useful to you? If not ask yourself what would be a powerful thought to help me to be successful when public speaking.

**Apologising – Dont!** If you miss a slide, a section of your talk, or forget your lines – do not apologise – this takes away your kudos as the expert. Remember the only person that knows what you were going to say is you. Knowing your key points will help you stay on track, but if you make a mistake apologising does nothing for your confidence or your delivery. Accept it happened and move on confidently.



**After every talk evaluate** what worked, what you were not happy with and how you can improve on it. Doing this every time allows you to look at how you improve your performance.

**Power Point is for your audience not you.** Too wordy and your audience stops listening to you and tries to read the slides. Keep them short and punchy with plenty of visuals. But without the graphics and words bouncing in and out and all over the screen – too busy becomes a visual nightmare and loses your audience’s attention.

Lastly – keep going and every single speaking opportunity that comes your way, accept it. Never come up with an excuse as to why you can’t today. Take

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every opportunity – remember it is your chance to spread the word about what you do, how you can help and deliver genuine value to an audience – and that is all good for your business success.

Let me know how you get on and if you need some extra help just say

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And feel free to ask me questions on my social media too

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<https://www.facebook.com/MandieHolgateBizWomanCoach>

Not Signed Up To My Newsletter? <http://mandieholgate.co.uk/dont-miss-out-on-the-good-stuff/>

**Remember I've helped business women overcome their public speaking fears  
in one hour – so I know you can achieve what you want to,  
it's time to go for it!**