

POWERFUL PUBLIC SPEAKING TIPS  
30 TIPS FOR SPEECH WRITING AND DELIVERY



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PUBLIC SPEAKING COACHING  
DREAM2INSPIRELLC.COM

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# **30 POWERFUL PUBLIC SPEAKING TIPS TO HELP YOU WITH YOUR SPEECH WRITING AND DELIVERY**

Effective communication is the heart of every meaningful relationship, both within your professional and personal life. In business, your company could fail if you neglect to clearly communicate your organization's goals and needs. As an employee, you could jeopardize your chance of getting a raise or promotion because you were unable to effectively get your points across to your colleagues, customers, or superiors to justify your performance deserves recognition. You could be at a job interview and lose the opportunity of being selected for the position because you were unable to effectively sell your true value and expertise.

Whether you are preparing to deliver a speech, presentation, an interview, or simply asking your boss for a raise, you are engaging in public speaking. Public speaking is not limited to speaking in front of an audience. Public speaking occurs every time you converse and interact with at least one person in a public setting. Think about that for a moment. You are a public speaker already. You may not give speeches or speak in front of large audiences on a regular basis, or ever, but you are a public speaker.

Communication is how we function and evolve individually and as a society. It's everything. So why not become more aware and knowledgeable by equipping yourself with a few tips that will help you build your public speaking confidence? For some people, the answer is they are too afraid. If you are one of these types of people, I invite you to challenge the narrative you've been repeating in your mind that says I am too afraid of public speaking. This is your moment to push yourself towards personal growth. Besides, who says public speaking has to be scary? I believe public speaking can be fun. Especially, when you allow yourself to be creative and try different techniques. The fact you decided to read this book indicates you are ready to move forward to your next level of personal and professional growth. I am here to help you.

I am an award winning inspirational speaker who has won multiple first place awards in speech contests. I am a transformational public speaking coach. I have over fifteen years of public speaking experience and have had the honor of coaching great individuals to actualize their effective public speaking potential. I design and facilitate public speaking training and workshops. In this

book, you are going to receive tips to help you prepare and deliver your next speech or presentation. You will also gain powerful techniques you can apply to any public speaking situation, whether you are speaking to your boss, speaking at a wedding, or communicating with your family and friends.

I introduce to you thirty tips to help you with overcoming fears of public speaking, speech writing, and effective delivery for your next speech or presentation. When you create a speech your main goal as a speaker is to entertain, inform, and inspire your audience to take action on your message. Before we begin focusing on the structure and content of your speech writing, let's first address your public speaking fears.

## **OVERCOMING FEAR OF PUBLIC SPEAKING**

### **1. Get Organized**

This will help you feel more prepared and increase your confidence. Knowing what you want to wear two days in advance of your speech can greatly reduce your fears of how you appear to the audience.

### **2. Practice, Practice, Practice**

Practicing doesn't necessarily make you perfect, it helps you master the ability to internalize. The more you practice you will begin to eventually master your speech. It requires discipline and consistent effort but once you know your content and plan which delivery techniques you want to use throughout your speech and internalize them, you can rid yourself from your fears.

### **3. Identify What You Fear**

How do you identify with the following statements?

I'm afraid I haven't prepared enough.

I'm afraid I might stumble over my words.

I'm afraid I will run out of words to say.

I'm afraid I will look like I am afraid.

I'm afraid I will embarrass myself.

These are valid concerns and I understand them 100%. I remember the first time I delivered a speech. I was in a college level public speaking class

for the first time and I was scared to death. I was hoping the teacher would give us some time to warm up to each other before our first speech assignment. At least until the third class, but no, it was the first class. I wasn't ready to give a speech. Then that frightening day came when I had to give my speech.

My speech was titled The Power Of Positive Thinking. I was so nervous. I could feel my heart pounding through my chest and my stomach in knots. I remember saying to myself right before I was called up to speak, "You better think something positive real fast because you're next." I stood in front of my classmates in silence like a deer staring in headlights in the middle of the road. I was about to get hit with the scary reality that the spotlight is on me. Looking back on this experience, I was afraid of every thing I listed above. Know what you fear so you can effectively tackle it.

#### **4. Push Past Your Fear**

In order to overcome a fear you have to challenge yourself by facing it. I invite you to place yourself in situations where you have to speak in a public setting. Volunteer to speak at your next company meeting, give a toast to one of your friends while out to eat, start a friendly conversation with a stranger. Push yourself to overcome your fears of public speaking.

Most fears of public speaking stem from past experiences and deeply rooted beliefs about how you view yourself and how you think others view you. I'm here to remind you that you can do it. Take the next step towards growth. Push past your fear.

#### **5. Don't Overthink How The Audience Will React**

Remember you are not a mind reader. You will never know how your audience is going to react to you so don't over think it. Focus on preparation, practice, and delivery. The audience will be on your side if your speech is well prepared and delivered.

#### **6. Study Yourself On Video And In The Mirror**

Every time you practice it is a good habit to record yourself on video and also practice in a mirror. The video is a great tool because you can analyze your body language and vocal variety. It can also help you with

internalizing your content when you repeatedly play it back.

The mirror is helpful because you can see first hand how you look to your audience. The more comfortable you are on camera or in front of the mirror, the more comfortable you'll be on stage in front of an audience.

## 7. Breathing Exercises

Taking a few minutes to perform deep breathing exercises can help you dramatically reduce most of the physiological responses of public speaking fears. Some of these responses include a pounding heart, shaking hands, racing thoughts, nervousness, and quivering voice. Form a habit of taking a few moments before you practice or deliver a speech to breathe deeply by pulling air in through your nose, allowing the air to flow into your diaphragm then pushing it out through your mouth. Allow your muscles to relax and focus your thinking on your breath cycles. Do this for five minutes and you will notice a huge difference.

## 8. Affirmations

Some times you have to fake it before you make it. When you affirm to yourself things such as, "I am a confident and competent speaker." and you visualize yourself as this, you will begin to shift into the confident and competent speaker you say you are. Remember, your mind only knows what you feed it. Once you feed it with a belief and you repeat that belief, your mind will begin to search for evidence to back up this new belief. If you want to overcome your fears of public speaking, start believing you are the great speaker you want to be and visualize yourself as this person when delivering your next speech.

## 9. Find A Great Coach

Many powerful speakers have had a great coach or mentor help them along their journey. Find a public speaking coach. I have had the privilege to experience many opportunities of making a positive impact on my clients, by helping to transform their public speaking weaknesses and lead them to the success of their public speaking goals.

The reality of it is, not every team is a good fit. Explore your options

then contact me so we can see how well we might work together to achieve your public speaking goals.

## 10. Channel Your Nervous Energy

The same physiological responses your body has to fear are similar to when you experience excitement. Do you remember what some of these responses are? Some of these responses include a pounding heart, shaking hands, racing thoughts, nervousness, and quivering voice. Use some this energy to make your speech more impactful. Instead of holding back due to your nervous energy, allow yourself to let go and channel your nervousness into how you use your gestures to explain your points. Perhaps you can channel it through your use of vocal variety or movements on stage.

What ever you do, avoid trying to hide your nervousness. It's ok to be nervous. Try your best to channel your nervous energy into positive energy to make your speech more impactful. You will notice that after the first couple of minutes you won't feel as nervous as you ease into your comfort on stage.

# WRITING YOUR SPEECH

## 11. Decide On The Type Of Speech

There are different types of speeches. The most common are informative, persuasive, inspirational, motivational, and special occasion. Decide which type of speech you want to create and begin working on your core message.

## 12. Perform An Audience Analysis

Before you prepare your speech, you should have a general understanding of the demographics of your audience. Can you identify what is in it for them to listen? This includes things like age range, interest on topic, specific problems the audience encounters that your speech can help them solve. You will connect on a deeper level with your audience when you understand them and you show them you understand. You do this by being well prepared and addressing things in your speech that will help them feel, think, and gain from your message.

## 13. Identify Your Message And Purpose Of The Speech

What is your higher meaning for your speech? There are three layers to every message. The surface layer, the audience perspective layer, and the inner you perspective layer. The surface layer is the problem your speech addresses. The audience perspective is how this problem may be affecting their lives and the inner you perspective is always a contrast between how you once viewed the problem in the past and how you see the solution.

You can identify the purpose of your speech by asking these questions:

Where is your audience now and where do you want to take them?

What is my message and why does it matter?

What are the problems and what is the solution?



How does it help the audience?  
How does it make me feel to share this message?

## 14. Don't Forget To Include A Story

Bill Gove, the first president of the National Speakers Association once said, the essence of public speaking is to tell a story and make a point. Audiences love stories, especially ones that entertain and make your audience apart of your speech. Create stories for your speeches as they relate to your topic and message. There is nothing like telling a great story that emotionally connects you with the audience. When you connect with your audience, they connect to your story and message. Learn the art of storytelling. I teach clients a specific storytelling formula that will turn boring speeches into an entertaining and humorous experience for the audience.

## PREPARING FOR YOUR SPEECH

## 15. Use A Basic Speech Structure

The basic speech writing structure consist of the following:

- a. Opening
- b. Key Point One
- c. Key Point Two
- d. Key Point Three
- e. Conclusion

As you prepare for writing your speech, ensure you follow this format to help you keep your content organized. Remember to be concise and succinct in your content. It should have a logical flow that is easy for the audience to follow.



## 16. Other Techniques To Get Your Points Across

As I mentioned earlier, the essence of public speaking is to tell a story and make a point. You always want to tie the points in speech to something that the audience can remember. Although stories are great tools to achieve this, there are also other methods to effectively sell your points.

Consider the following options for your speeches:

- a. Story + Key Point
- b. Activity + Key Point
- c. Analogy + Key Point
- d. Acronym + Key Point

## DELIVERING YOUR SPEECH

### 17. Acknowledge Your Audience And Organizers

You have put in tons of effort and hard work to prepare for your speech and now the day has come to deliver it. Remember always acknowledge your audience and the person(s) responsible for giving you the opportunity to give your speech. It is a polite gesture and will help you gain some serious brownie points with your audience if you do this at the opening of your speech.

### 18. Greet The Audience With A Smile

A warm smile goes a long way. Smiling disarms your audience and opens them up to being able to connect with you. It helps them put their defenses down, while also helping you feel more at ease before you speak.

## 19. Open and Close With A Bang

There are several techniques you can use to open your speech with a bang.

Consider the following ways to open and close your next speech:

- a. Make a shocking statement
- b. Ask a powerful question
- c. Tell a story
- d. State a problem
- e. Audience participation

To really drive your point home and leave your audience with something to remember, make sure to call your audience to take action during the close of your speech.

## 20. Video Record Yourself

It is good practice to get in the habit of recording your speeches while practicing and while in front of the audience. You can review and evaluate things like your performance and audience laughter. When you play back your video there are three ways to evaluate yourself effectively; watch the normal playback, listen to the audio only, and watch with no sound.

When you watch normal playback you obviously get to see how you look from the audience standpoint. When you watch with audio only you can listen to vocal variety to gauge energy and emotion to see if it is congruent with what you are saying. When you watch the video without sound you can pay closer attention to your body language such as gestures, movements, and posture to evaluate if you are communicating your message effectively.

# **THE 8 FACTORS OF NON-VERBAL COMMUNICATION**

It has been proven that communication is 7% verbal and 93% non-verbal. Which means your body speaks and the audience notices it. Below are the 8 factors of non-verbal communication you want to master to be an effective speaker.

## **21. Appearance**

Always dress appropriately to fit the occasion and audience. For formal events, wear your best dress or suit. For informal events, wear something business casual or learn the dress code.

## **22. Eye Contact**

It's important to make eye contact with the audience. Making consistent eye contact sends the message to the audience that you are confident and conveys your authority on your subject matter. It also helps build a solid connection with them.

## **23. Facial Expressions**

What is your face saying? Be aware of your facial expressions. When you practice it in the mirror, you can learn your natural facial expressions and also be able to identify if your facial expressions match your words and emotions you are trying to convey. You always want your facial expressions to be congruent with what you are saying and how you say it.

## 24. Gestures

When using gestures in public speaking is best practice to only use gestures with a purpose. Too many gestures can distract the audience, while purposeless gestures can take away from the impact of your speech or message. Use open instead of closed gestures. In other words, avoid gestures like crossing your arms, putting your hands in your pockets, or clenching your hands tightly together while speaking. Gestures such as putting your palm over your heart can convey sincerity or open palms can convey honesty.

## 25. Movements

Just like gestures, your movements should be strategically planned and purposeful. Know where you want to place yourself during each section of your speech. One way to do this is to plan different positions on the stage you will stand during your opening, key points, stories, and conclusion. Rule of thumb I always use is to start and end my speeches center stage. The middle of my speech I stand in different places depending on what speech I am delivering. Avoid swaying your body or arms, pacing side to side or back and forth unless it is on purpose.

## 26. Pausing and Pacing

Don't be afraid of the power of pause. It is every speaker's best resource. Pausing has many different effects on your audience. Pausing can be used to create suspense. Pausing gives the audience time to process your words. Pausing gives you an opportunity to pace yourself and to collect your thoughts. Pausing can be 3-5 seconds or longer depending on the purpose of use. If used correctly it can be a very powerful tool.

Below is a list of appropriate times to pause:

- Pause before and after you make an important point.
- Pause after you ask a reflective question.
- Pause when one character physically reacts to what another character says or does in your stories.
- Pause when you get a laugh. This is very important to

remember.

- Pause when you strike a chord that makes your audience think.
- Pause during the transitions in your speech.
- Pause before you respond to a question from the audience.
- Pause after you finish delivering lines at a fast rate.

## 27. Posture

It is good practice to ensure you have good balance and good posture. Your neutral speaker stance, which is the way you stand when you aren't gesturing or moving consist of your shoulders slightly back with your back straight, chin slightly up, and feet shoulder length apart for balance with you arms to your sides. As you move and gesture, remember to maintain your balance and posture. Good posture conveys confidence to your audience.

## 28. Voice

Your voice and use of vocal variety will make or break your speech. It makes up 33% of your non-verbal communication to the audience. One way a dynamic speaker connects with the audience is by strategically and purposefully using vocal variety throughout their speech to energize the audience and captivate their attention. Monotone speakers can put their audiences to sleep because there is no energy being conveyed.

You want to treat every speech as if you are providing an experience for your audience. If you want to bring your speech and stories to life, you must be willing to experiment with vocal variety. Vocal variety consists of pitch, pacing, projection, and pausing. Pitch consist of how the highs and lows in your tone. Pacing is how slow or fast you are speaking. Projection is how loud or soft are your speaking. When you use different variations of these dynamics together, you will bring your speech to life by energizing your audience and holding their attention.

Remember to never stay in one place too long. Think of your speech as a rollercoaster. It has its peaks, valleys, twists, and turns. Always try using different variations throughout your speech.

## **AFTER YOUR SPEECH**

### **29. Perform A Self Evaluation**

Once you succeeded with completing your speech and delivering it to an audience its time to reflect on what you did, how it went, and what needs to be improved. Develop the habit of evaluating your performance and don't beat yourself up if it didn't go as well as you hoped. Note what improvements need to be made and celebrate the successes you achieved.

### **30. Get Feedback From The Audience**

Seek feedback from someone in the audience. Find out what they thought about your speech and welcome all constructive feedback. Ask them to give you feed back on content, organization, and delivery of your speech. Also find out how your speech impacted their experience. Collect email addresses when possible to invite them to future speeches.

## **\*\*\*BONUS TIPS\*\*\***

### **SPEAKING OFF THE CUFF**

#### **31. Identify And Remove Filler Words**

When we are faced with having to speak off the cuff it can be a daunting task. If we are not prepared, it will cause us to use unnecessary words to fill in gaps as we buy time to think of what to say. These words are commonly used words and are known as filler words. They consist of words such as; well, um, uh, like, you know, so, and, I mean, I guess. These are some of the words we use to fill silence when speaking. This a another reason while practicing pausing can be a valuable resource for you. Filler words have no value or meaning to a sentence. Filler words are used to show you are thinking or stall for more time to think.

Start identifying which filler words you use and keep track of them by listening for them when you speak in your day-to-day conversations. Practice pausing to replace the use of these words and you will be more effective with your verbal communication.

#### **32. The Rule Of Three**

This is a powerful speechwriting technique and if used in comedy. The rule of three allows you to express your points and concepts in your speech more concisely. It helps you with organization of content and the audience can easily follow and remember what you said. It is used in slogans, movies, and catchphrases. It is everywhere. When you are asked to speak off the cuff, try to think of three things you can talk about before responding. Values such as integrity, love, and compassion are examples and can be tied into any off the cuff response.



## 33. Fun Activities To Help You Speak Off The Cuff

There are hundreds of public speaking activities you can have fun with to help you get better with speaking off the cuff. Search the internet for table topic questions and spend 1-2 minutes speaking off the cuff to random questions. Be aware of your filler word usage and records your responses to evaluate yourself.

Another fun activity is creating a story off the cuff. Tell a random story for 1-2 minutes with limited or no details about the scene. You can start by saying, “It was a dark and stormy winter night in my lonely house...” and see what you come up with. Invite friends and family to join in and you evaluate each other. You can use images and speak about those images or completely make something up about them that you speak on for a few minutes. There are plenty of activities out there, try some and practice as often as possible. You will notice a huge improvement over a short period of time if you are consistent.

## 34. One Last Time... Practice

Once again I can't stress this enough. Practice, practice, practice. Becoming a confident and effective speaker is all about putting in the work. I believe you can be one of the world's greatest speakers if you believe you can be and you work towards it. When you practice, you get better it's that simple. You don't have to wait until you created a speech, practice speaking off the cuff and you will get better.

## 35. Keep Going

Don't stop after your first couple of speeches. Make a life long commitment to yourself and personal growth to be disciplined and consistent with practicing delivering speeches where every you can so you can build your speaking muscle. It takes most professionals ten years of hard work and repetition to master a body of knowledge. Public speaking is truly an art form and can be fun. Don't give up. Keep working towards being the best public speaker and communicator you can be. I want to hear about your challenges, as well as your successes.

## Why Wait?

If you need a coach to help you, contact me and we can have a conversation to get you started along your path to accomplishing your public speaking goals right now.

Send an email to [coaching@dream2inspirellc.com](mailto:coaching@dream2inspirellc.com) and visit

[www.dream2inspirellc.com](http://www.dream2inspirellc.com)

## **ABOUT THE AUTHOR**

Thomas C. Lynch has over fifteen years of public speaking experience. After overcoming his fears of public speaking, he now helps his clients break through barriers to develop confidence with public speaking. He is a public speaking coach, and multi-award winning inspirational speaker. Thomas is the published author of the books “The Dreamer’s Journey” and “The Dreamer’s Journey Workbook”.

Thomas offers keynotes and workshops covering various topics such as, effective communication and leadership, self-awareness, and passion and dreams. His signature talks include *The Three C’s To Effective Communication and Leadership*, *The Three Things You Can Do Now To Build A Better You*, *Fun With Public Speaking*, and *The Seven Deadly Fears You Should Kill Now To Live Your Dreams*. He is an expert at training and coaching speakers to improve their presentation skills, storytelling, stage presence, speechwriting, public speaking confidence, and delivery style.

Thomas coaches various professionals such as, but not limited to; public speakers, managers, business owners, actors, authors, doctors, lawyers, and recording artists to help transform their public speaking skills and comfort. As an experienced public speaking professional and inspirational speechwriter, Thomas works with individuals to craft stellar speeches and presentations that are memorable and entertaining for the speaker and the audience.

As a musician, he has over sixteen years of experience as a singer, songwriter, music producer, audio engineer, and stage performance. Thomas has performed in popular night clubs in Hollywood California such as, The Roxy, The Whiskey, The Key Club, and the House of Blues. He also performs stand-up comedy and is trained in comedic improvisation. He has recorded and released seven studio albums, which have sold worldwide on iTunes, Amazon MP3, and Google Play.

His latest album released by his stage name T L is titled *"Visions Of A Dreamer"*, it is an inspirational album of original instrumental music.

His book titled *"The Dreamer's Journey"* and workbook titled *"The Dreamer's Journey Workbook"* are also available on Amazon and iBooks.

## About Our Services

Dream2Inspire LLC provides public speaking coaching and workshop services to help you improve your presentation organizational, writing, and delivery skills to engage and inspire your audience.

## Mission Statement

Our mission is to help transform your public speaking confidence by teaching you world-class techniques to organize and deliver a professional entertaining presentation, video interview, pitch, or speech with your most authentic self-expression.

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The logo for Dream2Inspire LLC features the company name in a stylized font. 'DREAM' and 'INSPIRE' are in a blue, blocky font, while the '2' is a large, green, cursive number. Below the name, 'PUBLIC SPEAKING COACHING' is written in a smaller, blue, sans-serif font.

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