

## Top 7 Turnoffs in Public Speaking

### Does and Don'ts to `turn on` not `turn off` the audience.

**1.) Don't Apologise** - The audience don't care if you are nervous, if you have a sore throat, if you have herpes, if you haven't spoken in public before... You are only playing an early sympathy card and sadly it will be rejected.

**Do Start Strongly** - Grab their attention with a well thought out opening. Our attention span is getting shorter and shorter (but do keep reading please!) so waste no time, get stuck in.

**2.) Don't talk all about yourself** - Beyond the basics the audience are there to be either informed, inspired, educated, motivated or entertained. If you can do all FIVE then you should be getting paid £10,000 a speech, otherwise if you can do any two of these they will love you. Keep the `We do this` and `we do that` and `We are great` to a minimum. Graham Jones calls it `weeing` all over the audience.

**Do Talk About Them** - Tell them about the benefits they will get from listening to you (make sure there are benefits); the changes they can make that will help them; how this information will impact on THEM etc.

**3.) Don't Over Inform** - All marketers know we usually buy with our heart and justify with our head. Information is great if it is relevant to them and most importantly, backed up with memorable stories/anecdotes/case studies.

**Do Tell Stories** - Here you can talk about yourself, use stories that the audience can empathise with. Rule of thumb is to make sure that they have a message and that they are quite short (the longer the story, the better the message must be).

**4.) Don't Be a Fake** - The audience can spot a fake a mile off. If you are not an authority or interested in say `Travel Writing` then don't speak about it. Don't try and be someone else.

**Do Be Yourself** - Speak about things of interest to you, that you're knowledgeable about. Improve your speaking techniques, but don't confuse technique with character. It is a turn off if the speaker maintains good eye contact etc but has no passion.

**5.) Don't Be Quiet** - We have to be heard, a basic requirement really. If the crowd have to strain to hear they won't listen for long. In a large group you will usually be `miked` up. Otherwise work on this, keep your chin up, speak slowly and louder than normal. Practise this.

**Do Be Interesting** - Here I am talking about your voice. A monotone voice is fantastic...if you are practising hypnotherapy. Work on varying your speed/tone and pitch. Write out your speech and mark down the punch words/phrases and practise stressing these.

**6.) Don't Wing It** - It can be tempting to write a few notes the day before and just get up and `give it a lash`. Ask yourself what this presentation is worth to you in terms of your self-esteem, career, profile etc.

**Do Practise** - Confidence comes from competence, the more you practise and rehearse the more you will enjoy the delivery.

**7.) Don't Panic** - Sometimes it can go wrong, you may forget something for instance. Keep going and the audience won't care. Make a joke about it, they will love your sangfroid.

**Do Be In Control** - You are the boss. You command the platform, so get there early, check everything out, chat to the guests, keep a smile on your face.

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