

The background image shows a woman standing at the front of a room, smiling and gesturing while presenting to an audience. The audience is seated, seen from behind. A large orange speech bubble is overlaid on the center of the image, containing the main text. In the background, a sign is visible with the text 'SPEAK UP LIKE A DIVA' and 'Public Speaking Presentation Skills and Confidence'.

PUBLIC SPEAKING

7 WAYS

you're turning your
audiences **OFF**

and how to win them back

SPEAK UP LIKE A DIVA

SPEAK UP LIKE A ROCKSTAR

0. Your speech title and description are generic and uninviting

- **Bonus tip.** Don't turn your potential audience off before they've even decided to attend your talk. **Make sure your title and description contain a core promise or address the audience's pain-points.** That way, they'll be excited to attend.
- Also, the event organisers will invite you back again because they'll know your speeches get bums on seats.
- **Make your title specific and attention grabbing** for your target audience. Contrast "How to avoid stress" with "5 Stress-busting tips for busy entrepreneurs".

1. Your speech opening fails to grab their attention from the get-go

- **Make sure you grab your audience right from the beginning.** You only get a short time before the phones come out or the daydreaming begins. Don't waste a moment.
- **Start with a relevant thought-provoking quote, a story, a question that draws your audience in or even a powerful image. Or use evocative speech-openers that take them to a different time or place, such as "Imagine that..."**
- **Don't open with your name and company.** That's boring and predictable. Save introducing yourself until later.

2. You don't signpost where the speech is going during your introduction

- **You'll lose your audience early on if you don't lay out where your speech is heading to.**
- For example, tell them "Today I'm going to share with you 3 ways that we as runners can reduce our risk of getting injured".
- As you progress through your speech, for each of your three points, highlight where you are by saying "Firstly..." "And now, on to point number two" and "The third and final point I'm going to make is..."
- **Prevent confusion by letting the audience know exactly where they are. It will help you keep track of where you are too!**

3. Your speech doesn't contain any stories

- We've all heard it, **facts tell, stories sell**. Stories are what we remember so **make sure you have a related anecdote for each of your key points**.
- Even if you're there to convey data or statistics, **don't forget to tell the story behind the numbers**.
- You should also **include a relevant story about yourself** so the audience can get to know, like and trust you.

4. You don't use YOU-focused language

- **Remove some of the 'I's and 'Me's from your talk.** They stand between you and your audience. You're the speaker, but you want the audience to relate to your content.
- Instead of saying "I got soaked in the pouring rain" why not use "Have you ever been soaked by a sudden shower?"
- **Create a sense of connection by including the audience every step of the way.**

5. Your slides are jammed with bullet points and contain very little imagery

- **The human brain processes images 60,000 times faster than text.** We also **recall** images more easily than we do the written word.
- Where possible, **ditch the bullet points and use a relevant full-screen image, with or without a header.** Yes, sorry, you'll have to work a bit harder if you can't use your bullet points as a crutch.
- Would you go to a Rolling Stones concert and be happy to watch Mick Jagger singing from the lyric sheet of "Satisfaction"? Given the cost of a Stones ticket, you'd want Mick's undivided attention while he's on stage. Give your audience the same focus.

6. You don't vary the tempo and energy

- **Engage your audience by varying the dynamics of your delivery.**
- Speak faster to convey urgency. Slow down when you have something super important to say.
- Lower your pitch for gravity or sincerity, and raise it to generate excitement.
- Imagine you were reading a story to a child. You probably enjoy varying your delivery, and the kid does too!
- **Rehearse and deliver your speech with some vocal variety.** Your audience will thank you for it.

7. You don't include a call to action at the end of the speech

- You may have the most hooky and memorable speech in the world, but if the audience doesn't act upon your words, then what's the point?
- **Hand over the baton with a strong call to action.**
- Whether you want them to just mull over your points, or sign up to your list for more help, **don't waste this golden opportunity to create a change in the world.**

A black and white photograph of a woman with long dark hair, wearing a light-colored blazer, standing and smiling while presenting to an audience. The audience is seen from behind, seated in rows. A large whiteboard is visible in the background. An orange semi-transparent rectangle is overlaid on the left side of the image, and a dark red semi-transparent rectangle is overlaid on the right side.

WRAP UP

HOPE THIS WAS USEFUL!

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