

## **Five Presentation Secrets That Will Change Your Life!**

Adapted from the book "*15 Presentation Secrets: How to WOW Even the Toughest Audience*," by Debbie Bailey available at [trainer2go.com/ebooks.html](http://trainer2go.com/ebooks.html).

If you want to WOW your audience, you have to STAND UP or STAND OUT! Here are 5 presentation secrets designed to help you see an immediate and dramatic improvement in your presentation performance.

### **Secret #1- Manage Your Anxiety So That It Doesn't Manage YOU!**

Most of the nervous symptoms you experience before a presentation are exactly the same as those you feel when excited. To the body adrenaline is ENERGY. If we call it energy or excitement it is good, if we call it anxiety, it is bad. The first step toward successfully managing your anxiety is to remove the negative label and rename that feeling you have right before you step up to the podium, EXCITEMENT. Tell yourself that you are excited about the opportunity to speak in front of this group. Then use your excitement to energize you and help you communicate your enthusiasm to your audience.

### **Secret #2- When It Comes To Your Delivery Style, Be Yourself!**

Everyone has their own "style" of presenting. Your style is made up of many different aspects of your delivery, including your body, voice, face, the way you use language, level of formality, etc. The trick, within your style, is to be more of who you really are, which means knowing and then capitalizing on your greatest delivery strengths.

Many presenters focus too much attention on their words. With words only accounting for 7% of your power as a presenter, spending too much energy on the words alone is a big mistake. Your nonverbal delivery style—also called your presentation personality--accounts for 97% of your power as a presenter. To improve your chances for success, focus on the real source of your power—your nonverbal communication such as eye contact, facial expressions, gestures, posture, movement, proximity, clothing, vocal variety, rate, loudness, and silent pauses.

### **Secret #3- Give the Audience All the Enthusiasm You Want Back!**

You can't expect an audience to be enthusiastic about a product or program you aren't excited about. Presentation author Doug Stanart concluded, "Your audience

will have just about as much excitement about your presentation as you do, and no more." Enthusiasm is very catchy. Most audiences will match your level of enthusiasm pound for pound.

Why does having a positive attitude matter so much? If you expect to succeed, it is likely that you will and if you expect to fail, you are more likely to be unsuccessful.

Enthusiasm has amazing powers! As you release your energy using positive nonverbal behaviors (gestures, movement, loud voice, etc.), you will begin to relax. And, your audience will quickly become excited. It works like magic! Watch how easily you can transfer your enthusiasm to your audience.

#### **Secret #4- NEVER Apologize, Confess or Make Excuses!**

Presenters say the darndest things..."I'm sorry but I have a cold today so my voice may sound a little funny" (apology) OR "I just found out about this presentation yesterday, so I didn't have as much time to prepare as I would have liked" (excuse) OR EVEN "I'm so nervous..." (confession). It is always surprising how often and how easily presenters use these NEGATIVE phrases.

Up until now, that is.

If you want to WOW your audience, you have to adopt and live by the motto: NO APOLOGIES, NO EXCUSES, NO CONFESSIONS.

When you APOLOGIZE, MAKE AN EXCUSE, or CONFESS at any time during your presentation, you are in essence saying to the audience, "Don't expect a lot from me today because I'll disappoint you." Instead of making EXCUSES, put your energy into delivering the best possible presentation and then stand behind your performance--"I did the best job I could given the circumstances." And limit your CONFESSIONS--especially those the audience has no business knowing such as "I'm so nervous"--to yourself!

#### **Secret #5 - Get Your Audience Involved in Your Presentation!**

People are notoriously BAD listeners. In fact, the attention span of the average American is just nine seconds. That means every nine seconds each member of your audience takes a little mental vacation from listening to your presentation.

With so much fading in and out, it makes sense that the audience remembers only about 20% of what they hear. Which means, the audience will FORGET nearly everything you say (80% of it anyway). Retention improves when you add a visual element to your presentation, but it's still only at 50% (don't celebrate yet, they are still forgetting half of your presentation!).

So how do you get the audience to remember MORE of your presentation for longer periods of time? To increase from that 50%, you have to engage them in your presentation, getting them to actively participate in it. Your goal is to transform the audience from passive listeners to active participants.

Some ways to engage your audience in your presentation are:

1. Ask the audience a question
2. Take a poll
3. Involve the audience in a demonstration
4. Use a gimmick

When an audience participates in a presentation, they are fully engaged in the presentation. This means that every part of them is involved in the presentation—their hearts, minds, and bodies. The voice inside their head is silent while they focus solely on your presentation. This concentrated focus enables them to remember so much more!