THE 7 DEADLY SINS OF PUBLIC SPEAKING
AND HOW TO AVOID THEM

HANDY TIPS FOR ALL PROFESSIONAL VOICE USERS - BOTH SPEAKERS & SINGERS

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Just the thought of speaking in public may have you breaking out in a sweat and ready to run … But don’t despair, help is at hand! I have put the very best tips together for you to get started on your speech right away, and after reading and implementing these steps you will be ready to grab the microphone and shine!

If you’re reading this eBook you must secretly want to be able to give a great speech in public – but perhaps you’re not sure where to start. Rest assured, you’ve come to the right place. Not only will you learn about the “do’s and don’ts” of public speaking and presentations, but you’ll also learn the basics of the Holistic Approach to Public
Speaking, which takes into account the Mental, Emotional and Physical aspects of giving a great speech or presentation.

I’m Elisa James, and my HAPS™ method has been created from over thirty years of performance experience combined with decades of personal growth study and university education. I designed HAPS™ for the person with no prior performance or presentation experience, because I believe it's important to have a goal and to follow your dreams, regardless of your background or your age. The important thing is this: you have made a decision to change, to do something different, and to create a different life experience for yourself.

Even if you’ve never been on stage before, and have never even dared to dream that you could be a presenter, there are enough tools here for you to take some first steps towards your dream. We all have something of value to contribute to the world, so go out there and do it!

“Glossophobia”, or speech anxiety, is the fear of public speaking. The word comes from the Greek word glōssa, meaning tongue, and phobos, fear or dread. It is one of the most common phobias in the world, with up to 75% of all people suffering from some form of it. The statistics are surprising, as the number of Americans diagnosed with this phobia has reached 6.3 million. 74% of those people diagnosed have a fear of public speaking, while as a comparison only 68% suffer from necrophobia, a fear of death, and only 30.5% of people experience arachnophobia, a fear of spiders.

Source: Pew Internet & American Life Project, 2012
You may have experienced one of the situations below:

1. You’re an Actor or Musician, and you find shows and concerts extremely difficult
2. You’re in Business, and you have a fear of making presentations
3. You fear making speeches at weddings
4. You experience “butterflies” in anticipation of a public speaking event
5. You might tend to avoid situations or events that may include public speaking
6. You work in the travel industry and feel intensely uncomfortable making announcements to passengers during a flight or cruise
7. You experience stuttering or stammering in public speaking situations

If you have a presentation goal to reach, keep it simple, tangible, measurable and achievable. It’s more sensible to set “small, attainable goals … rather than a singular, overwhelming goal,” according to psychologist Lynn Bufka. “Remember, it is not the extent of the change that matters, but rather the act of recognizing that lifestyle change is important and working toward it, one step at a time,” Bufka adds. Having too lofty a goal will only set you up for failure. So start small and keep moving towards your goal and never take your eyes off the prize.

At HAPSVoicePro, we have the tools and the experience to help you achieve your speaking and presentation goals. So without further ado, read and absorb the information on the following pages and get ready to take that first step!
Just 8% of People Achieve Their New Year's Resolutions.

source:
http://www.forbes.com/sites/dandiamond/2013/01/01
DEADLY SIN #1:

NOT MAKING AN IMPRESSION

Make an impression! In today’s world, what you decide to wear is not necessarily a savvy fashion decision or even a shallow consideration. It could in fact make or break your meeting or first impression. The best way to make a good first impression is to dress conservatively when you meet someone for the first time.

Even if you feel your personality is a little more 'funky' or creative, any overstated jewelry, perfumes, hairstyle or outrageous footwear will distract your audience from your
message. It is better for you to be remembered for your awesome presentation and business skills rather than what you wore during the speech.

Regardless of your physical appearance, always dress for your body size and shape and always wear flattering, simple and classic clothes lines. There is nothing worse than a speaker who is wearing something that takes your attention away from the subject at hand - YOUR SPEECH.

If you are unsure of what to wear- take a picture and give yourself an honest appraisal, or say a few words into a video camera and play it back. Ask your family for feedback as well.

"Psychology studies reveal that first impressions are formed within 7 to 17 seconds of meeting someone; 55% of a person's opinion is determined by physical appearance."

source: www.businessinsider.com
DEADLY SIN #2:

NOT DOING YOUR HOMEWORK

By not doing your homework you are risking delivery of a sub-standard speech. Ask yourself the following questions to make sure you are properly prepared:

1. Why have I been asked to speak?
2. Have I read enough about the organization?
3. Do I know the company's current work challenges?
4. Do you know what the organizer of the event has in mind?

5. Have I spent sufficient time researching this organization?

6. What is the audience demographic?

7. Are they long term employees or new blood?

8. Do they know each other outside of this event?

9. What is the overall goal of this particular event presentation?

10. What comes before this presentation? And after?

11. What did they cover last year at the same event?

12. What's one important thing I would like my audience to take away from the presentation?

If you can answer all these questions – then you are well on your way!
DEADLY SIN #3:

FORGETTING
THE 30 SECOND RULE

The first 30 seconds are the most important! What are you going to say in the first thirty seconds? “Hello and Welcome” is far too boring and obvious. Create an entrance and opener that will grab their attention and keep it!

An example of an original Opener is the following: “Sadly, in the next 18 minutes when I do our chat, four Americans that are now alive will be dead from the food that they eat.”
In Jamie Oliver’s TED talk: “Teach every child about food” he delivered a carefully planned speech which incorporated statistics, stories, well developed ideas and heartfelt authenticity. Starting his talk with such a bombshell makes people wake up and pay attention. Their jaws may drop in shock at such an opening line, but it also reaches the audiences hearts at the same time.

Hollywood movies are also great at opening scenes which keep us interested and sometimes riveted to our seats. We can relate the first few minutes of a movie scene with the first thirty seconds of your speech. Whatever you choose must make an impact but must also tie into the story of what follows.

1. Do – Be open with a strong story or statistic to shake up the audience.

2. Do – Walk on stage with confidence as though you own that space and DO command the audience's attention with your personality and presence.

3. Do – Learn your speech by heart. Have 'cheat sheets' if you need them, but learn it properly and rehearse! It will come over so much more polished and professional if it looks natural and off the cuff.
The most dangerous thing a speaker can do is deliver their speech in a monotonous, boring tone that borders on sounding like a priest mumbling through a sermon with no change of pitch or dynamic. This is a sure way to put someone to sleep and hypnotherapists use this technique often in order to lull their clients into an altered mind state or hypnotic trance.
To deliver a speech with good vocal and emotional dynamics you must incorporate funny moments and pertinent points and keep your audience engaged by changing pitch, tone color, volume and speed of delivery. Every story and every point can be delivered in a way that highlights the topic at its best. Move downstage to illustrate or "act-out" a story: the closer you get (physically) to the audience, the more they will become engaged. Ask them questions, get them thinking and have them forming pictures in their mind from the vivid stories you tell.

The worst thing you can do on stage is deliver your presentation with a lack of variety. Every time you set the scene to tell a story is another chance to add more vocally interesting changes. It is so sad to hear speakers with good voices and good presentations bore their audiences silly.
DEADLY SIN #5:

THE DRY CAMEL EFFECT

One of the worst things a speaker or presenter can do, is neglecting to prepare their body, mind and voice for public speaking. Your body and your voice need to be fully hydrated before you speak. Sipping water on the stage is not going to hydrate you effectively and breaks the mood of delivering your speech. Water needs time to work its magic into the cells and mucosal lining of the vocal chords, so you are far better off if you begin to drink water more than an
hour or so before you go on stage. Your voice will behave far better if you are properly hydrated and so will your mind!

If you wait until you feel the sensation of being thirsty, you are already dehydrated. That thirst signal is your body calling for re-hydration. Our bodies are composed of roughly 60% water so dehydration affects the performance of our body and mind. Most of our biological system does not function well under the effects of dehydration.

Current research tells us that dehydration can affect our mood and can make us cranky and even confused. Think more clearly, and be happier by drinking more water. Dehydration can lead to symptoms such as weakness, fatigue, dizziness, headaches and electrolyte imbalance.

**Guidelines for drinking water:**

1. Drink half your bodyweight in ounces of water (for example, if you weight 160lbs, drink 80oz of water each day).

2. Get into the habit of carrying a water bottle with you as a reminder to keep sipping throughout the day.

3. By eating raw fruits and vegetables which are dense in water, you are also helping your body to rehydrate.

4. Drink water and other natural, healthy fluids until your urine becomes a light straw color.
What else affects the vocal chords ability to make clear sound?

1. Eating dairy foods in the hours before you speak will create excess mucus over the chords and make it necessary to clear your throat constantly which is annoying not only to you but also to your audience.

2. Coffee, tea, soda and alcohol all dry out the mucosal lining and dehydrate your body. The rule of thumb is to consume one glass of water for every cup of coffee you drink. This neutralizes the effects of the dehydration.

3. Allergy problems can also affect the vocal chords, especially if you take medication to control the symptoms. These medications are designed to dry up excess mucus in the mucosal lining, which unfortunately leaves us dryer than we need to be when speaking. Try more natural remedies to strengthen your immune system, such as vitamins, herbs, vaporizing and saline solution nasal sprays.
DEADLY SIN #6:

NEGLECTING TO WARM-UP

After thirty years of being a performer, actor and speaker I can tell you from experience that neglecting to warm up your vocal chords before you speak can lead to giving a poor performance, especially during the first ten minutes of your presentation. You may already be dealing with nerves, and so many other variables on and off the stage which can all break your concentration, so the last thing you need is your voice to be playing up as well.
I have seen so many speakers and performers struggle with clearing the mucus off their chords during the first few minutes of speaking that it becomes a stressor for them and a huge interruption for the audience. The larger issue is that the more you clear your throat, the more you are aggravating your vocal chords by clapping them together unnecessarily, which causes them to become irritated. To alleviate all this irritation, the chords produce yet more mucus, which makes you clear your throat more ... and so on.

So what do I do to prevent this?

1. **Siren:** Warm up your voice by "sirening" down from your highest squeak to your lowest pitch. This is simply making an ambulance or police siren-like noise while in an "NG" position (as in the end of the word - SING) Do this for at least 3-5 minutes: up, down and then up again.

2. **Hum:** Humming is also a good way to gently vibrate the chords and allow any mucus to fall off naturally due to the gentle consistent vibration along the length of the whole chord. It is important to hum up and down through the speaking range so all pitches have been reached.

3. **Dry Silent cough:** If mucus is still persistent after five minutes of warming up, then you can gently remove it by "dry coughing". It's more like making a silent "haa!" sound by blowing a little air over your chords in a whisper voice with no sound coming through except air. This will blow the mucus off in a gentle and undamaging way.
4. **Warm Body:** Remember that your vocal chords are a muscle and like any other muscle activity you will need to make your body and chords warm before they will perform at their very best. So try running on the spot, do jumping jacks and perhaps some lunges to warm up the whole body before you warm up your voice. Since most indoor hotels and conference centers are air-conditioned, this will be a good way to keep warm before you hit the lights on the stage. If you are still cold, keep a pullover or wrap handy to stay warm until you are ready to go on.

5. **Lemon trick:** try sipping warm water with lemon for half an hour before you speak. The lemon will help cut through any excess mucus and the warm water will keep your body both warm and hydrated.
Elisa James
DEADLY SIN #7:

TRYING TO TALK YOUR WAY OUT OF STAGE FRIGHT

Stage fright is the biggest hurdle most speakers, actors, singers and performers need to overcome. It affects us all to some degree, but one thing is for sure - beating yourself up for being anxious does NOT stop your body from feeling the physical effects of stage fright. The reason for this is because of an almond shaped mass within the temporal
lobe of the brain called the amygdala. This primitive warning system prevents us from thinking logically when we are experiencing fear! The amygdala alerts our nervous system and muscles that "danger" (or death) could be imminent and therefore kicks our survival mechanism in faster than we can think. It is situated in the oldest most primitive part of the brain which switches on as an instinct of survival.

The "danger" can be real or perceived and these days since most of us are not exposed to killer beasts on every corner, it usually pertains to modern situations that cause us emotional and physical stress. A few examples may be:

1. Confronting a bully
2. Speaking or singing in public
3. Danger of falling
4. Seeing someone who abuses you
5. Re-calling a car accident or other trauma
6. A job interview or audition

So if we can't think our way out of fear, then what do we do?

The easiest and quickest technique I have found to calm the nerves and stop the effects of adrenaline is called "tracking". You simply track your symptoms and list them off one by one, like this:

1. What do I feel?
   My legs are shaking.
2. What else do I feel?
   My hands are clenched.
3. What else do I feel?
   My heart is beating hard and fast.

4. What else do I feel?
   I am shallow breathing.

Once you have tracked all your symptoms one by one, you simply re-focus your attention and begin to track what else you are also physically aware of. Try something like this, if you are sitting:

1. What else do I feel?
   I feel the chair against my back.

2. What else do I feel?
   I feel my feet touching the floor.

3. What else do I feel?
   I feel my hands clutching my legs

4. What else do I feel?
   I feel my feet jiggling up and down.... etc.

By the time you have diverted your attention from how your body's "nervous" symptoms feel to how your body feels against another solid object (like the floor, the chair etc) you will find that your symptoms of anxiety disappear rather quickly. After about 3 minutes of doing the second part of the tracking exercise you will feel the need to take a deep breath in and sigh it out. This is a clear sign that blood has returned to your brain, proper air function has been restored and you will be able to think and reason again!

I have used this particular tracking exercise for many students with great success and even had the opportunity to share it with a fellow plane passenger who was experiencing a severe anxiety attack during his first flight. I guided him through this exercise and within five minutes
he was feeling absolutely fine. He was so relieved and grateful to learn such a simple trick and I found it wonderful to see him recover from the physical symptoms of extreme fear so quickly.

The link between anxiety and deficiencies

Sometimes people suffer from a vitamin or mineral deficiency of which they are unaware. These deficiencies can cause symptoms which wreak havoc on our bodies and minds and have been known to cause anxiety as well. Two of the known deficiencies which can exacerbate anxiety symptoms are Vitamin C and Omega 3 fatty acids.

**Vitamin C**: Vitamin C is an anti-stress anti-anxiety supplement which is also a powerful anti-oxidant and plays an important role in managing the release of the stress hormone cortisol. Vitamin C deficiency can cause the release of too much cortisol, which produces inflammation and adrenal fatigue, and can lead to depression and anxiety. When your body is Vitamin C deficient, more cortisol enters your bloodstream, and your “fight or flight” response is triggered, which then leads to anxiety. Chronic stress and cortisol production lead to adrenal fatigue and depression.

**Omega 3**: Omega 3 fatty acids are an anti-inflammatory supplement. Inflammation is a major cause of depression and anxiety, and Omega 3 essential fatty acid supplements from fish oil and krill oil, counteract the inflammatory Omega 6 fatty acids found in vegetable oils and other foods. Omega 3 also helps depression and anxiety by boosting the immune system. They can also be found in evening primrose oil and borage oil if you have an aversion to fish oils.
FINAL THOUGHTS

So, there you have it - The Seven deadly habits of public speaking and how to avoid them - using my holistic approach. These simple and useful tips will help you march forward towards your speaking and presenting goals and give you a great head start!

Remember it's not just your voice involved in the presentation - it's your thoughts, your belief system, your breath control and support, your nutrition and your vocal ability and so much more. Keep learning, growing and practicing and you may surprise yourself! Good luck.

I hope you have enjoyed this little E-book, please connect with me on Facebook, Twitter and Linkedin
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