

content curator

with Sue Bryce

MAP: speaker pro tips

A START TO FINISH GUIDE FOR
DEVELOPING AN INCREDIBLE SPEAKING
PRESENCE

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SPEAKER PRO-TIPS

Add your thoughts, ideas and notes

- 1 Education, Engaging, Entertaining, Empowering - does your content hit each of these?

- 2 Breathing to prepare - ground your feet, breathe to center yourself and stay out of panic breathing

- 3 Breathing through emotion, acknowledging the nerves - have the audience breathe with you

- 4 Body language, hand gestures, movement - natural movement is great, but keep your head still

- 5 Sitting vs Standing energy - the most dynamic speakers stand when they teach - it projects your energy forward

- 6 Podium / free to move by request - ask if the podium or lectern can be removed so you can freely move around the stage

- 7 Mic, Remote, Laptop, Adaptors - assume they need you to provide all equipment, bring your laptop, spare batteries, all adaptors, even a lapel mic and keynote remote in case it's needed

- 8 Belt, Move, Sweat, Mic pack, Jewelry, Change - wear a belt/waistband for your mic pack, dress comfortably, you will sweat and move around. Bring an alternate outfit, and change if you need to. No clanky jewelry!
- 9 Style, Color - give a lot of thought to your outfit, it makes an impact (think of Eddie Murphy in Delirious - it makes a statement)
- 10 Cadence, Pitch, Tone are important - no vocal fry. Temper your voice, slow down, watch speed, Enunciation - pay attention to your tone and inflection
- 11 Stay on point - get to the point and stay on point, your content should match the description
- 12 OP Quotes - if you are quoting other people be sure that you quote the original source on your keynote at all times
- 13 Personal stories are wonderful if they are relevant, interesting or entertaining
- 14 What you will learn/what I will teach - this is sales content, not how you start a segment. Start teaching it!

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| 15 | Q & A at the end - tell audience to expect that so your flow isn't interrupted | <hr/> <hr/> <hr/> |
| 16 | Call for questions online PRE-presentation and select the best ahead of time (when possible). Give multiple options (I tried, I saw, DIY, outsource) | <hr/> <hr/> <hr/> |
| 17 | First line comes in strong - this should be the most powerful line in the talk. Prepare what your first line is going to be, practice it - pull them in right away, no hemming and hawing | <hr/> <hr/> <hr/> |
| 19 | Crescendo to strong close, build up in the last few minutes. Know your timing and create momentum to the finish | <hr/> <hr/> <hr/> |
| 19 | Last line as strong as the first - close out your talk with a final slide, a thank you, and call to action - get that standing ovation | <hr/> <hr/> <hr/> |
| 20 | No standing ovation for "are there any questions" - ask for questions after the applause | <hr/> <hr/> <hr/> |

WHERE DO I STAY CONNECTED?

DON'T SELL on stage, give information. That is selling.

Take a physical product and ask for a table or area to sell.

Meet and greet zone. Book sign. Selfies.

Provide a free private link to a relevant video for the audience as a gift or a lead generation.

STAY CONNECTED - NEXT STEPS

Photos and video of you onstage - social media content

Video Showreel / Professional Speaker Trailer

Audio from the sound techs

Visual Keynote

Oprah Moment