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GETTING INSTANT SUCCESS IN PUBLIC SPEAKING

50 public speaking tips to
start influencing people
with your presentations
right away



**50 PUBLIC
SPEAKING
TIPS**



Tips and Tricks!

There are so many things happening when you are speaking. As a speaker you have to pay attention to the audience, your content, your slides and much more.

As we know, the devil is in the detail. That means it's the little things that make a big difference in your talk.

In this chapter we will help you with all sorts of different little things that will make you a better speaker!

1

Make it personal!

I have spoken at many places in the past decade. Here you see a picture of me speaking at a conference in London.

What is interesting about this picture is behind me. If you closely, you can see my children! As you can see, I have three.

Why would I show my audience or you a picture of me and my children? Because I believe family is important, but also because it is part of this first tip. I believe that what we do isn't something 'clinical'. Public Speaking is about the match between you and your audience.

It is a lot like marketing. We should always make sure we understand who we are talking to.



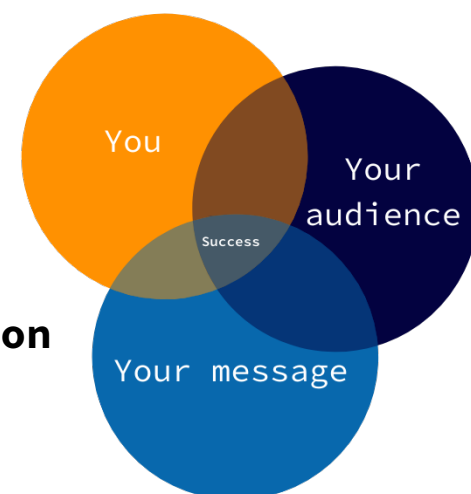
Which is why this picture is important.

I often start my presentations like I did in London in this picture. In this case I show my children, which is personal. I don't always show my children, but I do always start with something personal.

I do this **to make a connection with the audience.** It makes me human. It is about more than showing a picture of my kids. It's more than telling a personal story. It's working on a connection. A connection with the audience as well as a connection with the message I want to get across. That's why the story that goes with the picture is so important. Make it a match between you and your audience. They have to be able to relate.

The picture of my children is a start of a story, a personal story. That story has to relate to the topic I'm addressing in my talk, me personally and something the audience can relate to.

The first tip is to make it personal as soon as possible in your presentation and keep an eye on the connection between you, your audience and your message!



Want to be funny? Don't tell jokes!

Every speaker wants to make a connection with the audience as fast as they can. There are several different ways to do that. One of the ways to get the attention as well as getting the audience to like you is to use humour.

Humour is also very dangerous. When used in the wrong way, the audience can turn on you. Instead of liking you, they will hate you. And with that, you lose all your impact.

Where it often goes wrong in the case of humour, is the difference between being funny and telling a joke.



What is the difference?

The difference between the two seems subtle but is obvious. Being funny means YOU are funny. You are witty, you know how to make fun of yourself. And your timing is spot on. Telling a joke means you are trying to be funny, by telling a joke.

Telling a joke can backfire. Because whether a joke is funny, depends on how it's told and how receptive the audience is. The speaker runs a high risk of a joke falling flat.

So how can you be funny?

First of all, there is no guarantee that people will think you are funny. Even the best comedians sometimes do not get the laugh. But you can be funny if you at least have a few things:

Timing: knowing what to say at the right time is crucial. In my view, 80% of being funny is being able to time your remarks exactly right. For example timing at the exact right time to click to the next slide. You won't even have to say something funny, but show a funny slide, to get the laugh.

Self-awareness: you have to be self-aware. You have to know if you make people laugh or if you are a more serious person. If you are the latter, don't try too hard.

Remember: the best chance you have of being funny is to be yourself.

3 Types of talks you want to avoid

When people go to an event, they go there to learn. They want to take away information that makes them better. And they want to be entertained. As a speaker, you are part of the system that makes sure they get that.

This is why as a speaker, you need to think about the type of talk you do. And don't do. Here are three types of talks that you will want to avoid. They won't help the audience, and they won't help you.



The sales pitch

First, there is the sales pitch. This is the talk where the speaker tries to sell themselves, their product or their business. The audience don't like this. They don't come to an event to be sold to.

Being sales won't help the speaker either. The speaker will not earn the trust of either the audience or the event. And will not sell as much as they hope for. When speaking at an event, give to the audience, don't take.

The ramble

When a speaker is unprepared, chances are they start rambling. Rambling is presenting information, but not in a structured way. It doesn't make sense to the audience. It's just a lot of information.

In this talk, nobody will learn anything. The audience will get tired of the speaker soon, and won't be remembered. So prepare, and prepare well. Structure your presentation and give your audience something to take home.

The boring one

Finally, there is the boring presentation. Often times these presentations are about the organisations of a speaker. The problem: people don't care about your organisation. Unless that organisation does something exciting. But in that case, they are interested in that exciting bit.

Other presentations are only a lot of information pulled together. Often these are numbers presented. You can see these type of presentations in corporate environments. They are presentations without highlights. And no highlights make it boring. And you are not boring, are you?