



Public Speaking For Dummies®

Cheat Sheet

Preparing Your Speech

1. Don't get talked into making a presentation that you don't want to make.
2. Organize your information in a simple pattern that the audience can easily recognize.
3. Use various types of material — examples, stories, statistics, quotes — to maintain audience interest.
4. Use your introduction to set the audience's expectations.
5. Have a special conclusion ready that you can go right into if you run out of time. Never omit a conclusion.
6. Anticipate the questions you'll be asked and have answers ready.
7. Practice out loud.

Readying the Room

1. Get to the room early so that you have time to make changes if it's set up improperly.
2. Close the curtains so that the audience can't stare out the windows.
3. Control audience seating. Make sure that chairs and tables are arranged in the configuration that you want. Remove extra chairs.
4. Check the microphone and sound system while you're standing exactly where you'll be using them.
5. Make sure that the room isn't too cold or too stuffy.
6. Find out exactly where the room is located and how long it takes you to get there.

Perfecting Your Delivery

1. Try to establish eye contact with your entire audience.
2. Vary the rate, pitch, and volume of your voice, as well as its tone.
3. Don't stand with your hands clasped in front of your crotch.
4. Look at the audience more than your notes.
5. Don't pace back and forth, jingle change in your pocket, or play with your hair.
6. If standing behind a podium makes you feel more comfortable, do it.
7. Convey enthusiasm for your subject. It's contagious.

Great Visual Aids

1. Don't make slides and overheads that are difficult to read. Avoid too many words per line, too many colors, and designs that are too busy or too small.
2. Check text for spelling errors.
3. Take advantage of computer software templates that help you design visual aids.
4. You know you need time to design slides and overheads. Don't forget to leave time to *produce* them.
5. Number all your slides and overheads.
6. You can't check the working condition of the slide or overhead projector too many times.
7. Bring an extension cord and adapter.

For Dummies: Bestselling Book Series for Beginners



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Using Humor

1. Make sure that your humor relates to a point in your presentation.
2. Avoid sexist, ethnic, racist, and off-color humor.
3. Make offensive jokes acceptable by changing their targets from ethnic groups to rival organizations.
4. If you can't tell a joke well, use humor that doesn't require comic delivery: a personal anecdote, funny quotation, or amusing analogy.
5. Build rapport by poking fun at yourself — appropriately.

Managing Stage Fright

1. Alcohol and pills don't work. If they wear off before you speak, you'll be even more nervous. If they don't, you'll be incoherent.
2. Channel nervous tension into your performance.
3. Work off nervous energy by taking a few deep breaths.
4. Leave time to go to the bathroom shortly before you speak.
5. Remember that the audience wants you to succeed.

Helpful Web Sites

| Site | URL | Description |
|----------------------------------|--|--|
| Kushner & Associates | www.kushnergroup.com | Loaded with great links for public speakers. |
| The Virtual Reference Desk | www.refdesk.com | Researching something? Start here. |
| WebRing | www.webring.org | Tired of traditional search engines? Try a web ring. |
| The Speech and Transcript Center | gwis2.circ.gwu.edu/~gprice/speech.htm | Links to hundreds of speeches. |
| FedWorld Information Network | www.fedworld.gov | A gold mine of government information. |
| The Lycos Image Gallery | www.lycos.com/picturethis | Find a visual aid. |
| RealNetworks | www.real.com | Go here to download the Real Player. Then listen to speeches on your computer. |



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