



SPEAK LIKE YOU BREATHE

30 LESSONS TO BECOME A NATURALLY
CONFIDENT SPEAKER

KAREN DONALDSON

Speak Like You Breathe

***30 Lessons To Become A
Naturally Confident Speaker***

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Speaker**

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About the Author

Author Karen Donaldson, is die hard foodie (A recent pescatarian foodie), mom of 5, 3 kids, an over opinionated Parrot named Jazz and mini-budgie with a big bark. Karen is also the owner of Karen Donaldson Inc.; she is a Personal Growth Strategist, Certified Confidence Coach, Executive Public Speaking Coach and International Speaker (mouth full I know), but that is Karen D in a nutshell.



Karen has speaking for over 20 years, showing individuals exactly how to take powerful action to achieve more at work and in life, lead themselves and others better, increase their performance and productivity level and be more confident in themselves while doing it. She is the secret weapon behind many CEO's, Senior Executives, Superintendents and

Politicians as she guides them and helps them to increase their capacity to truly connect, engage and authentically increase their impact with any audience. With her dynamic and interactive style as an expert speaker she has the ability to move any audience to action and show any “ready and willing” individual, how become *that leader* who knows how to connect, engage and empower themselves and others.

Visit Karen at www.karendonaldsoninc.com,
www.speakconfident.com,
www.speakandgetbooked.com for more products, free tips and information about her coaching programs, live events and products.

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A humungous thank you to my Sebastien who keeps me on my toes and reminds me to push harder and act bigger every minute of every day. As well, to my Gemini sister for life Rowena R and my sister from another mister, Vickie G. Always there reminding each other to ask ourselves the right questions; what if it does work? And why not? I love you ladies.

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Welcome

Welcome to Speak Like You Breathe: 30 Lessons To Become A Naturally Confident Speaker

This book is intended to be your pocket guide to become more confident in your ability to speak in front of any size group. What you will read will seem repetitive, however it is repetitive for an intentional reason. This book is intended to show you how public speaking has very little to do with what comes out of your mouth.

As you read this book, what I ask is that you stay open to a different way of thinking about speaking publically. Leave all of your preconceived ideas of yourself as a speaker under your bed, and be open to my sharing's and teachings. My nickname is the untraditional communication coach, which is what most of my clients call me. Untraditional but effective.

As we get started there are three very important things you must always remember:

- I. Always remember that you have already been speaking for years, for some of us decades. Since around the young tender age of 2 years old. Stop shunning speaking like you've never done it before. You are already a speaker!***

II. Always remember that whenever you speak, no matter how big or small the group, your audience DOES NOT want to be spoken at. Simply have a conversation with them.

III. Always remember that your audience is comfortable and at ease when you are comfortable and at ease, so stop being so hard on yourself and trying to attain perfection.

I ask you to walk into every speaking setting keeping these 3 things at the front of your mind, because they are true. No matter who's in the audience and no matter how large the audience is never forget: you have been speaking for years.

Stay Amazing!

Karen D

The Commitment and The Oath

Before we begin I would like to ask you to take this Oath, and, make a commitment to yourself, by signing where it is indicated to do so.

Please repeat the oath while standing in front of a mirror, looking directly into you own eyes as you speak. Stand at attention with your right hand over your heart.

OATH: I [insert your name] hereby commit to doing things differently. I commit to stay open to learning, quickly implementing and taking action based on what I read. I understand that the tools will be in my hands and it is up to me to make the choice to truly lead myself to achieve amazing results in my life. I commit to taking consistent action!
Perfect!

Next, I caution you to continue reading this book ONLY if you are serious about doing what it takes to becoming a naturally confident speaker.

Sign and date here if you commit to challenging yourself to become a confident and kick butt “You”:

Sign Here X_____

Date X_____

Karen' Philosophy

Here's my philosophy about the fear of public speaking that I ask that you stay open to and consider.

No one truly fears public speaking, it's a myth!

What people fear is the unknown, not public speaking itself. It's the plethora of what if's we have allowed to consume our minds that create the infamous "public speaking anxiety" aka Glossophobia.

The what if's are the "unknowns".

It's a matter of converting the unknowns to powerful knowns, authentically standing in your worth so you can present powerfully on any platform, in front of any size group.

When you convert the unknown to powerful knowns, leverage the knowns and bring forth your self-identified natural assets when speaking...your confidence and power when speaking will sky rocket.

What needs to happen is this:

The knowns need to be acknowledged, owned and strategically used to empower your current self who speaks.

So what are the ***knowns?***

The knowns are what make you the one of a kind person you are right now. The knowns are the differences that set you

apart from everyone else on this planet. The knowns need to be the foundation of your confidence. Here are my knowns; I know that I enjoy talking to people and I can make just about anyone smile with me, I know that I accept me and I am supposed to be different, and I ensure my differences shine every chance that I get.

So, when I get up in front of a group to speak, I'm not focusing on if they'll like me or not, I'm focusing on sharing me, giving them me, with my unique style. I'm focusing on sharing information I know can make a difference in some ones life. Some may like me, some may not and that is ok, what's most important is that I like me.

What's most important is that you like you, all you perfections imperfections and all. Don't worry about making mistakes, we are human, that's what we do. Make mistakes and move on.

The conversation in our heads when speaking needs to encompass the language of self-love, self worth and self-confidence.

Just be you!

INTRODUCTION

Sharing my speaking horror story and also my revelation.

Just to let you know, I never thought I would ever share this but here I go.

In my first few years of speaking there was one extremely memorable event that is stamped in my mind PERMANENTLY!

I went out to speak to a College for their athletic leadership conference and was super excited about sharing my stuff. I did my homework, I knew who was in the audience, I knew what their recent accomplishments were, and I knew what the objectives of the event were. Everything started out just perfect!

The MC introduced me, I walked up on stage, and I did my signature introduction and got started with my talk. The audience was responding, I walked out into the audience while talking, and when I got back on stage I had a brown out.

I completely forgot what I was going to say next! I had no idea what to do.

I stared into the audience, they stared back at me, I stared back...what was about 10 seconds seemed like 10 minutes.

I did not know what to do, I didn't want to look stupid....so what I did next was out of sheer pride of not wanting to fail.

I quickly remembered one of the group's accomplishments and I then I said:

"I don't mean to interrupt the flow of things but, I am correct that your Basketball team holds the record for no losses this season?"

When I asked that, the audience erupted into loud cheers, woot woots and more. Boy was I ever relieved! It gave me the moment I needed to regather my train of thoughts and get back on track.

After the woot, woots were done I continued on with my talk and received a standing ovation at the end.

Here are the lessons that I learned over 15 years ago:

~Stuff happens and we always have to prepared to be unprepared.

~No one knows if and when you mess up unless you make it known.

~Always be prepared and know who you are talking to, because asking a simple but relevant question to your audience can buy you some time if needed.

My horror story turned revelation was an experience I will NEVER forget.

So please LEARN from my experience and always be prepared to be unprepared.

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CHAPTER I: WHAT YOU MUST STOP DOING

Lesson #1

The 2 Things You Must Stop Doing To Become A More Powerful Speaker.

1. Stop memorizing your content

When you memorize your content, you look and sound like you've memorized your content.

As a listener, it's painful to listen to.

When under the pressure of speaking with all eyes on you everything memorized goes out of the window.

Even worse you sound like a person who has memorized their speech – and it sound ludicrous. Speak from the heart and know your content.

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Here's what to do:

Speak from the heart.

Know your content well. You want your content to be second nature to you; you should know it inside out. Practice and practice again. Practice in front of the mirror and practice in front of a few people.

2. Stop standing behind a podium.

I know it's extremely comfortable and makes you feel less vulnerable and anxious, however it puts up an invisible wall between you and your audience.

Lesson #2

3 Things Confident Speaker Never Do.

To help you down your path to confident speaking here are a few tips on "what not to do" from the pro's:

Confident speakers do not try to be and sound like someone else.

Don't waste time trying to sound like your favourite speaker; you will be aiming for something you will never achieve. You will never sound like Gary V, Tony Robbins or Oprah. However you can sound like a powerful, confident and authentic (insert your name).

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When you stop focusing on mimicking other speakers and identify and harness you OWN public speaking assets, then and only then will you find and share your unique voice and presence.

Here is the caveat; learn from them but don't set out to be exactly like them.

If you're a bit of a comedian, be a bit of a comedian on stage, if you're casual, be casual...just be you. Know your stuff, deliver value and just BE YOU.

Confident speakers do not focus on themselves.

Your role as a speaker is to contribute, deliver value to the crowd, give the audience tangible tools that they themselves can use to grow, get results etc. It's not about you; it's about the value you bring to your audience.

Speak from a place of service and have a servant mentality. You see, you can only give what you have, speaking is not a popularity contest (if it is for you then you're in the wrong industry).

In all honestly forget about yourself when speaking, stop being selfish and give with a selfless mentality.

Confident speakers do not enter the stage with hesitation.

Stop with the hesitation. Be bold when you start your talk.

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Boldness and hesitation will elicit very different responses from your audience. Hesitation creates obstacles in your path to captivate your audience. Boldness eliminates them.

Boldness gives you presence.

The first impression is critical. Play a video. Tell a rehearsed story, share a statement or a joke. Make a bold statement about the material you are going to cover.

Lesson #3

Common public speaking habits to avoid

Here's a list of few common public speaking habits to avoid at all costs, along with their potential consequences and helpful remedies:

#1: Not knowing the audience.

If you want your audience to listen, talk to them about themselves. The only ears they listen with are; what's in it for me. Speakers frequently fall into the bad habit of giving generic canned presentations that are not tailored to the particular audience. Listeners know when a speaker has not done his or her homework, and their response can then range from disappointment to disengagement.

Always aim to tailor your message to address their specifics. Ask yourself, "Who is my audience? What is their burning

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issues and interests? When and where will they be able to apply my message? Why should they care? How does my message help them? What will I ask them to do in response to my message?" All the best practices in public speaking depend upon this first rule: Know Your Audience.

#2: Eye darting.

From beginners to veterans, many speakers fail to maintain meaningful sustained eye contact with their audience. Their eyes quickly move from person to person, without ever pausing to engage listeners. A lack of eye contact implies insincerity, disinterest, detachment, insecurity, dishonesty and even cockiness.

To visually connect and convey confidence, maintain eye contact for at least two to three seconds per person, or long enough to complete a full phrase or sentence. Effective eye communication is the most important nonverbal skill in a speaker's back pocket.

#3: Not rehearsing.

Great presenters *prepare*. That is, they know the topic, organize their content, design a slide deck if needed, and study their notes. However, most presenters do not *rehearse*. This bad habit results in the audience seeing and hearing the unrefined run-version of you speaking, versus the finessed confident you.

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Here's how I rehearse; I perform the entire presentation out loud at least once, then walk around my house practicing my key messages and the opening and closing at least three times each. You have to find what works for you; do you need to practice 5 times, 2 times, 10 times? Just make sure you practice.

#4: Low energy.

If you have no energy, I guarantee you audience won't have any either. If you're commanding attention at the front of the room, it's also your responsibility to create and maintain the energy, regardless of the feedback from your audience. Speak expressively, smile sincerely, move naturally, and enjoy the moment.

#5. Data-dumping.

No one wants to or needs to know absolutely all of the numbers. When we rely too heavily on this type of content, we end up talking too long, reading too many over-crowded illegible slides, and turning our backs on the most important element of all--the audience.

Let go of the habit of data dumping. It loses the audience and undermines your ability to inspire, connect and engage.

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#6. Failure to inspire.

No matter the content of your presentation, it must touch people's emotions. Touch your listeners' emotions through using images, stories, examples, humor etc. Here's the formula; with your words, actions and visuals, first aim to inspire an emotion in them (joy, surprise, hope, excitement, love, empathy, vulnerability, sadness, fear, envy, guilt). Then, deliver the content to justify the emotion. An engaging and memorable, presentation is balanced with both information *and* inspiration. It speaks to the head *and* the heart, leveraging both facts *and* feelings.

Lesson #4

How NOT to open your talk, speech or presentation.

Do not introduce yourself first.

The host already introduced you. Only after you've grabbed the attention of your audience should you briefly introduce yourself. You have to say something the listener's care about before they will care about who you are. Remember you are not a entertainer at a concert – and even if you were you would still have to deliver a good performance.

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My friends the audience needs a reason to listen – and I guarantee you, your name and your credentials alone just won't cut it. Now, don't get me wrong – kudos' to you for your many accomplishments - BUT that's just not enough.

Give them a reason to listen, set the tone of your presentation, get all eyes and ears on your message, and remember introduce YOU second.

CHAPTER II: BELIEF

Lesson #5

Your Belief System Has Everything To Do With Being A Kick Ass Speaker.

“You are indeed what you think about all day long”. This statement is especially true when it comes to public speaking.

As humans we all have this preconceived belief about the things we can do and the things we cannot do. Once again... **“PRECONCEIVED beliefs”**.

I often hear people say, “Oh...I am such a horrible speaker”, and when I ask them how many times they’ve presented in front of a large group many say “ Well... never, or once or twice”.

How can you assume that you are not good at something even before trying it or after trying it once or twice? Were you a pro driver after the first try, could you quickly tie your shoelace after the first try, so why in heavens name do you believe and expect that by not trying at all or by trying a couple of times you will be amazing at it?

You can become a good speaker only when you believe you can. Declare that: "I am a great speaker who is ready to share and give everything I have got."

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It's time to change your personal script of yourself as a speaker.

When you change these self -sabotaging beliefs you are holding in your mind, you can accomplish anything you desire and in this case you can and will become a great speaker ONLY when you believe you can.

Lesson #6

Acknowledge And Celebrate After Every Single Presentation.

Each and every time you get up to speak, give yourself head nod and a pat on the back. You are ready to do what so many will never do; speak in front of a group.

With that mere fact alone, you are a success! Go into your presentation with that frame of mind and give them the best that you've got.

Also, when you finish speaking, reward yourself. I don't care how, but reward yourself in some way, may it be your favourite cupcake, martini, trip to the spa, an extra-long bath...big or small, just reward yourself. You didn't allow your fear to control you and you did it. Acknowledge and celebrate your success. Stop being your biggest critic and start to become your OWN biggest cheerleader.

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Lesson #7

If You Think You're A Bad Speaker You're Right!

Before you get your undies all tied up in knot continue reading.

The reality is this:

Whatever you choose to focus on you bring into existence. Fill your head with thoughts of how bad a speaker you are and all you will see and focus on are your mistakes.

What this will do is not free up your headspace so you can focus on connecting, engaging with your audience and authentically sharing.

I will say it again; “You are what you think about all day long”.

It's time to consciously choose how you think about yourself when you speak.

CHAPTER III: THE REALITIES OF SPEAKING PUBLICALLY

Lesson #8

NO. Speaking Is Not "All About You".

Here's how most people feel and what they think when they have to speak:

I don't know if I sound as professional or as educated as everyone else.

What if they don't like me?

I get so nervous that I can't stop thinking about how nervous I feel.

I don't want to look stupid.

And the list goes on!

Here are a few Speaking truths that should help you.

Speaking Truth:

If you think it's all about you, then you are approaching speaking from the wrong end of things. It isn't all about you.

Speaking Truth:

It's all about your audience and the message you give them.

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Speaking Truth:

They aren't there to judge you. They are there to get the message, and they really don't care who delivers it.

Speaking Truth:

They are there because they want to be informed, educated, taught, inspired or empowered.

Speaking Truth:

Stop thinking about yourself and start thinking about them. Stop thinking like a victim in front of a firing squad and start thinking like someone who has something worthwhile to say to people who want to hear it.

Speaking Truth:

When you start focusing on the needs of the audience, and get your mind off yourself, your nervousness will go way down.

Essentially, you must always focus on giving the audience value, information that can really help them.

CHAPTER IV: YOUR PRESENCE

Lesson #9

Creating A Power Presence without Saying Word.

Have you ever been in a room and someone walks in and they have such a profound presence but they have said nothing? Or have seen a speaker who has entered the stage, but have not said a word, yet they were able to easily command everyone's attention.

Have you ever wondered how you too can do that?

Well let's talk about that right now. (This is where my past experience in dance and pageants come in handy....Chapter 1 of my life)

There is power in having a confident stance, proper posture and a confident presence. It has nothing to do with arrogance and conceit, it is sheer confidence and comfort in your own skin.

Your presence commands attention and is the first point of interaction with anyone or audience before you speak. Your presence begins with your posture and your facial expression. Proper posture is essential at all times.

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What to do:

~Smile

~Genuinely look at people

~Maintain eye contact with people

~Smile

~Place feet directly underneath the hips

~Stand tall

~Straighten from the base of your back and the base of your neck

~Place feet hip width apart.

~Breathe in through your nose and out through your mouth to relax your shoulders

~Level off your chin so it is parallel to the floor

~Genuinely smile

~ Did I say smile??

Walk in or walk on stage knowing that you are supposed to be different, unlike no other and feel comfortable in that.

Lesson #10

To Memorize Or Not To Memorize...That Is The Question.

The #1 Way to fail any speech, talk or presentation -
Memorization

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It is the surest way to disconnect to whomever you are speaking to.

Throw every public speaking product that promotes memorization in the trash.

The secret weapon is to never trust memorization.

Forget what anyone in your entire life has told you up to this point. Professional speakers NEVER rely on memorizing anything. They speak from the heart; they speak from truly knowing their content. Some use prepared texts via teleprompter, cue cards, or bullet points, but they never memorize all of their content and depend on that fully. When under the pressure of speaking with all eyes on you everything memorized goes out of the window. Even worse you sound like a person who sounds like they have memorized their speech – and it sound ludicrous.

Why memorization fails every time.

When you stand up before a group of people, you get a sudden burst of adrenalin. Adrenalin does different things to your body. It allows you to run faster - part of the "freeze, fight or flight" survival mode. It also makes you forget what you're about to say. You see this happen all the time in day-to-day life. Someone raises their hand in a large class and then, when called on, they forgot their question. Basically to rely on memorization is public speaking is suicide - there's no way you

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can memorize your speech and then have any possible chance of successfully pulling that off.

What to do.

Prepare your talk around no more than 3 core messages.

Use the 3 core messages to jog your memory and allow you to focus on the associated content.

Know your content. You want your content to be second nature to you, you should know it inside out.

If you use cue cards, which I do not advise, only put one core message per cue card. Remember cue cards should only be used to jog memory, not to read from.

Lesson #11

Show Confidence with Body Language.

First things first, stand tall, with chin parallel to the floor and shoulders slightly back. Next:

1. Keep your hands out of your pockets, it sends a message that you are unsure. Most people put their hands in their pocket when they are nervous. Keep your hands open and visible it subconsciously says you have nothing to hide. It also comes down to physical posture. Hands in pockets induce a slouched position.

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2. Keep your eye contact intentional and always forward, look people in the eye. Forget about all the tips that you've heard that say look at the top of someone's head or look between their eyes - it doesn't work. It's either you are genuinely looking at people or not.
3. Take intentional steps when you walk, it allows you to appear sure of yourself and purposeful.
4. Smile. Confident people smile with ease because they have nothing to worry about. If you are not a person who smiles very often - BECOME ONE, starting today - just smile, it also does wonders for your health and state of mind.
5. Don't cross your arm, it shows that you are protective and guarded.

Never forget, most times actions speak louder than words.

Lesson #12

How To Own A Room.

Here are a few ways that you can own the room and feel confident speaking to any size group.

First, you must assess exactly how you feel when you speak. The

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next time you speak, I want you to pause and recognize what happens to you when you get up in front of the audience. Acknowledge it and own it.

If you feel vulnerable, anxious or nervous when you're speaking, it could well be that you have given your audience the power to reject you. You are focusing on the worst possible outcome(s).

Acknowledge and accept that you are the powerful one when you are speaking. Don't let it get to your head - but it's true. By virtue of you alone standing up and speaking, you have complete control of the room. You have created a presentation or talk which you are sharing your ideas, experience, expertise, thinking with the audience. If you have prepared well, they will definitely benefit from what you say. That alone puts you in the power position.

Second, find a mantra to repeat to yourself. For example, you might say: "I am here because I have a useful and powerful message to share, or I know what I am sharing can help people." Such a mantra can ground you with confidence and authority when you speak.

Next, look at the people in your audience who are responding to you in a positive manner. Your nervousness and insecurity may draw you to focus on the faces of those who look distracted or

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inattentive, but by looking at the captivated faces, you'll bolster your confidence and power. Never forget, the energy is yours to create. If you present with energy they will feel it.

Own your topic, share your experience, opinions and expertise and own the room.

CHAPTER V: MANAGING YOUR PERCEIVED FEAR OF PUBLIC SPEAKING

Lesson #13

Fearless Speaking.

How to stay calmer, prepared and less sweaty when addressing an audience.

1. Know your content inside out. It will help to decrease your anxiety, you want to know it and breathe it.
2. Let go of past speaking experiences, especially the ones that did not go as planned. This is the biggie... The thing that has many people living in fear of Public Speaking is that they are living in their past bad experience as if it were true right here and right now. The memory of what didn't go right when they last spoke consumes their mind. It is time to let the past stay in the past and create what you want to happen.
3. Choose to connect on an emotional level. What I mean here is just be you, make mistakes, get over them quick and move on.
4. Smile with your audience like you mean it, and most important – MEAN IT. When you smile you will get a better

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reception from whomever you are speaking to, just be sincere when you smile.

5. Videotape yourself and WATCH IT! Now, before you self-critique the hell out of the recording, I want you to ask yourself and look for these 2 things. I) What did I do best as I spoke....and yes you have to find and choose at least 1 thing. When you choose, start to do more of it when speaking II) Look at for any mannerisms that you would like to change and work on changing them.

Your public speaking fear will only stay around as long as you feed it. Choose to stop feeding by focusing on everything that could possibly go wrong.

Lesson #14

A Tip to Overcome your FEAR of Public Speaking.

Know and Understand Your Role as a Speaker

When you stand in front of an audience of any size and get ready to speak, Your role as a speaker is not to impress or wow the audience, your role is to connect with them and make them feel that they can do it , your role it is to inspire them. The reality is that when you strive to connect with your audience you inevitably impress and wow them without even trying.

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So aim to connect with your audience as human beings. As human beings we respect people who are knowledgeable on a subject and can share some lessons learned, tools, tips and strategies to assist us in our own development. So get out of your own head and just give, just share and just connect.

Lesson #15

The 5-Minute Prep Before You Present: How To Calm Your Nerves.

First off know that it's completely normal and natural to be nervous before speaking in front of a group.

We are born with two natural fears: loud noises and falling. The other fears are products of our environment including public speaking.

But you can come across as being completely sure of yourself, even if you can't completely shake the jitters.

Here are a few tips to help you keep your calm before you take the mic.

1. Wiggle your toes

Studies show that wiggling your toes reduces stress levels and decreases anxiety.

2. Chat with Your Audience Before Your Presentation Meet and greet people before you get on stage. Talking with

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audiences makes you seem more likeable and approachable. Ask event attendees questions and take in their responses. They may even give you some inspiration to weave into your talk.

3. Claim the three “audience realities”

One: They believe you’re the expert, so don’t tell them otherwise.

Two: They want you to succeed, so they’re on your side.

Three: They won’t know when you make a mistake, so don’t broadcast it.

4. Find a Pre Talk song.

Athletes and entertainers use this strategy to focus before they take the stage, or start their sport.

Find a song that gets you pumped up and listen to it backstage before every talk. It has to be “your song”, a song that gets your adrenaline to the perfect level: It has to give you enough so you’re saying “You’ve got this, (insert your name), they are going to love you”. Any song that can make you feel that way is worth taking a few minutes to listen to before jumping on stage. Many athletes do it, why not you.

5. Visualize your success.

Sports psychologists have proven that an athlete’s ability to vividly visualize his or her success creates a higher win rate. ,Before your next presentation, mentally walk yourself through

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the presentation. Picture yourself speaking with confidence and poise; see your audience responding positively.

Nervousness is a natural reaction to speaking in front of large groups. However, try to think of this emotion as a “readiness to share you”, and a type of excitement that is necessary for you to speak. You’ve been sub-consciously programmed to think that you fear it, so how about intentionally creating how you perceive your nervousness? It’s within your control. That simple change of view can change your whole attitude.

Share how you deal with your nerves before you speak in the comment area.

Lesson #16

A Relaxation Tip From A Performer.

In chapter 1 one of my life I was a professional dancer, dance choreographer and artistic director. Stage is what I knew and grew up on and around. Performing, performing and performing.

When it came to teaching, I absolutely loved it however from time to time there were performers who allowed the butterflies to get the best of them. There were a number of techniques that I had my dancers use to relax before they took the stage.

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"Mindful Breathing". The idea is that you want your mind and your body to calm down, so you focus on your breathing which does two things. It calms you down, and consequently the allows for deeper breathing supplies more oxygen goes to your brain "ideally" resulting in better brain function and hopefully a remembering the choreography, but in this case a better presentation. Here's how to do it.

Pick a number (Any number below 8) I'll use 4 for the example.

1) Inhale slowly for 4 seconds. Your goal is to be completely full of air exactly at 4 seconds but not before. Try to time it just right.

2) Now hold it for 4 seconds.

3) Exhale slowly for 5 seconds. This time your goal is to be completely out of air when you reach 4 seconds, but not before.

4) Hold for 4 seconds

Then repeat, your tense body will start to relax and you will start to feel calmer and clearer.

Speak Like You Breathe

Lesson #17

Tired of Rambling When You Talk.... Keep Reading.

If you've ever left a meeting or a conversation saying to yourself, what did I just say? What was I thinking? Why did I keep talking?

Don't worry it's happens to a lot of people. It's not uncommon, but it doesn't have to stay that way.

If you ever struggle to be clear, direct and have what you say flow nicely this is a post you want to read.

Usually, what my clients say to me is something like this: "I started talking, and then I kept talking, and then I lost my point and where I was, and then I didn't know what to do so I kept talking and didn't know how to stop. Then it just went downhill from there."

Whenever this happens you jeopardize your credibility, your message, and your reputation.

Here are some tips to help you rein in your rambling.

1. Slow Your Pace.

I often teach my clients that they must be intentional about

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slowing down their pace when they speak. It allows your listeners to absorb and retain what you are saying. An individual with a hearing impairment should be able to read your lips.

2. Power Pause

I always teach my clients that the "pause is on your side". The next time you're worried about rambling in a conversation or meeting, pause. Pause before you start to speak, pause if you feel yourself speeding up, and pause to gather your thoughts. Learn to intentionally use a pause; it will help you to increase your impact as a speaker.

3. Front Load

Front loading is a communication strategy where you deliver your core message right from the get go, get people's attention and then just deliver content to support your core message. It simplifies things, helps you to stay focused and spells out what your listener needs to hear immediately.

Use the tips to slow your roll and increase your impact when you speak.

CHAPTER VI: INCREASE YOUR IMPACT BY BEING AUTHENTIC

Lesson #18

Be Imperfect.

The only way to be an impactful, authentic and engaging speaker is to

"Be Imperfect", yes that's right – be imperfect by making mistakes.

No matter who you are, how much money you make, how many PHD's, degrees and certification you have – we are all the same, we are all human. By virtue of us all being human we all make mistakes. Read below to find out exactly how to ACE any presentation while making a mistake.

A Mistake? So what!

My friends, so what if you make a mistake???? When was the last time you witnessed an entire audience get up and walk out after someone made a mistake when they were speaking? Or

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your client hang up the phone? That's right, NEVER! Mistakes will happen and that's ok, it's what you do after the mistake that makes the difference. The answer is this: just move on and continue, that's it – keep it moving. At most times no one notices your mistake except for you.

Slam dunking any presentation begins with taking the focus off of delivering a perfect, mistake less (probably not a word) presentation and focusing on connecting with your audience, and getting them involved. I want you to practice my new mantra, that's rocking the communication scene, here it is:

“If I make a mistake, so what, mistake made - move on”. Just get comfy and be yourself.

Whenever you are speaking, just be yourself, don't try to speak, act and sound like your mentor or favourite icon, be like “YOU”. Allow your personality to come through in your speaking style. Listen, there is only one person like you in this world and by virtue of that alone, you will deliver your presentation in a unique way unmatched by no other person. Your unique assets are your strength, so choose not to cover them up and choose not to mimic other speakers. Choose to be comfortable within your own skin.

I personally use what I have shared above, I am perfectly imperfect and love it - what about you?

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Lesson #19

How To Deliver your Message with Greater Impact When You Speak.

Tip #1: Be Crystal Clear on your Message that YOU want to Convey to Your Audience

How to do that:

Take a position when it comes to your message, own it and deliver it with conviction. You can and will never please everyone in your audience. However, you will appear more credible and your impact will be greater when you can come across as fully confident about what you are saying. Think about it, when someone tells a lie, they're hesitant and when someone is super convinced that they're right...they let you know.

Tip #2: Be Crystal Clear on the Message that you want the AUDIENCE to take away.

How to do that:

Many people go into speaking situations assuming that the objective of the presentation and what the audience will take away are the same thing.

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That is a big no no. When creating your talk or presentation you must begin by getting clear on the message(s), never more than 3, that you want the audience to take away.

Throughout your talk you must re-iterate that message over and over again, as well as "land the learning".

When I say "land the learning", I mean deliver your message in a manner in which will allow your audience to receive it and absorb it. The best ways to "land the learning" are through the use of analogies or story telling.

Lesson #20

Never Forget Your ONLY Role As A Speaker.

I have a friend who was going in to do his first ever large group presentation. He was just about to go on stage and was filled with fear and nervous as heck.

Here's exactly what I shared with him:

Never forget your only role as speaker no matter what size group you speak to.

When you stand in front of an audience of any size and get ready to speak, your role as a speaker is not to impress or wow

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the audience, your role is to connect with them and make them feel that they can do it, your role it is to inspire them, give them sound information that can help become better or do better. The reality is that when you strive to connect with your audience you inevitably impress and wow them without even trying."

"Just focus on connecting with your audience as human beings. So get out of your own head and just give, just share and just connect."

Lesson #21

Showing Vulnerability When Speaking.

Being vulnerable is difficult for a lot of people. Showing vulnerability in general is hard, when you add speaking in front of an audience (intimidating to begin with), adding another layer of vulnerability can seem challenging. But, it's the right direction to move in if you want to create a deeper connection with your audience.

We can all agree that the best presentations are the ones that create a true personal connection, and one thing we all share, as human beings are feelings of fear or vulnerability. If you're willing to open up about yours, it can help people feel a stronger

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connection with you.

Here's my own example: At some of my talks I share my story of getting pregnant in my last year of high school, persevering, graduating with top awards and going to lead Canada's 1st ever social housing redevelopment project.

I don't bring it up to impress people by any means, but I mention it to show people that hey — I too just like them have experienced adversity, walked with my head high through the mud and come out on top.

And most people are like that! They can identify with trudging through tough times, we have all been there (maybe not pregnant in high school...but you get what I mean ;)). They have some things that they have gone through, that have scarred them, but they have still come out on top.

Hearing about my adversity, keeps my talks "real" and reminds people of the power they have and all of the things they themselves have overcome. That's where the true connection comes from; we have a connection as real human beings.

I'm not saying every presentation needs a serious, deep issue in it. But don't be afraid to talk about things that make you feel vulnerable if they're relevant. It can be a powerful engagement tool.

CHAPTER VII: SPEAKER MINDSET

Lesson #22

The Most Powerful Breakthrough I've Had As A Speaker.

The Breakthrough. I had to stop waiting for someone to declare me an amazing speaker. You can wait a lifetime for someone to acknowledge you as a fabulous, great or powerhouse speaker or presenter. It's a personal declaration where you show the world how powerful you are as a speaker, by simply speaking and standing in your worth. Stop waiting for external acknowledgement.

Lesson #23

Your Conversation With Yourself Before You Speak Is EVERYTHING

First off know that it's completely normal and natural to be nervous before speaking.

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We are born with two natural fears: The fear of loud noises and the fear of falling. The other fears are products of our environment, including public speaking.

It's no wonder so many people fear public speaking, it has been hard wired in to many people's psyches via our external environment, sub conscious conditioning in fact.

If all we hear, read, and re hear is that public speaking is more feared than death, how can that possibly set up anyone for public speaking success. Most people start out defeated.

A lot of people who fear public speaking have never even spoken in front of a group! Powerful isn't it.

Here's the good news! It truly does not have to stay that way.

If we can be subconsciously conditioned to fear public speaking we can also, intentionally and consciously choose and create our own thoughts around speaking publically.

The mindsets and habits that got you to where you are NOW, is NOT going to get you to where you want to go.

If you want to get to the next level, you need to UPGRADE your

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mindset and internal script about yourself as a speaker.

Here are the steps to take:

First take a moment and acknowledge what your internal script is about you as a speaker.

Write it out and Own It.

Reset it and re-create your new powerful internal script.

Commit to it

Act with Intention on it and use it as your new permanent script

When your internal conversation with your self is empowering, it sets you up for external success, public speaking success.

Lesson #24

Lowering Your Anxiety Before You Take The Stage.

Make The Unknown Known.

What I mean by this is to do as much as you can to own the "space." Go where you will be speaking. Get comfortable with the stage, the podium, and the microphone. Imagine the people in the audience.

Make Pauses Your Friend.

When you're nervous, one of the most common response when speaking is to speed up your speech and end up talking too fast, which in turn causes you to run out of breath, get more nervous, and panic!

Don't be afraid to slow down and use pauses in your speech. Pausing can be used to emphasize certain points and to help your talk feel more conversational. If you feel yourself losing control of your pacing, just take a nice pause and keep cool.

Memorize a mantra.

"I have a mantra: 'No matter what happens, in 24 hours this will all be over.' It helps lower the stakes and keep my brain from spinning into all the terrible things that might happen. Things will probably be fine, but even if it is a nightmare, tomorrow life will be back to business as usual. Use this or whatever mantra allows you to put your speaking event into perspective."

Let go of the script

"Do the show that's in front of you, not the one in your head. If you're in your head and your attention is on your script, then

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you are missing out on being present and attentive to what's happening in the here and now. Instead notice how the crowd reacts and what else is going on, and adjust as necessary.

Believe in you.

“If you believe in yourself 100 percent, the people you are speaking to will too. It's like putting on a suit of total confidence and wearing it the entire time you are in front of your audience. Zone out the doubt and fear, and tell yourself, 'I got this' until you believe it.

Get excited.

“People focus far too much on what they are saying and far too little on how they are saying it. If you want to get an audience excited, choosing the right words to tell them to be excited will be far less impactful than actually being excited about your subject.”

Lesson #25

Pre Prep Before Any Speech.

1. We are born with three natural fears: loud noises, falling, and public speaking. Accept it.
2. If you are NOT nervous before speaking you will do a lousy

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job.

3. Butterflies in the stomach are normal. Your task is not to eliminate them, but to get them to fly in formation rather than willy-nilly.

4. Being nervous heightens your senses. Use that to your advantage.

5. If you want to speak comfortably and as well as you can, DO NOT take a formal speech class. Find a local Toastmaster's Club or something similar and SPEAK.

6. DO NOT read your speech unless absolutely necessary. Most people are lousy readers. Talk to not at your audience - you know something they don't or you wouldn't be there.

7. Do not memorize your speech unless absolutely required to. A memorized speech sounds like a memorized speech - the snoring from the audience may make you forget your place.

8. Design your speech very simply - Tell 'em what you are going to tell 'em, tell 'em, tell 'em what you told 'em, and then SHUT UP!

9. Your nerves can/will put you on a natural high - enjoy it, become addicted and you will do well.

CHAPTER VIII: TIPS OF THE TRADE

Lesson #26

The Audience Size Never Matters.

"Never wait for a big audience to give your best presentation.
Give 150% whether to 2 or 2000."

Lesson #27

Do More Than Just MOTIVATE When You Speak.

Motivating audiences is absolutely fabulous, however, here is
the question you must always consider.

What tools, systems, way of thinking, what can I impart on my
audience so that they can continue to motivate and re-motivate
themselves especially during challenging times?

Keep this in mind as you grace the stage with your presence.
Don't just motivate, teach others how to motivate themselves.

Lesson #28

The Science Of Remembering Names.

If you are anything like I was about 18 months ago, I was the world's worst rememberer of names (Yes I know this is a bad sentence...but so what – keep reading)

I have to tell you, I never used to be the greatest at remembering names, but now I am 10x better than where I used to be. Here are a few strategies to help you have better success at “remembering names”.

Step I)

Know that remembering names is a skill and you have to intentionally commit to improve at this skill.

Step II)

What you say will materialize. Make a deliberate conscious decision to never again say, "I'm horrible at remembering names". Get rid of this self-limiting mindset. Declare what's possible, for example; "I easily remember names”.

Step III)

Practice, practice again and practice some more. Begin today

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and use the tips below to learn the names of at least five people. Add one or two to your list every day. The memory muscle grows only with practice.

Try these techniques to help you remember others' names effectively.

1. Focus on the person. The instant you meet another person, give them your undivided attention. Be fully present, fully face them, look them in the eye and actively listen. Don't allow yourself to become distracted, and don't let yourself off the hook by blaming a bad memory. Forgetting names is most often caused by lack of focus and effort.

2. Repeat their name out loud. As soon as you hear their name, immediately repeat their name out loud. By saying the person's name at least 3 times in the conversation, you engrave their name in your memory.

3. End the interaction by saying their name. As your conversation draws to a close, be sure to say the person's name one last time, "It was great to meet you, Sam".

Remembering names is more than chivalry; we all want to feel important, valued and remembered.

"If you want to win friends, make it a point to remember them.

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If you remember my name, you pay me a subtle compliment; you indicate that I have made an impression on you. Remember my name and you add to my feeling of importance."

--Dale Carnegie

So use the tips above to easily remember names, create rapport and build meaningful relationships.

Lesson #29

How To Connect With Your Audience In The First 20 Seconds.

Here's it is:

Break the ice right from the get go by talking about shared experiences. Or tell a story. That is it.... that's the #1 secret of powerhouse professional speakers.

Have you ever witnessed a great speaker, and almost instantly felt connected to the person?

It's a matter of them being, sounding and appearing, Real, Authentic and Flawed. The shared experience allows them to be vulnerable to the audience member; it allows them to be relatable.

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Let me share a story to show you exactly what I mean: I had a client who was from California who traveled all over North America to speak to sales teams, whenever he went to a state where they had cold weather, this is what he did.

He started those particular talks by sharing his story of his first experience of being in the snow with socks and sandals, he story also included how his kids bought him a "snuggie" to keep warm when ever he travelled to anywhere that was cold.

With that 2-minute story he makes an instant connection with his audience each and every time. He connects with the parents and care givers in the room, he connects with anyone who has a snuggie, he connects with anyone who has also experienced snow with no socks...most important he connects on a human level.

That was a strategy that allowed him to build rapport within seconds of him being on stage.

It's completely about being human in your verbal interactions.

Now, it's time for you to use this strategy and do the same.

Lesson #30

What To Do When Your Unexpectedly Called on To

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Speak

Have you ever been at an event or meeting, where you weren't scheduled to speak, and then all of a sudden you hear: "And now I would like to invite xxx to share a few words." You have just been completely blind-sided, you had no idea that you would be invited to address the audience or group, and you are totally unprepared.

Have you been there before?? I sure have. The great news is that you can slam-dunk your 2 or 3 minutes of talking time like a pro.

If and when this ever happens to you, here is the #1 that you can use the next time you are called upon to speak unexpectedly.

The Tip:

ONLY SHARE ONE MESSAGE.

First things first, don't panic and breathe.

Then, quickly decide what one message you want your audience to remember, and deliver that. Remember you are not giving a 40-minute speech; you have a few minutes at most. Share any more than one message is guaranteeing that not many people will remember what you said and most likely you will go into

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verbal diarrhoea.

Share on solid message, key point or opinion and sit down!

Keep it simple, keep it solid and Keep your cool.

“BONUS”

Lesson #31

Authentically Connect with Your Audience

Just because you are the presenter doesn't mean you have to know it all. Your audience is not looking for a smarty-pants up on stage in front of them. They want someone who is real, someone who they can relate to. Choose to share both your success stories and even more of your not so successful stories.

Use the word “you” rather than “I”, and “we” if you’re referring to yourself and the audience.

The key to being an impactful and authentic speaker is to be HUMAN and RELATABLE.

MY CLOSING LOVE NOTE TO YOU

Something to think about the next time you choose NOT to speak up, not take action.

Since when does a person's thought determine your worth..

Since when does a person facial expression or lack thereof determine your skill set...

Since does a person's opinion mean more to you than your own.

Since when does someone else's 2.3 second opinion dictate how you live and what you think about yourself....

Since NEVER!!!!

Know that no one can do it like you do!

Know that no one will ever stand like you, walk like you, and speak like you!

Know that no one else will ever be able to replicate you, your nuances and quirks!

Know that no one else will share like you do, from a place that

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only you can speak from!

My friends, NEVER fear the power of your OWN voice, stand in YOUR power and acknowledge that you are supposed to sound different, stand different and be different BECAUSE you are different.

PERFECTLY DIFFERENT!

Visit Karen at www.karendonaldsoninc.com,
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