

6 Public Speaking Tips from the Greatest



Dear Friend,

What do Winston Churchill, Billy Graham, and Steve Jobs have in common?

They were all great public speakers who made an impact on people on their respective fields – politics for Winston Churchill, religion for Billy Graham, and business for Steve Jobs.

However, they didn't always excel at public speaking. Winston Churchill miserably failed his first speech at the House of Commons. Billy Graham was painfully shy in his youth. Steve Jobs was a well-known introvert who enjoyed spending time alone during his childhood.

But they managed to overcome their failures and fear of public speaking to become the masters we know today, thanks to some well-kept secret tips. The goal of this article is to share these **public speaking tips** with you.

Are you shy and reserved? Are you afraid to speak in front of a crowd? Then, you must know today that your unease is not a fatality. When you apply the tips we share in this article, you will definitely get the help you need to improve your public speaking abilities.

Whether you give a talk on the topic of your choice at your university, or present a business briefing in front of your clients, you will be at the top of your game with these tips.

Ready to discover them? Let's go!

[What does it take to be a great public speaker?](#)



The fear of public speaking is due to the effects of [adrenalin](#)

According to a Forbes article entitled *Why We Fear Public Speaking and How to Overcome It*, the following statistics apply to public speaking:

- Only 10 percent of the population enjoy speaking in public.
- 10 percent of the population are terrified of speaking in public and even suffer from physical reactions due to glossophobia¹ : nausea, extreme anxiety, and panic attacks.
- As for the 80 percent of the population who is in the middle, they can experience mild anxiety or sleep troubles, but they know they will get over it.

Although the physical symptoms accompanying the fear of public speaking are unpleasant, they all have a similar cause: [adrenalin](#). This substance is useful to help you face any dangerous situation by raising stress level in your body – e.g. fleeing a tiger in the jungle. However, [adrenalin](#) is not your best friend if you have to perform actions where you don't have to run away, like public speaking.

Nevertheless, you can control the effects of [adrenalin](#) in public speaking with proper communication techniques. And the application of the proper formula will be your greatest ally.

[The Communication Quality Formula](#)

The late MIT professor named Patrick Winston measured the quality of communication according to the following formula:

Quality of communication = f (K, P, T)

K=knowledge

P=practice

T= inner talent

Therefore, this formula is definitely an excellent piece of news for all who think that inner talent is everything when it comes to public speaking. This could not be more wrong. Your message is the most important thing to convey when you make a public speech. Also, you must hone your speaking skills, which means that you must work! Consequently, talent does not do everything.

Now that we have seen what it takes to be a good public speaker, let's examine the **public speaking tips** you must apply.

¹ Glossophobia is the fear of public speaking

Public speaking tip #1: Set the tone of your speech with a clear message



"You are not being judged, the value of what you are bringing to the audience is being judged." - Seth Godin

TED Trustee Chris Anderson believes that the secret behind a successful public speech lies in conveying an idea which is worth sharing with the world. Your message is the foundation and the compass of your speech. When your key message is clear for you, it will be clear for your audience. Never forget this tip and you will have done 50% of your work behind the scenes.

Public speaking tip #2: Note your speech down



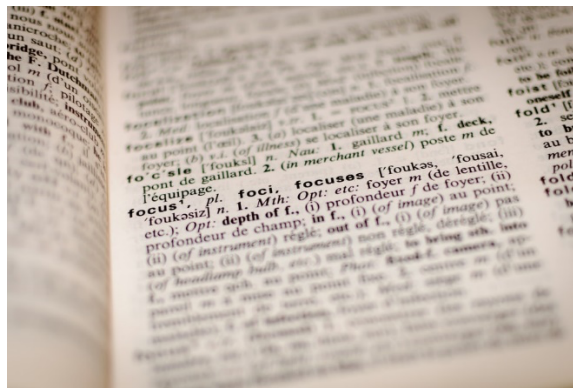
"There are always three speeches, for every one you actually gave. The one you practiced, the one you gave, and the one you wish you gave." – Dale Carnegie

Do you note random bullet points on a PowerPoint presentation the day before your speech? If this is your case, think again.

The best communicators take time to carefully craft their speech on a piece of paper. They write all their ideas and captivating sentences. By doing so, the structure of your speech will come easily.

For instance, Winston Churchill took six to eight hours to craft a 40-minute speech. He also revised his notes often to insert the witticisms that would become his brand. And the rest is history.

Public speaking tip #3: Choose the right words



“Knowledge of a language is measured by the nice and exact appreciation of words. There is no more important element in the technique of rhetoric than the continual employment of the best possible word.” – Winston Churchill

Winston Churchill was said to have an extensive vocabulary, estimated to 65,000 words. This was due to his great appetite for bookish knowledge that he had cultivated since his youth.

You may not have Winston Churchill’s knowledge. However, you may choose the right words to convey the right message to your audience. And you don’t need to pick sophisticated words. The simpler your words are, the better.

All you will have to do is to choose compelling words who will have an impact on your audience. Then, you gather them to craft the best story of your life. And this leads us to the next public speaking tip...

Public speaking tip #4: Master the art of storytelling



“Picture yourself in a living room having a chat with your friends. You would be relaxed and comfortable talking to them, the same applies when public speaking.” – Richard Branson

Have you noticed that the greatest public speakers always seem to captivate their audience, whatever they might say? You may think that it is the result of unusual charisma, bordering to witchcraft.

But don’t worry: you won’t need to be a charismatic guru or a witch to make an impact with your speech. Instead, you will just have to tell a story during your presentation. This will help your audience to remember your message more easily.

How can you master the art of storytelling? You can use the three tips described below.

The structure of your speech matters

First of all, take great care of the structure of your speech. Steve Jobs used the three-act structure, with a why-how-what format:

- Why the audience should care
- How the idea/product/service will improve their lives
- What action the audience needs to take

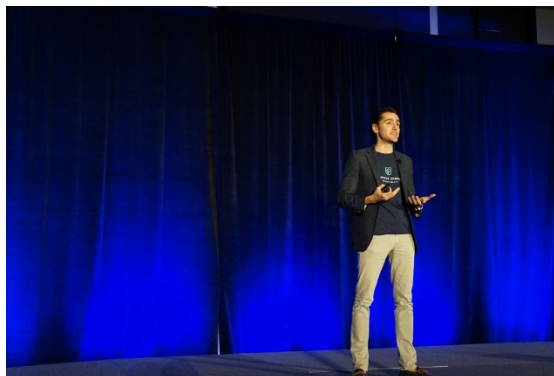
Use appropriate pictures

Besides the structure of your speech, you can also use striking and/or funny pictures to strengthen your presentation. Sometimes, a picture is worth a thousand words.

Pay attention to your speaking tone

The success of a storyteller also resides in his voice and his tone. Your tone should not be monotonous. Rather, a sense of musicality in your speech will be an asset. Whether you use pauses or changing tempos, think of your presentation as an allegretto.

Public speaking tip #5: Practice, practice, practice!



"It's what you practice in private that you will be rewarded for in public." – Tony Robbins

As we noted in the formula of the quality of communication, practice comes just after your knowledge. All the masters know that effortless public speeches are the results of daily private practice.

In other words, you will have to perform ungrateful work and many missed speeches to overcome your fears. Whether you read your presentation to your loved ones, or you train in front of your mirror, remember that practice makes perfect.

Public speaking tip #6: Be authentic



“Know what sparks the light in you. Then use that light to illuminate the world” – Oprah Winfrey

The most important thing is to be sincere and to be yourself. Telling your story makes you relatable and helps you to reach the core emotions of your audience.

Let’s talk about Malala Yousafzai. She is a Pakistani speaker and activist who fights for the education of young girls in her country. Her story itself was not unique as many other Pakistani girls encountered similar living conditions.

However, when she conveyed her message, her audience found her inspiring, courageous, and touching. And her speeches even granted her the Peace Noble Prize!

Now, we have shared some key **public speaking tips** to help you in your presentations. Should you have more questions, feel free to contact us.

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Meta description: Are you shy and reserved when you must speak in public? Learn how to overcome your fears with the six public speaking tips presented in this article.