



# PUBLIC SPEAKING TIPS

## Tip 1: Composure

Even professional public speakers get nervous! It's normal to be anxious or worried and just means you care. Take two deep breaths. Practice what you'll say in your head and go for it!

## Tip 5: Emphasis

Effective speakers draw attention to important words and phrases, which makes it more interesting and compelling! Be sure to slow down and emphasize your business name.

## Tip 2: Body Language

Body language can make a big difference in how your message is received. Sit or stand-up straight. Use your hands as you talk (but not too much) and avoid crossing your arms.. Maintain eye contact with your audience.

## Tip 6: Pausing

Effective speakers leave room for moments of quiet. It's always okay to pause to take a breath during your pitch presentation. (See Tip 5!)

## Tip 3: Speed

Effective speakers talk at a pace that makes it easy for them to be understood. Not too fast or too slow. Record yourself and listen. You may be surprised by how fast you talk!

## Tip 7: Active Listening

Face the speaker and make eye contact, nod, and smile when appropriate to acknowledge what is being said. Resist the urge to interrupt!

## Tip 4: Volume

Effective speakers talk at a volume that makes it easy for the audience to hear what they're saying but avoid shouting. It's okay to vary your volume, too. (See Tip 5!)

## Tip 8: Practice

Practice doesn't have to be formal. Record yourself to see how you've applied the tips. Practice with or in front of family, friends, or the mirror!

## Virtual Tips: Be mindful of background, lighting, and camera positioning!

Effective speakers create a background that isn't distracting so viewers focus on you and not your background. Position yourself facing a window or light to make sure your face is clearly lit, and minimize lights behind you. Finally, angle your camera so viewers can see your entire face.