

SPEAK WELL
FOR SUCCESS IN LIFE

WOODY GOULART

Copyright © 2022 by Woody Goulart
All Rights Reserved

Without limiting the rights under copyright reserved above, no part of this publication may be reproduced, stored in or introduced into a retrieval system, or transmitted, in any form, or by any means (electronic, mechanical, photocopying, recording, or otherwise) without the prior written permission of the author.

This is a work of nonfiction that contains one author's research and reporting of actual events. The opinions expressed in this work are those of the author. He is solely responsible for all content. The names of persons mentioned in this work should not be perceived as an endorsement of the author's research and reporting. The author also acknowledges the trademarked status and trademark owners of various products or brands referenced in this work, which have been mentioned without permission. The publication/use of such trademarks or brands is not authorized, associated with, or sponsored by the trademark owners. Nor does the author derive any financial benefit from any mention of the products or brands or trademarks in this work.

DEDICATION

I dedicate this book to **Samuel C. Glass, Jr.**

I have never loved or felt closer
to any other person in my entire life.

I am so grateful to him for
decades of support and encouragement
that he has given me
for my nonfiction, my storytelling,
and my art.

PREFACE

This eBook is for the everyday adult man or woman over the age of eighteen who wants to become trusted in the daily life both personally and professionally but who does not want to enroll in a public speaking course at a college or university.

The big difference between eLearning public speaking skills and an institution of education classroom or online course on the same subject is that you will emerge with much more than a theoretical or historical awareness of the subject of human communication.

The outcome from taking this eLearning approach to public speaking instead is you will attain new skills in how to speak well and be trusted.

I welcome you here and thank you for your interest in this subject. I wrote this to share with you what I discovered about public speaking success in personal life and in business.

What I do is provide life plus business guidance – coaching – mentoring and training for people to bring out what they've got inside and guide them in how to use that to get what they want in their life.

This eBook is for everyone who wants to learn how to become credible and trusted in public speaking situations quickly and inexpensively.

What I will show you does not involve magic or any tricks. As a professional life coach, I will show you where to tap into what's inside you and use it for your own purposes when you speak in front of a group.

As an optional service (for which you can pay me on a fee-per-hour basis) you can get one-to-one coaching with me over the phone or Skype or other video apps. The cost to you is \$100 per hour for the coaching sessions that you schedule with me.

Contact me by email to learn more about my professional coaching service:

[vegasdrwoody@gmail.com]

Thank you and I hope you will gain many life-changing benefits from your interactions with me.

Woody Goulart
Las Vegas, Nevada

CHAPTERS

Chapter 1:

Traditions

Unless you are now rich and famous, yes you do need to pay special attention to how you come across when you speak in front of a group.

Rich and famous people can and usually do say anything at all they want. They usually show little (if any) concern for attaining credibility or public trust. They focus on themselves because that's what rich and famous people do.

I want to start by asking you to take a moment to think about how you've sat down to talk at some length with a relative of yours who



is older than you and you remember trying to make sense of what they said to you.

Maybe you remember talking with your grandfather or grandmother or some uncle or aunt.

There is one thing that matters much more than who the actual person was: How many birthdays did that person have compared to you?

A person who is much older than you (twice your age, or three times your age) may make you feel a little uncomfortable. We all tend to want to spend time with people who are like us—people who are around our same age and who have shared similar experiences in life like we have. That's natural.

Yet, each of us can learn quite a bit from someone who is much

older than us. Once we get beyond that normal, initial barrier of feeling uncomfortable talking with them because they seem so old compared to us, there's a whole world they can show us.

For example, I learned a great deal from my grandfather about music that is played on an instrument with strings (guitar, violin, mandolin, banjo, etc.) He did not teach me how to play a stringed instrument. He taught me much more than that. From him I learned to appreciate music and how culture is passed down through music from grandfather to grandson from the old country to the new.

He would play folk and dance songs that I felt were just a little strange sounding compared to the music I normally listened to. I can still recall specific melodies he introduced to me. My grandfather also would sing in a language not my own. I did not grasp the meaning of the words he sang because I had never been taught his language, but I easily could see the deep passion that my grandfather felt for the songs that he sang.

What we in the United States of America today in the 21st century know and believe about public speaking comes to us from ancient civilizations that were created and destroyed thousands of years ago. Understanding how we, the people, developed public speaking traditions requires an acceptance about the importance of long-dead Greeks and Romans. Our entire civilization and culture would not be possible were it not for what went on in Athens and Rome several thousands of years ago. Believe it or not, that's reality

We owe much of what we are today socially and culturally to them even though their ancient civilizations no longer exist. This is why for many centuries there's been a respect and admiration for people that know how to speak well and be trusted.

Public Speaking and Presidents

There is a longstanding tradition of thinking about the people who become President of the United States for how they define public speaking for the rest of us. In the United States we trace such consideration back to the 19th century to the time of Abraham Lincoln, our 16th president.

Lincoln is heralded nowadays as having been a masterful public speaker. Yet, there are no audio or video recordings of him in actual public speaking situations. Nobody alive today ever heard the man's voice. All that exists from his public speaking are his words in text format and text descriptions of how people thought his voice sounded. The rest we had to imagine in our minds.

Thanks to Walt Disney, we got a big boost in imagining. I am one of millions of people who experienced "Great Moments with Mr. Lincoln" (a technology simulation created in 1964 to demonstrate the speaking and the physical presence of Lincoln who had been dead for over a hundred years.) That technological accomplishment was a bold attempt to allow visitors to Disney resorts to come as close as possible to hearing and seeing this iconic figure in American history.

Especially since the 19th century, American society has come to believe that candidates for the presidency and elected presidents alike can and should be compared to **standards of excellence in public speaking** that are attributed to Lincoln. The truth is there is much more at work in the process of getting elected to the highest office in the land in America today than merely mastering public speaking.

Historically we Americans tend to respect the office of the presidency because of the importance it has in the development and growth of our country. Yet, excellence in public speaking has never been a specific job requirement for that crucial line of work.

Getting elected as President of the United States has never depended upon either public speaking content or style. However, any candidate who seeks the presidency (regardless of partisan politics, ideology, or organized religion) must somehow demonstrate that they have credibility and are worthy of being voted for or they will never become president.

Definition

We look back on Lincoln as a great American from our perspective of 150 years after he earned the dubious honor of being the first president to be assassinated. For us, Lincoln has an enlarged presence in our lives through man-made artifacts such as at the Disney resorts, countless books, the \$5 bill, the Lincoln Memorial in Washington, DC, and a huge number of television and Hollywood movie productions that depict him.

We ascribe to Lincoln a very rare significance in the history of our nation because of his work to keep the states united--a passion of his that led directly to his murder at the age of 56. During his own time, however, what Lincoln stood for deeply polarized the population of the thirty-six states in those days. It would be inaccurate to conclude that Lincoln when he was alive was **considered credible by all** or that he **earned everyone's trust** as president.

The most basic dictionary definition of the word *credibility* affords us as good as any starting point for this lesson: A person is said to have credibility once they inspire other people to place their trust in them.

If you accept that definition, you would be very smart to focus your time and energies upon **inspiring others to trust you** rather than upon the relative excellence of your public speaking. Your well-written and well-delivered speech is worth nothing if it does not inspire others to trust you.

In contrast, there is high value in a badly written and poorly delivered speech that inspires others to trust you.

Here's another angle on this:

If your public speech offends some people who are therefore not inspired to trust you, yet that same public speech impresses others who are inspired to trust you, should you be satisfied with winning at least some of the public's trust?

Let's go even deeper:

If your public speech offends some people who are therefore not inspired to trust you but they represents votes you do not expect to win anyway, yet that same public speech impresses others who are inspired to trust you and whose votes you win, should you be satisfied with your ability to become trusted and win certain votes?

Becoming Trusted

A nuanced view of becoming trusted is one that evaluates the outcomes of public speaking to accomplish predetermined goals of appealing to a **particular audience segment** while disregarding the validity and importance (to you) all other segments. In contemporary terms, this is called **appealing to your base**.

For example, if we continue in our discussion of public speaking and voting, as a candidate you could afford to offend some people by what you say since you believe they will not vote for you anyway, yet at the same time you can impress others by what you say and they will vote for you because they trust you for saying what others find offensive.

Such a nuanced view of becoming trusted begins to explain this perplexing reality from the 2016 presidential campaign:

Candidate Donald J. Trump said disparaging and insulting things about people from Mexico. Don't take my word for it. Google it and read it for yourself. This is not "fake" news. This is not "fake" at all; it really happened in real life and real people really heard it and really saw it on television. I think you get me point here.

Those who counseled the candidate, and Trump, himself, believed that certain American voters would be impressed by his disparaging and insulting statements towards Mexicans. At the heart of the disparaging remarks made by Trump against Mexicans was a gamble: Certain potential voters were in those days evaluated as being likely to perceive of Trump as trustworthy because he chose to speak his mind so freely when he disparaged Mexicans as he did. Even though potential voters who were not likely to vote for Trump would be offended by Trump's remarks, there certainly were other potential voters who were persuadable by Trump to vote for him in November 2016.

That kind of public speaking strategy (appealing to your base while distancing yourself from those who are not in your base) runs counter to the traditional rules first developed in ancient times about how to persuade an audience. The Greeks and Romans would never have used such strategies. They had honor.

Does this mean ancient rules from Greece and Rome are no longer valid? It is too early to tell.

But one thing is certain: If the particular public speaking strategy of disparaging others failed to win over a particular targeted audience segment, the strategy would never again be used by anyone else.

Situational Credibility

These public communication strategies are within what is called **situational credibility**. This 21st century construct simply means that some people will find certain public communication from a person credible compared to other people who find the

same public communication from the same person lacks credibility.

This construct does not consider one's moral code or whether they are interested in, or capable of, being fair-minded or generous or kind. In the case of Trump, the president candidate, speaking disparagingly about Mexicans was no barrier to his getting elected to high office.

The Trump disparagement strategy extended to refer to other people--not merely Mexicans--as even a cursory view of available public historical records will show. Two noteworthy examples are:

** Trump disparaged Arizona Republican United States Senator John S. McCain – even after the man was dead.

** Trump disparaged Massachusetts Democratic United States Senator Elizabeth Warren.

These two well-documented Trump disparagements show that his **strategy to disparage to appeal to his base** pays no heed to his disparagement target's partisan political affiliation with the Democratic Party or the Republican Party, or, whether they are conservative versus liberal.

In addition, it is also well-documented that the Trump disparagement strategies extended in the range of years noted beyond targeting individual people to include American corporations as well:

** Trump has disparaged the American company, Amazon.

** Trump has disparaged the American publishing company, The Washington Post (owned by the owner of Amazon.)

** Trump has disparaged the American publishing company, The

New York Times

** Trump has disparaged the American media company, NBC Universal

These are just a sampling of the well-documented Trump disparagements. Whether one agrees with the Trump disparagements or not, the Trump disparagements are recorded instances in American history.

These disparagements are not in the last bit “fake” so if you choose to disbelieve in their existence, I cannot help you and I urge you to stop reaching this right now. Just stop now.

If we want to get the heart of the matter and understand the basic nature of credibility, these questions that ancient Romans and ancient Greeks might ask should logically surface today in our civilization:

What is going on inside Trump's mind (his psychological framework, his drives, his vision for our future, etc.)?

Is Trump's mind and how he uses it connected to his credibility?

The truthful answer is: Trump's mind and how he uses it may not be at all connected to his credibility with his base.

The single most important thing you can get from my coaching and mentoring on how to speak well and be trusted is a respect for situational credibility in the 21st century.

And yet, there is great risk if you choose to rely upon situational credibility as you seek to be trusted in public. The possibility is that you may succeed like Trump succeeded in using situational credibility like he continues to use. The opposite possibility is also true and that means you could fail to win over your target

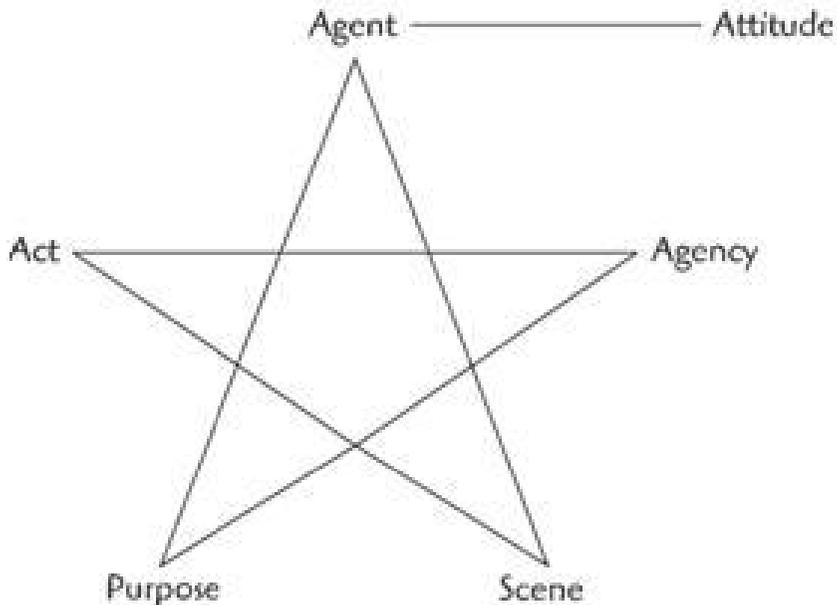
audience.

Credibility is not just for those who engage in elected politics. Credibility works for everyone who communicates in public (by speech or Twitter or whatever method you choose.) If you are running for public office, however, you need to pay for a full-time, in-person professional specialist in communications to guide you on a daily basis or you run the risk of really screwing up. If you are already rich and famous, why should you care about this at all?

I want to assure you, however, that taking online coaching is never going to be "good enough" for you if you engage in a public campaign for office and you are running against opponents who easily and willingly spend millions and millions of dollars to get elected.

Chapter 2:

Public Speaking Framework



Next, I want to introduce you to a most useful framework to help you think about public speaking. It comes in the shape of a star.

The five-point star above identifies these five elements for you to consider:

- act -- what is going on?
- agent -- who is the person speaking?
- agency -- how is the action taking place?

- scene -- what is the situation? when is it happening?
- purpose -- why is the action taking place?

I use this framework to teach public speaking because it helps students grasp five elements all at the same time--a proven way to think about one's effectiveness within public speaking situations.

The framework comes from Kenneth Burke (1897 - 1993), a brilliant and prolific writer. Visit his author page on Amazon to discover more:

<https://www.amazon.com/Kenneth-Burke/e/B000AP62J8>

Burke taught us that public speaking should be viewed as a complicated **symbolic action** in which we human beings willingly engage. He took from Shakespeare the perspective that "*all the world's a stage*" -- a belief that people are players who willingly are acting in certain roles for designated spans of time before they exit the stage.

Everything that goes on in and around public speaking can be examined using this five-point-star framework.

Let's start by considering **scene** first. Usually people get involved in public speaking because something happened that they are doing to speak about. You don't usually find people engaging in public speaking for no good reason -- such as someone suddenly starting to talk aloud to a group of people in public while riding on a bus or a train. (Fairly or unfairly, most of us would think of such spontaneous outbursts of a person talking aloud in public to a group of other people as a sign of mental illness.)

Some of the most common, everyday examples of a **scene** in which you would be called upon to "say a few words" in front of a group of others include:

- a wedding
- a funeral or memorial service
- a graduation
- a birthday
- a reunion
- a business meeting
- a social ceremony (a ribbon-cutting, a parade, etc.)

There are unwritten rules that govern success in speaking within *any* situation you can think of. Some such rules are more obvious than others.

For example, you would not necessarily attempt to cause laughter in your audience when speaking at a funeral or memorial service but doing so is seen as acceptable when speaking at a wedding, a graduation, or a birthday.

Some such rules can be broken without any severe penalty.

Other than breaking a law and getting jailed as an outcome, usually the most severe penalty you can ever experience is the loss of being believed and trusted because of what you said in a public speaking situation.

The **purpose** of your public speaking is important for you to know in crystal clear terms even if nobody else knows.

If you are the parent of a bride or groom at their wedding, then the purpose of your public speaking will not be questioned by anyone in attendance. But if you are asked at a business meeting to stand up and speak about a specific project or work-related event and few people know why you were asked to speak, then you could be in big trouble being believed and trusted.

The **agent** usually is you. If you are not well-known at the public speaking situation, then it is crucial that whoever introduces you to speak addresses the subject of why anyone listening should believe and trust you. "I am asking Jane to speak today because she is my sister," would be an extremely lousy introduction that would doom Jane to not being believed and trusted whatsoever.

Also, the **attitude** displayed by the agent in the public speaking situation can make or break the whole experience for you as a public speaker. Demonstrating a lack of empathy for others in a situation in which you are speaking, or disparaging others when you are speaking can cause at least some of your listeners to disbelieve and distrust you. This is a good moment to stop and

remember how Trump and his disparagements have resulted in some people never supporting him or agreeing with anything he says or posts online on Twitter.

The **act** and the **agency** often go together well. If something bad has happened, then it is vital for you to establish why those listening should believe and trust you in the context of the bad thing that happened and what (if any) role you may have had in the bad thing happening.

For example, in a business situation in which you are to speak about the shutting down of a place of business and the resulting loss of people's jobs, you need to be very careful what you say and how you come across in announcing bad news like that. The rationale for shutting down a place of business can be loss of customers and resulting loss of revenue, but if you state that directly at the start of your public speaking in that situation, you may just shock your listeners into not paying attention to anything else you say next no matter how important it might be. "Hello. You're all fired today. Now let me explain why." That certainly would be a very stupid way for you to start off your public remarks to employees.

Being effective in public speaking situations requires that you know and understand the specific **audience** you are addressing at the time. Keep in mind that an audience does not easily fall into one or two categories even if there is but a small group of people to whom you are speaking.

One audience in one physical location can be comprised of multiple segments because people come from all walks of life and have varying levels of investment emotionally in what you are speaking about. If your public speaking is being transmitted to other audiences through the media, your problems in knowing and understanding the audience increase dramatically.

If you make assumptions about your audience without careful advance work that results directly and specifically in your knowing and understanding the multiple segments of your audience, you should **expect to fail** as a public speaker.

It is really that simple.

Often there can be exceedingly high stakes involved in whether a public speaker succeeds or fails. This is why there is time-consuming and expensive advance work in advance that researches the various audiences before a speaker ever says one word to them.

Do not forget the importance of this phrase -- **adapt what you say to win over your audience**. There is never going to be any accidental success that a speaker will enjoy. Success (if it comes at all) only comes after careful audience research, pinpointed audience adaptation, and good timing or good luck.

Chapter 3:

Knowing Who You Are

It is neither simple nor easy to analyze yourself honestly and without bias. But it is necessary if you expect to be credible in speaking in front of a group of posting on Twitter.

All of us have “blind spots” when it comes to looking inward to see what’s there and what’s not. This is why people turn to professionals (such as psychotherapists or life coaches) for help.

Each of us who hopes to change how we use our mind must first understand one simple truth: The inner you (who you really are) will have a profound effect upon the outer you (how you appear to others) in many ways. This is unavoidable and yet it also is completely natural and well within your own control. So, “knowing yourself from the inside out” must be accomplished first before you attempt to create your personalized mind voice recording.

You want to start by analyzing yourself carefully and honestly and with due diligence so that you can answer all these five key questions completely and truthfully:

#1--What you are like on the outside (your outward appearance versus your inner self)?

#2--How well do you communicate (both verbally and in writing)?

#3--What do others perceive of your most dominant character trait (e.g., friendly, grumpy, warm, cold, reclusive, trustworthy, and so on)?

#4--What are the traits you've got that make you unique compared to every other person?

#5--What are the things you can do for others in your business life that makes you unique compared to every other person?

Be Honest: Know Yourself

The trick is to arrive at a clear picture in your mind about what your own individual internal characteristics or traits are. Only then can you manage your outward appearance or make changes in how your life feel happy and successful.

Here is one real-life example of the interconnected ways in which your internal characteristics will affect your daily life: If you are shy and have apprehension about going out in public, you should find some way to know that about yourself. This is because a person who does not know that they are shy and have apprehension about going out in public is going to suffer from unhappiness and frustration following a succession of unsatisfactory relationships. If

you suffer from unhappiness and frustration, you will not be someone that others will want to be around, and you just may end up being a very lonely person.

Here is another example from the real world of the interconnected ways in which your internal characteristics will affect your daily life: If you need to be the center of attention in every interpersonal situation, you should find some way to know that about yourself. That's because a self-centered person like you who does not know that they are self-centered is going to suffer from unhappiness and frustration following a succession of unsatisfactory relationships and being dumped quite often. If you suffer from unhappiness and frustration, you will not be someone that others want to be around, and you just may end up being a very lonely person.

The basic reality of life today in the 21st century is this: Those who know themselves well and who are absolutely honest with themselves about their own internal characteristics or traits will have the best opportunities for success in life.

Emotional Intelligence

Those who are out of touch with who they truly are as a person will have a very rough time finding acceptance or success or happiness in life because they are constantly trying to swim against the flow of life. You may want to go back and read that previous sentence more than a few times.

Your performance in job interviews will be negatively affected if

you are out of touch with who you really are, for instance. How can you hope to develop what works for you as a personal brand if what you develop is based on faulty data?

Ru Paul Charles said it poetically: **If you can't love yourself, how in the hell you gonna love somebody else?**

Therefore, a crucial step in developing your own personal brand is to attain what is known as emotional intelligence. This is sometimes called EQ (emotional quotient), as compared to IQ (intelligence quotient.)

Simply put, emotional intelligence is a smart awareness of your own and other peoples' feelings along with knowledge of how to control your own feelings. Everyone either has sufficient EQ or they do not.

This is an internal trait that is not necessarily visible out in the real world like blue eyes and red hair are visible traits. Yet, the impact of someone with insufficient EQ is always as visible as the sun at noon during summertime.

So, how does one attain sufficient emotional intelligence? The very annoying answer is this: Some people just are born with this capacity while others will need to make considerable effort to develop it. Others for whatever reasons choose not to care whether they demonstrate this capacity. Steer clear of them!

The truth is that developing this EQ capacity is something you can

learn. This capacity is not restricted only to psychiatrists or other medical doctors. You can discover ways to learn this capability, too, even if you have no university degrees at all.

One additional and highly annoying truth is that this capability may not necessarily come to you from book learning. So, did you invest your money on a college education? Some people may be able to develop this capacity from learning lessons in life through interpersonal trial and error without ever having set foot on any college campus.

At the core of this whole subject of your internal characteristics is the matter of choice and mental attitude. You can make certain, specific choices about how you present yourself outwardly. But this will only be possible for you if you first achieve an appropriate mental attitude about yourself.

As an example, let's say that you genuinely feel fearful of new situations in public, and meeting with people you have never met causes you dread. You must learn to become aware of your specific fears about unfamiliar interpersonal situations and strangers. Once you have become aware of your specific fears in this sense, only then will you be able to construct an appropriate mental attitude to address your specific fears.

You can, for instance, develop the appropriate mental attitude that you are going to go out and meet and interact with people who are strangers and survive those interpersonal situations with dignity and strength and even a few laughs. Unless you first develop that

specific mental attitude, you are likely to suffer emotionally under the strains and pressures of those interpersonal situations in which you are required to meet and interact with people who are strangers.

Chapter 4:

The Sound of Your Voice

Like it or not, every one of us who is in the United States of America gets judged every day by others based on how we speak aloud using the English language. This may not be fair to everyone concerned, but it is our cultural reality.

I want to start with considering the sounds of a human voice that are possible. These are the six possible types of sounds we are capable of making (that have everything to do with sounds but nothing at all to do with gender or gender roles):

- (1) an adult male sounds like an adult male
- (2) an adult male sounds like an adult female
- (3) an adult male sounds like a non-adult male or female
- (4) an adult female sounds like an adult female
- (5) an adult female sounds like an adult male
- (6) an adult female sounds like a non-adult female or male

Some people who are very skilled and talented in changing the sound of their voice at will are able to make money in show business. Watch this YouTube video and you will immediately know what I mean:

<https://www.youtube.com/watch?v=vxC11Ylmw1Q&feature=youtu.be>

However, unless you can make money because of your skills and talents in changing the sound of your voice (such as voice actors who provide vocal personalities for animated characters in movies and on television), you should go with what you've got. You may want how your voice sounds to align with who you are as a person in real life. Or not.

For example, if you are an adult male, you may want to sound like you are an adult male. If you are an adult female, you may want to sound like you are an adult female. Or not.

Here is a preview trailer on YouTube for a 2015 documentary which explores what happens when men's voices convey the impression that they are gay:

https://youtu.be/qAcgicU_upo

Ideally, we each should reach a comfort level with how our voice sounds to others. Sometimes, however, reaching that comfort level is not easy.

For instance, if you are a gay man and your voice sounds like any of the voices of gay men in the documentary preview, what (if anything) should you do?

Perhaps most important is for any person to strike a balance between their competing concerns. You should seek to determine whether your ability to make living in the real world is adversely affected by how your voice sounds to others in the real world.

If you find the answer is "yes" and you want to be as successful as possible in making a living, then you should take steps to modify how your voice sounds so that the adverse impact is taken away. What if your outward behaviors and your voice work together to create impressions of you that you do not like?

This preview trailer on YouTube for a wildly funny Hollywood movie gives a quick look at the cultural impact of voices and behaviors in the real world along with the prejudiced judgments some people make:

<https://www.youtube.com/watch?v=P7FcPlt8hHc&feature=youtu.be>

It is important for your personal credibility to consider the sounds that your voice makes separately from the speaking style or patterns that we use.

In American culture today, a low-pitched, deep voice is perceived as a credible sound for an adult male's voice to make. If an adult male has a high-pitched voice, he may encounter prejudiced judgments in our culture today because some listeners process the sound of his voice as being feminine.

If an adult female has a low-pitched, deep voice, she may encounter prejudiced judgments in our culture today because some listeners process the sound of her voice as being masculine. As if all of these factors were not enough to cause you sleepless nights, the way you breathe while speaking aloud also can lead to prejudiced judgments of you from others. The good news is, however, how you breathe while speaking aloud is a skill you can learn.

Watch this short YouTube video that presents breathing exercises intended to help you get the best sound out of your voice:

<https://youtu.be/ITNYK8SXxjw>

Chapter 5:

How You Prepare Matters

How you prepare before you speak is crucial to your success. This lesson provides you down-to-earth, practical coaching that I hope you will use:

The first level of preparation should always be for you to become aware of your audience as completely and as deeply as humanly possible before you stand up there in front of them.

You either should pay someone or do the research, yourself. The need is for you to become completely clear in your mind about these elements:

Who is your audience? What do they stand for or represent?

What do they expect you to say to them? Why are you there in front of them?

What do they think you will want them to do after they hear you?



But, writing out a speech on paper (either handwritten or typed into a word processor and then printed out) is not the kind of preparation that I suggest for you.

If you walk into a public setting, get in front of people, and then pull out sheets of paper or note cards and just start reading, you are already in deep trouble.

The single biggest problem with reading prepared remarks from sheets of paper or note cards is that doing so causes you not to look into the eyes of your audience members in the room. If you are constantly looking down at your script and then up at your audience, you will look like you are unprepared or afraid to be standing there in front of people (or both.)

Another drawback that comes from reading off of a script or note cards is that your voice will sound like you are reading aloud as compared to being real and authentic and speaking to your audience members from your heart.

Looking into the eyes of your audience members is absolutely essential to you showing that you are worthy of being trusted. If you choose not to look into the eyes of your audience members, they just may get the impression from you that you have something to hide from them.

You need to become so familiar with what you are going to say to your audience members that you can look them in the eyes without ever having to look down at any script or notes.

How do you pull this off?

You should rehearse your presentation. This means that you stand up straight (no sitting down reading from a screen) and speak aloud as if you are talking to your audience members in the room with you.

You should stand up straight and rehearse your presentation over and over. Do it again and again until you become so confident in yourself and in your ability to get in front of your audience members and speak to them so that it sounds like you are speaking from your heart.

If you are going to be stuck behind a podium when you give your presentation, that will limit you considerably. Ideally, you want to be able to move about in a room naturally like ordinary people move about while interacting with others.

Most important, you want to look directly into the eyes of people who are listening to you speak to them.

These elements should be worked into your rehearsal.



One trick:

If you find looking directly into another person's eyes is difficult for you to do, focus your eyes instead upon the middle of the person's forehead just above their eyebrows.

What happens if what you're saying is accompanied by slides (such as from Microsoft PowerPoint) projected onto a screen in the room?

The simple answer is: People will tend to look at what's on the screen and not look at you. If people look at your slides and not at you, what you're doing is giving them reason not to pay attention to you.

I believe that slides to accompany public speaking are generally a bad idea. If you need to speak in front of an audience about complicated material which requires diagrams or mathematical formulas or words in a language not in English, then go ahead and use slides. But, otherwise, you will be much more effective if you do not use any slides at all.

Chapter 6:

In The Moment

Next, I want to have you consider what happens in the moment when you are speaking in front of a group.

The ideal outcome is one in which your audience is very receptive to you and to whatever you say to them. They laugh if you say something that they should laugh at. They groan if you say something that is "groan-worthy." They applaud what you say during the body of your speech. They applaud you at the conclusion of your speech. Maybe they even give you a standing ovation.



In real life, of course, the ideal outcome is not always what happens.

How would you respond if the following happened to you?

You prepare very well in advance by researching your audience carefully. You are ready to be successful. You learn your material until you are comfortable with it--not by memorizing it, but by rehearsing it several times standing up straight and projecting your voice clearly and with confidence.

Then, you go into the situation (a public meeting) to speak before your audience. You are introduced clearly and succinctly by a person who follows the introductory text that you provided. When you speak, you make eye contact with various members of your audience at different locations in the room.

You notice that none of your audience members is responding nonverbally to what you are saying. They do not smile at you. They do not frown at you. They just sit there silently and show no facial expressions at all.

None of the humorous lines you thought would get at least a chuckle have any impact whatsoever. When you are finished speaking, the audience just sits there and does not respond by applauding. They just sit there silently.

The person who introduced you walks up and thanks you for speaking and shakes your hand tentatively.

What's important to accept is this: Sometimes no matter how good you are in a public speaking situation, the response you get from your audience may not be what you want to get or are expecting.

Real life is unpredictable and things can easily turn out different from what you expect even if you prepared well in advance.

If you avoid public speaking for fear of unpredictable things happening to you during your speaking situation, however, you give up the chance to have an impact upon others out there in the real world.

Never give up. Always push through to completing the public speaking situation no matter what.

Rather than being caught off guard, take a look at some potential real-world outcomes that you should consider as possibilities for when you go into a public speaking situation:

You notice certain people in your audience do not want to make eye contact with you. They may even be talking to other people around them while you are speaking.

An aggressive heckler interrupts your speaking by shouting out something that most or all of the members of your audience can hear.

More than two members of your audience stand up and walk out of the room while you are speaking. (If only one member of the audience stands up and walks out, it may be that they need to make an unanticipated run to the bathroom.)

Someone has brought an infant to the situation in which you are speaking and that infant starts crying very loudly while you are speaking.

A member of your audience starts coughing or sneezing nonstop while you are speaking.

A member of your audience starts clapping while you are speaking and does not stop clapping.

Someone who is not of your audience (such as a waiter from the restaurant where you are speaking) enters the room and distracts your audience by dropping plates of food or glasses filled with liquid.

Sounds originating outside of the room (such as music playing) interrupt you while you are speaking.

A fire alarm goes off in the room while you are speaking, interrupting you.

The electrical power in the room where you are speaking goes out. That interrupts you and the entire room is plunged into darkness.

Chapter 7:

Practicing

So what about practicing? The more you practice anything, the more that which you are practicing becomes "second nature" to you. Yet, unlike what we've all been taught, practice does not make perfect. Practice only embeds your thinking and your behaviors.

If you want to practice your speaking in public, then you need to find opportunities for you to speak in front of a group. It's that simple. The more frequently you speak in front of a group, the more comfortable and confident you will feel about speaking in front of a group.

Such opportunities are as close as your nearest meeting of an organization that provides local community service. Rotary clubs are one such example. Other opportunities are to be found if you join a networking group in your community.



You should aim for practicing your speaking at least once each week in front of a group of professional people in an environment where the emphasis of the gathering is upon business.

When you get up in front of other people to speak to them, you should address a variety of different topics rather than always speaking about the same topics. No matter how much people may love listening to you, if you always speak about the same topics, you will eventually cause people to stop listening to you.

Can a person be taught (or learn) talents in public speaking? After years of teaching public speaking, I believe that the answer is no.

Can a person be taught (or learn) skills in public speaking? After years of teaching public speaking, I believe that the answer is yes.

What this means for you is simple: You were born with certain talents in terms of how you come across in public speaking situations. You can always learn skills in terms of public speaking that you do not already have.

People who are born with high charisma will have an easier time than others winning over any given audience. People who learn how to use the best strategies and tactics of public speaking set themselves up for success. You can set yourself up for failure by not learning how to use the best strategies and tactics of public speaking.

You should learn to practice displaying an attractive personality in

public speaking situations as compared to displaying an unattractive personality.

Unless you are rich and famous and do not care what others think about you, once you can display the following five traits, you can display an attractive personality in public speaking situations to win over your target audience:

- (1) Humility -- Modest or diminished view of your own importance
- (2) The ability to listen and to learn to change what you perceive
- (3) Open-mindedness -- Never sticking stubbornly to your own beliefs and opinions exclusively
- (4) The ability to laugh at yourself
- (5) A genuine interest in spending time with a diverse group of individuals

One of the most compelling statements about credibility and trust comes from the great American philosopher and comic, Julius Henry Marx (1890 – 1977):

“The secret of life is honesty and fair dealing. If you can fake that, you’ve got it made.”

Marx was better known as the Hollywood movie and television comedian named “Groucho” starting in the early 20th century, but he was wise and full of insights that remain relevant for the present day.

I also think this is a good time for me to share with you an obscure bit of song lyrics. Alan Price, who was born in England in 1942, wrote and sang a song in a movie musical entitled [*O Lucky Man*](#) in which his lyrics align with this same mental attitude concept:

“Someone’s got to win in the human race. If it isn’t you, then it has to be me. So, smile while you’re making it, laugh while you’re taking it, even if you’re faking it; nobody’s gonna know.”

If you want a persuasive, yet also very highly entertaining, lesson about discovering who you are and then developing ways to succeed in this life, rent *O Lucky Man*. It is a 1973 British film that will occupy only 183 minutes of your life, but you will never forget how good it makes you feel.

FROM THE AUTHOR



WOODY GOULART

Thank you so much for your interest in my eLearning products.

I am proud to admit that I'm a practical, down-to-earth guy with a good number of years professional experience coaching, teaching, training, and mentoring adults and improving their lives.

I'm qualified to do all this not only because I am not a youngster, but because I have graduate degrees and have worked in the "real world" as a professional for several decades.

I'm not at all theoretical and I don't intellectualize things.

As an optional service (for which you can pay me on a fee-per-hour basis) you can get one-to-one coaching with me over the phone or Skype or other video apps. The cost to you is \$100 per hour for the coaching sessions that you schedule with me.

Contact me by email to learn more about my professional coaching service:

[vegadrwoody@gmail.com]

Thank you again for your interest in the subject of effective speaking in public.

Woody Goulart
Las Vegas, Nevada