

# How to Give A Presentation Like A Pro

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- Next TNL, February 25th at Mannatech Corp offices or [www.allaboutmannatech.com](http://www.allaboutmannatech.com) with Amanda Latrille
- New website to share: [www.thetruthaboutmannatech.com](http://www.thetruthaboutmannatech.com)
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Article by Drew McLellan

1. Presenting: one of our greatest fears
  - a. Of all fears...this ONE is listed as the #1 fear in a lot of guru's articles.
  - b. How to overcome:  
10 Tips to overcome your Fear of Public Speaking (see attached)
2. The Power of Public Speaking
  - a. Whether a Zoom for your downline, or a One on One, all are "public speaking."
  - b. Speeches have changed the world
  - c. This may not be your dream, but is your goal to become financially independent? Or perhaps to build a tribe? Or perhaps to make an impact on peoples' health and/of finances? Or do you have an inner calling that you have chosen to acknowledge and want to bring it to the forefront?
3. Study with the best.
  - a. While it's possible to teach yourself how to become a good public speaker, it's more efficient to work with professionals. Options:
    - 1) Finding a mentor,
    - 2) Hiring a formal public-speaking coach or
    - 3) Joining up with the local outfit of Toastmasters.
4. Pick a passion
  - a. Passion and enthusiasm goes a long way in this world -- especially when you're standing in front of a room full of people. *"People would much rather hear from someone who inspires them, someone who gets really excited about the subject of a speech,"* says Travis Allen, the 21-year-old president and CEO of the [iSchool Initiative](#), an education-focused nonprofit. Allen adds that audiences respond just as well to passionate gestures as they do to passionate words.
  - b. So, if your passion is the products, then you are best to present that. Today most (80%) want to just be consumers anyway, so you are in!
5. Study Body language
  - a. "Body language is 70 percent of being an effective communicator, how you say it is 23 percent and content is only 7 percent," he estimates, offering a breakdown based on his own personal experiences.

- b. Plenty of teaching seminars and materials on the internet but YOU need to choose to learn it.
6. Plan ahead
  - a. In the movies, it makes for great drama when public speakers toss aside their notes and speak extemporaneously. In the real world, however, that almost never happens.
  - b. Plan out a speech as you would a white paper or doctoral thesis. Some speakers say this means writing the end first and working backward from there. Crafting a simple outline can work...write down which specific points you want to cover and in which order and try to include examples for each point.
7. Use examples.
  - a. Audiences respond best when they experience a sense of empathy. This means speeches with personal anecdotes and other humanizing elements tend to work best. *"I've found that telling stories are an amazing way to get listeners' attention and bring everyone in the audience into your speech,"* she says. You might also try incorporating jokes or video clips to break things up, too.
8. Practice, Practice and Practice (Rehearse)
  - a. My new approach to this business? Kind of like the Multi-vitamin "One-a-Day" Share with one new person every day.
  - b. How? Wherever I go, strike up a conversation, whether with the check-out clerk, person in line, someone shopping right next to me.  
Or, when I came across someone in a parking lot, or who dropped a bag, or any event in which I see a chance to contribute...
  - c. Hone your skill by practice practice and more practice. There are millions out there so you will never run out.
  - d. Why? So, it becomes a business asset versus a liability.
5. Focus on their Goal
  - a. Know you are there to meet their needs. If they don't perceive one, it will always be hard for you to build one without looking pushy. So, ask?
  - b. My goal? Be of contribution whatever that might look like and if they are not interested, NEXT.
7. Put on a Show
  - a. If in front of people or at a lunch or whatever, you can talk about how bad our foodstuffs are. How? What are the ingredients in a Big Mac? Google that and you will have a great performance.
  - b. Bring new light by just researching "how bad are our foods today?"
8. Don't let a PowerPoint do all the talking
  - a. Recommend you build the talk first and then build out the slides to fit.
  - b. Have independent languaging from the slides...your slides should have minimal language.

# **10 Tips to Overcoming Fear**

## **1. Prepare.**

It may sound obvious, but don't wait until you hit the stage to get things together. Take some time to know your audience and get all of your notes together before your big day. When preparing for his legendary presentations, Steve Jobs would spend days rehearsing and getting feedback. Write your material, read your notes and practice.

## **2. Understand your fears.**

Matt Haugty, founder of MetaFilter, offers an excellent piece of public speaking advice: understand your fears, and recognize the biology behind them. It's important to recognize that it's normal to feel anxiety when there are hundreds of eyes on you. After all, if you're in the wild, and there's a pack of eyes on you, you're in trouble. Instead of going with your fears, tell yourself that those eyes don't symbolize trouble, but just that a group is there to learn from you. You'll be OK.

## **3. Loosen up.**

Before taking to the stage, loosen up. Go out with friends, listen to music or watch some comedy. Whatever it takes to help you relax and get revved up. Music especially has been shown to have a profound physiological effect on us and listening to some high-energy tunes can help you to get psyched up and motivated.

## **4. Be human.**

Don't feel like you need to put yourself on a level above your audience to be taken seriously. You'll connect better if you let your humanness show. Tell personal stories, be real and let the audience in on your emotions.

## **5. Tell a joke.**

This isn't to say that your entire speech needs to be a comedy routine but telling some light-hearted jokes and adding in some humor throughout your talk can help to engage the audience and lighten the mood. Although this should go without saying, you should never make a joke at the expense of someone in the audience. You'll lose respect if you attempt to go this route.

## **6. Keep it light.**

You shouldn't try to instruct your audience with your tremendous wealth of infinite wisdom -- they'll get bored and you'll lose them. Instead, keep things short and sweet. Focus on distilling your lessons into two or three points. Teach them

through examples, anecdotes and easily digestible tidbits. It'll be more fun for you -- and them.

### **7. Pause.**

Taking deep breaths can help calm your nerves, so pause and breathe deeply after you make a point. Pausing for a few seconds also shows the audience that you're confident and not rushing your material.

### **8. Don't try to sell something.**

There's enough pressure when you're on the stage. The last thing you'll want to be doing is trying to sell something. It's not clever and it's not polite. Your presence on stage is enough publicity for the moment. Don't try to slip a sales pitch in - you'll only regret it.

### **9. Don't fear your audience.**

Don't fear the crowd. That's easier said than done, but when it comes down to it, giving a speech is basically like having a group conversation, but with a few more people, and of course, you're the only one talking. The fact is that most of the crowd will be rooting for you anyway. Otherwise, they wouldn't be there, so you're in good company.

### **10. Be willing to make some mistakes.**

There's no shame in making mistakes as you learn. Your first speech is just that - your first, so don't worry if you're not talking like a seasoned pro. You'll get better in time. Just remember we are our own worst critics. You may not notice (or remember) the mistakes that other speakers make, but you can be sure that they notice them. If you're not willing to make mistakes, you won't be able to improve. Remember, a great speaker isn't perfect by any means, but they are passionate about their messages and are able to convey that passion to their audiences. Don't worry about being the best speaker of the night. Instead, focus on your enthusiasm and your drive. Think on the purpose behind your speech. Channel some of that into your message, and you'll give a powerful talk.