

PREPARATION CHECKLIST

PEOPLE : Know your audience

- Who are they?
- Why are they here?
- What keeps them up at night?
- How can you solve their problem?
- How might they resist?

PREPARATION : What to think about before you speak

Practice	<ul style="list-style-type: none">✓ Eliminate the worst mistakes through practice.✓ Use Rehearsal checklist for practicing.
Minimize potential problems	<ul style="list-style-type: none">✓ Think about what problems may arise: e.g. Wi-Fi goes out, noise in room, tough questions.✓ Use “If this happens, then what...” to resolve as many potential problems in advance.✓ Go with the flow.
Accept the emotion	<ul style="list-style-type: none">✓ Don’t feel foolish or inferior because of your fear.✓ You can do it. Flip the script✓ You are unique and your audience wants to hear your message.

Visualize	<ul style="list-style-type: none"> ✓ Close your eyes and walk through the broadcast, picturing any potential problems and their positive solutions.
Get ready at least 30 minutes before presenting.	<ul style="list-style-type: none"> ✓ Check your connections. If Wi-Fi doesn't work, make sure your cellular connection is strong. ✓ Is there noise in the area? Move to a quieter location. ✓ Have a beverage with you just in case your voice is dry. ✓ Warm up your voice and body. ✓ Memorize your opening.
Breathe.	<ul style="list-style-type: none"> ✓ Use yoga breathing to calm and center. ✓ Breathe in from the belly for 1, 2, 3,4 ✓ Hold for 1, 2, 3, 4 ✓ Slowly breathe out 1, 2, 3, 4 ✓ Do this 4 times.
Make eye contact with the audience	<ul style="list-style-type: none"> ✓ Establish who you are looking at. ✓ The audience want to hear what you have to say!
Be authentic.	<ul style="list-style-type: none"> ✓ Be yourself at your most enthusiastic! ✓ Audiences do not expect you to be anything else but yourself. ✓ They are watching your presentation because of you!
Have a conversation	<ul style="list-style-type: none"> ✓ Focus on your message, intention to help others and your ability to involve people. Switch your focus from yourself to your audience. Direct your energy toward them, not you. ✓ Ask questions with each topic bullet.
Make it fun!	<ul style="list-style-type: none"> ✓ If you are having fun, the audience will as well. ✓ If something happens, laugh at yourself. The Audience is with you!

PRACTICE : Rehearse

What's my motivation?

- Am I confident with the specific purpose of my presentation?
- What am I trying to prove or convey to my audience?
- Can I articulate my main message in 16 words or less?

Do I know my "lines?"

- Read the full speech aloud once to find the rhythm. Mark the time.
- Put the script down and in your own words retell or paraphrase what you just read.
- Repeat and revise as necessary.

Have I marked my "script?"

- Prepare a speaking outline to refer to while presenting.
- Handwrite the notes or upload the outline to a notebook
- Insert: Where to breathe, Key words stressed, Vocal Inflections, Tone of a section

“Block” the presentation (Plan out your movement and logistics.)

- Determine what you are going to wear – certain articles of clothing e.g. shoes, jewelry, or suit jackets can hinder movement.
- Determine what type of movement you will use in the speech; for example do you plan to walk into the audience or do you want to drive enthusiasm by running in during the introduction?
- Move intentionally on each new thought or section of the presentation for variation and then stand firm.
- Stand firm and direct while speaking – no rocking or excessive arm movement!

Dress rehearsal! Put it all together!

- Practice at least 3 full times alone and 1 time with an audience. Find a space that simulates your speaking environment.
- Practice 1: Don't stop. Time your speech, notice any problems that arise. Take notes and fix the issues.
- Practice 2: Implementing the corrections. Time your speech, take notes and make corrections.
- Practice 3: Find your rhythm and notice that your movement becomes muscle memory. Time the speech.
- Practice 4: Audience time! Ask a friend, family member or colleague to serve as your audience. Test what works and what doesn't.

Relax!

- On the day of the presentation, mentally prepare and visualize the speaking experience
- Drink plenty of liquids – try to stay away from coffee or caffeinated teas – they dry the throat. Keep a green apple at the ready for any mouth noises or clicks!
- Warm up! Practice a set of tongue twisters or your speech intro. To loosen up, tell a story about something that happened to you during the day to friends.
- Do a quick walk-through of the movement, noting transitions.
- If possible, greet your audience as they arrive. Talk to them and find out why they are there. Note any interesting stories or feedback and use in your presentation.
- Right before you speak, take a deep belly breath counting in 1, 2, 3, 3 and let it out slowly for 1, 2, 3, 3. Find your anchor or grounding place, then look the audience in the eye and begin. Have fun!

PERCEPTION: Ask in the moment.

- At what point did audience members become restless? You may need to add engagement.
- What is one thing the audience will take away? This will help solidify the message was heard.
- What is a behavior the audience will change because of your presentation?
- What questions do they have? What didn't make sense

Lynne Magnavite is a trainer, coach, voiceover artist, and the owner of [M/C Magnavite Communications](#), a communications company helping individuals, nonprofits, and small businesses transform the way they communicate through the ART of public speaking and story development. Serving over 3,000 people across the U.S., Lynne uses her background in theatre to share tips and techniques to build a confident and inspiring presenter!

Lynne's specialty is coaching the "unexpected speaker," helping individuals overcome speaking anxiety and enhancing public speaking skills. Lynne also works with nonprofit organizations and small businesses to bring their stories to life by helping build and implement effective social media and marketing strategies.

For a free 1-hour consultation, stop on by: <https://lynnemagnavite.com/how-can-i-help-you%3F>

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