

Using Public Speaking  
to  
***Communicate  
Greatness***

*An introductory guide to public speaking  
and how to succeed at it.*

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A Publication of



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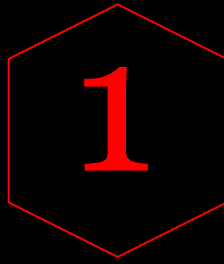
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## CHAPTER ONE

# *Importance of Public Speaking*



# Public Speaking

## *Leading Through Speaking*



Public Speaking impacts millions in the business and non-business world today. Effective communication enables you to influence individuals and groups, simply by the way you express information.

It is important that you realize why public speaking is so important. Below is a short list of that importance:

- **Greater Leading Quality:** As you grow in your personal life and career through confident speaking skills, your leadership influence will become greater, increasing the number of people you will have to lead.
- **Demonstrative Knowledge:** Public Speaking showcases the knowledge that you possess, through effectively articulating your thoughts.
- **Demonstrative Confidence:** Through the preparation process of public speaking, your confidence will be developed, cultivated, and displayed throughout your personal and business interactions.





## CHAPTER TWO

# *Building Confidence*



# CONFIDENCE MATTERS

## *Standing Out*

Many Public Speakers make the large mistake of focusing in on the content of their presentation, verses the way in which they present that very content. Presence is everything in order to be an effective Public Speaker. Audiences engage more when the speaker or presenter relates to their interests.

Your content should have an opening grabber, a middle solution, and a call to action, that is appealing to your audience. Your speech needs to organically evolve, adding human elements to convince your audience of your authenticity. Knowing your audience creates an enjoyable environment and provides the avenue for your audience to take away key information nuggets.

Be yourself and focus on your strengths. Your confidence matters. NEVER try to imitate one of your favorite motivational speakers. That is the breeding ground for failure. Stand out by utilizing your unique personality, along with your communication skills to keep your audience engaged.

*Remember:*

AUTHENTICITY helps build your confidence and own the stage.

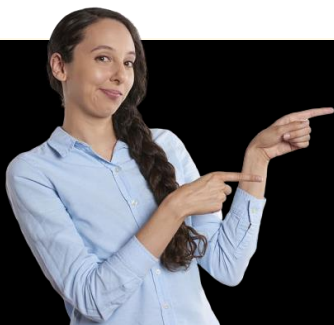




## CHAPTER THREE

# *Effective Body Language*





# BODY LANGUAGE

## *Holding It Together*

Your body is one of the most important tools that you use during effective communication with your audience. It magnifies what you are saying, making your content more appealing. Practice using your body language in a mirror, so that you become more familiar of your expressions.

Use the N.O.D.S. (**N**eutral, **O**pen, **D**efined, and **S**trong) system with your body movements. This will increase your audience interaction and approval rate:

- **Neutral:** Position your hands at your sides & smile. This gives a normal and relaxed look to your audience.
- **Open:** Remain open & positive to your audience. Never hold your head down or turn your eyes away, unless it is brief.
- **Defined:** Use hand gestures sparingly, with defined hand movements. Be intentional with your gestures.
- **Strong:** For a confident look, combine diaphragmatic breathing to project your voice and control breathing, with neutral, open, and defined body gestures. This will provide a strong stage presence.







## CHAPTER FOUR

# *Keep Improving*



# PRACTICE MAKES PERFECT

## *Becoming An Expert*

Like all things that get better with repetition, your public speaking skills will too. Continue building your confidence by reciting positive affirmations about yourself. Practice your presentation or speech in the mirror or around others who will give you an honest critique. Incorporate the use of props & know the equipment setup. Don't forget to time your presentation.

Pay close attention to your voice projection, body language, and engaging organically with your audience. Don't use filler words. Find your power pose, to increase your confidence or control. This may be standing in a certain spot on the stage or walking down the aisles of the room. Familiarize yourself with the room set up, to also increase your confidence.

Keep your enthusiasm to generate enough energy to reach and captivate every individual in the audience (from the front to the back). Use closeness to your advantage, when considering the proximity of you and your audience. Become a leader, by finding opportunities to put your new skill-set to use (Ex: Offer to speak at events within your local community).





## CHAPTER FIVE

# *Self Image*



# LOOK LIKE GREATNESS

## *Your Best Image*

As a professional image coach and expert, I've learned that image is PARAMOUNT. It is one of the main things, as a leader, that you have absolute and total control over. Your audience is interested in not only what you have to say, but how you present that information in the person of your characteristics too.

Marketing agencies spend millions of dollars on packaging and presentation. It gives them a high chance of attracting consumers to their products or services. Your image is the packaging that you use to market your skill-set and brand.

Your wardrobe should correlate and compliment your authentic self, but also appeal to the credibility of your expertise. Audiences need to believe that you are, who you say you are. Most celebrities and motivational speakers earn more, simply by the way they present their images.

Consider obtaining an image consultant, to maximize your earning potential, as a public speaker.





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*Image is PARAMOUNT!*

”

**- E. Cornell**



**CALL TO ACTION:**  
***BECOME GREATER!***

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