

ROCK THE MIC RIGHT:

5 Simple Ways to Handle Public Speaking Like a **BOSS!**



Amber L. Wright, M.A.

www.talktoamber.com

© Copyright 2014 by Amber L. Wright, M.A.

All rights reserved. This book may not be reproduced in any form, in whole or in part, without written permission from the author.

TABLE OF CONTENTS

Introduction.....	3
Mic Check #1: Say It With Ya' Chest!.....	5
Mic Check #2: Chill Out With the Fear Talk.....	9
Mic Check #3: Hype Up the Crowd.....	13
Mic Check #4: Write Your Rhyme.....	16
Mic Check #5: Get in the Zone!.....	20

INTRODUCTION

Hi! My name is Amber and I am ecstatic that you took the time to download this eBook!

If you are looking for quick, easy-to-apply tips on how to improve your public speaking skills, then this eBook is for you.

At some point in your life, you will have to give a speech or presentation to an audience. Whether it is giving a toast at your best friend's wedding or pitching a new program to your boss at work, when the moment comes for you to rock the mic - you want to be ready!

With my experience teaching public speaking courses to college students for several years, I wanted to create a guide to public speaking that was short, fun and helpful; not a total snooze-fest like some textbooks on this subject can be!

"Rock the Mic Right" is a simple guide full of basic tips on how to prepare to give a speech and nail it every time. Inspired by my love of hip hop and popular culture, it is written in a style that is personable, encouraging and informative...because I'm cool like that - and so are you!

Like Beanie Siegel and Freeway said back in the day (on their song of the same name), "I got what it takes to right the mic right, yeahhh!"

Get ready to have some fun and prepare yourself to learn how to rock the mic right and handle public speaking like a BOSS!

MIC CHECK #1:

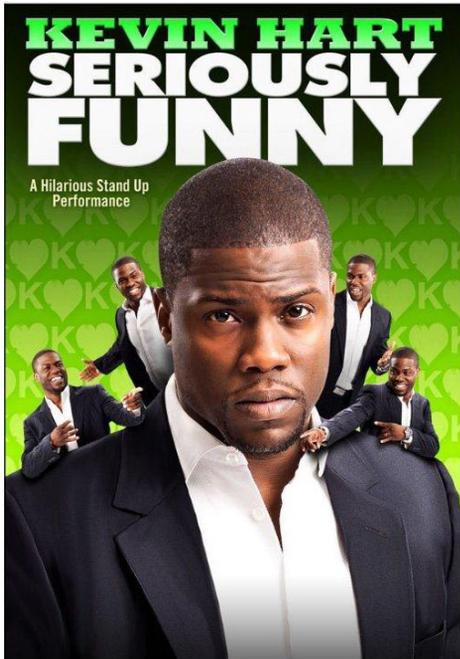
Say It With Ya' Chest!



"Great work is done by people who are not afraid to be great."

-Fernando Flores

Say It With Ya' Chest!



Standing up to speak in front of a group of people with all eyes on you is not an easy thing to do. It can be downright scary! The first step in learning how to rock the mic right and become a great public speaker is to **find your confidence**.

Comedian Kevin Hart has a bit in his 2010 "Seriously Funny" comedy special where he makes a hilarious joke about how his (newly released from prison) uncle would randomly yell out, "You gotta say it wit' ya' chest!" Even at the bar ordering drinks, Kevin's uncle would demand that he spoke up and ordered the drink it like he meant it!

"Say it with ya' chest," became a popular catch phrase not long after the comedy special was released. UrbanDictionary.com defines the phrase to mean:

"To push forward your chest when talking smack to an individual to make it appear as though you are stronger than you actually are."

The same is true when it comes to public speaking. Sometimes we have to play mind tricks on ourselves as a strategy toward finding the confidence we need to give that speech or presentation.

Say It With Ya' Chest!

Finding success as a speaker means that even with sweaty palms and butterflies in your stomach, you have to **believe** that you can accomplish the task at hand. Then you have to **act** like you know what you're doing.

Social psychologist Amy Cuddy affirmed this idea with her October 2012 TED Talk on how body language shapes who we are. Her research found that if you fake being powerful and stand in a power pose (like Superman, for example), you will feel and act more powerfully.

The study's findings are basically an academic way of saying, "fake it 'til you make it!" Cuddy herself said during her TED Talk (which has been viewed over 9 million times to date, by the way) – **"don't fake it until you make it, fake it until you become it."**



Dr. Cuddy striking a power pose during her TED Talk.

In other words, it's okay to fake the confidence until it becomes real. Tell yourself that you are a public speaking ninja and eventually, you will become one. Minus the sword, of course!



"Don't fake it
until you make it,
fake it until you
become it!"
-Amy Cuddy, PhD

MIC CHECK #2:

Chill Out With the Fear Talk



"There are only two types of speakers in the world: the nervous and the liars."
-Mark Twain

Chill Out With the Fear Talk

According to “A Pocket Guide to Public Speaking” by O’Hair, Rubenstein and Stewart (2013, pg 15), the most common reasons people experience public speaking anxiety are lack of positive experiences, feeling different and being the center of attention.

- **Lack of positive experiences**

“I bombed the first time, now I never want to go through that again.”

- **Feeling different**

“I have an accent and I think people can’t understand me when I talk.”

- **Being the center of attention**

“What? You want me to stand up there in front of all of these people and give them a free pass to judge me? No, thanks.”

I’m sure you can relate to at least one of those! But here’s the deal: feeling nervous is totally normal. We all experience some level of anxiety when we get up to speak or perform. The best way, and I mean THE BEST way to reduce your anxiety is to simply keep trying.

Think about it this way: Olympic athletes are some of the most gifted people on the planet in their respective sports. Even with all their raw talent, however, they are not exempt from having to practice and work hard at perfecting their craft.

If they have to release their fears and work hard to become the best; so do you.

You Got This!

I can't tell you how many times I've seen my students get up in front of the class before their speech and make a disclaimer about how nervous they are or how much they suck at public speaking.

By making this admission before they start, they own that energy and it stays with them throughout the speech.

If the speech doesn't go well, the student almost always says it was because they were nervous. And while that may be true to some degree, it's really their fears that are talking.

Chill out with the fear talk and **practice telling yourself that you are a BOSS at public speaking** -- instead of convincing yourself that you're not good at it.

It's time to tell your fears to get lost, scam and kick rocks!





"I got this.
Ain't no stopping me
Come on, follow me
If you feel the need
Better believe,
I got this!"

-Jennifer Hudson,
Singer & Academy
Award Winner

MIC CHECK #3:

Hype Up the Crowd



"The success of your presentation will be judged not by the knowledge you send but by what the listener receives."
-Lilly Walters

Hype Up the Crowd: Because It's All About Them!

Have you ever noticed that the best concerts are the ones when the artist is fully engaged with their audience? They get close to them, talk to them and constantly find ways to garner their participation.

Beyoncé Knowles-Carter is a pro at this! During her 2013-14 Mrs. Carter Show World Tour, Beyoncé constantly made headlines for the amazing ways she was able to connect with her audience members during her performance (as shown on the right).



During one of her shows in October 2013, Beyoncé took hyping up the crowd with audience engagement to a whole 'nother level when she posed for a photo, mid-song, at the request of a fan. An article on Mashable.com called it the greatest selfie of all time!



This kind of activity creates an experience for the audience members; one that is tangible and memorable. As a public speaker, your job is to create the same experience for your audience!

Hype Up the Crowd: By Getting to Know Them

Now that you know that you need to engage your audience when speaking, let's cover how you can go about doing just that.

A sure fire way to **connect with your audience** is to get to know them.

Questions to consider are:

- Who are they (age, sex, occupation, etc.)?
- What are their needs and interests?
- What do you want them to know?
- What new, meaningful and insightful information can you share with them?
- How will you leave them inspired?

Answering these questions as you prepare your presentation will help you reach them right where they are and foster a greater connection with them. Always be sure to find out as much as you can about who you'll be speaking to and work to address their needs in your presentation.

It will work like a charm every time, because you will come across as more authentic and relatable to your audience.

Boss up, do your research and they will love you!

MIC CHECK #4:

Write Your Rhyme



"If you don't know what you want to achieve in your presentation your audience never will."

-Harvey Diamond

Write Your Rhyme



Jay Z is known for recording his songs from memory, without ever writing them down.

Drake uses his cell phone to type his lyrics out.

Nicki Minaj uses a notepad to scribble her bars onto.

If you have no idea who the rappers are that I just named, remember this: the point I am trying to make here is that every song or rhyme was once an idea that eventually got written down.

The third step in finding success as a public speaker is to **get organized!** No one likes a mumbling, bumbling speaker that talks in circles or is simply hard to follow and understand.

In order to handle public speaking like a boss, you will also have to get organized and write out your speech, long before you even step to the mic.

Write Your Rhyme: Get Organized

The first step in organizing your speech is to brainstorm ideas for speech topics. Begin by creating a list of three to five topics that are of personal interest to you.

Take a look at your list and decide which topic you are most fluent in and can speak easily on. Speaking on a subject that you have knowledge about will raise your confidence level, reduce anxiety and increase audience engagement.



Recently, one of my students gave an informative speech on how to be a party mascot. He worked part time as a mascot for kids' parties and brilliantly explained all that went into his line of work.

His speech was fun, informative and memorable, because he spoke on something he knew well. He even wore his costume to class (shown here)!

Once you have selected your topic, next up is to create an outline (see the basic template on page 19). Having an outline allows you to collect your ideas and present them in an organized fashion.

Write your rhyme, get organized and prepare to nail it!

SUPER BASIC OUTLINE FORMAT

Introduction

- Grab the audience's attention
- Tell the audience what the speech is about
- Preview your three main points

Body

- Explain each of the three main points about your topic
- Use at least two support points for each main point
- Cite any relevant sources from your research to strengthen your presentation

Conclusion

- Bring about a sense of closure
- Summarize your main points
- End with something memorable

MIC CHECK #5:

Get In the Zone!



"Only the prepared speaker deserves to be confident."
-Dale Carnegie

Get in the Zone!

In any rap battle, the competitors get in their zone and go at it round for round, until the best emcee is left standing.

Flawless delivery. Perfect timing. Vivid language.

This all plays a part in who will win the battle. These themes also ring true as you prepare to give your speech, and is the final step in learning how to take your skills up a notch.

Here's How to Rock It:

1. Rehearse what you're going to say at least 5 times before the big day
2. Use a timer when you practice to ensure you don't say too much or too little
3. Practicing is important because it improves eye contact between you and the audience
4. Use humor and personal stories and relevant examples to help bring your material to life
5. Don't be afraid to be yourself!

Get in the Zone and Practice!

Do you drink coffee? If so, did you love it the very first time you had it?

Probably not.

Any coffee drinker will tell you that coffee is an acquired taste. In order to adjust to and eventually enjoy the taste...you have to keep tasting it!

Public speaking is the same way. It is an acquired skill that only gets better with time and practice.

At the end of every public speaking class I teach, I ask my students: if you had a friend that is getting ready to take this class, what piece of advice would you offer them?

The number one answer is consistently: practice what you're going to say before you give your speech!

Do not underestimate the power of rehearsing your words enough times so that it feels natural – almost second nature to you, but isn't memorized verbatim.



Whoop, There It Is!

As we discussed in the beginning, public speaking isn't always a cake walk. It can be scary and intimidating. Now that you've made it to the end of this little guide of mine, it is my hope that you feel a little better about how to successfully give a presentation.

This eBook broke down the basics on what needs to happen behind the scenes, to help you become a better public speaker.

- ✓ Say it with ya' chest and find your confidence
- ✓ Chill out with the fear talk and get rid of it for good
- ✓ Hype up the crowd by getting to know your audience and connecting with them
- ✓ Write your rhyme with organization and outlining
- ✓ Get in the zone and practice!

Congratulations!

Now you've got what it takes to rock the mic right and handle public speaking like a BOSS!

References & Credits

Image Credits

- Page 6: http://www.imdb.com/media/rm3482302464/tt1714196?ref=tt_ov_i
- Page 7: <http://blog.ted.com/tag/amy-cuddy/>
- Page 9: [ImageryMajestic | FreeDigitalPhotos.net](#)
- Page 14: <http://www.iam.beyonce.com>; <http://n-uumb.tumblr.com/>
- Page 17: [Gary Cochrane | FreeDigitalPhotos.net](#)
- Page 18: Owned by Amber L. Wright
- Page 22: [Paul | FreeDigitalPhotos.net](#)

References

- Page 6:
<http://www.urbandictionary.com/define.php?term=say+it+with+your+chest>
- Page 7:
http://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are.html
- Page 10:
O’Hair, Dan, Hannah Rubenstein and Rob Stewart. A Pocket Guide to Public Speaking. Boston: Bedford-St. Martin’s, 2013. Print.
- Page 14:
<http://mashable.com/2013/10/29/beyonce-photobombed-selfie/>

Meet the Author



Shoot an email to amber@talktoamber.com for more information on how to work with her or book her to speak at your next event!

Amber L. Wright, M.A. is a communication coach, writer and speaker based in Southern California. With her expertise in interpersonal communication, she seeks to teach others how to hear and be heard in every area of their lives – from the boardroom, to the bedroom!

As a freelance writer, Amber is an emerging voice of authority on communication, relationships and marriage. Her work has been featured on the award winning website, BlackandMarriedWithKids.com, BlogHer.com, ForHarriet.com and GlobalPostRelationships.com.

Amber is a dynamic speaker that is known for delivering relevant and engaging presentations. She delivers her content in a fun, conversational style, that leaves her audiences laughing, informed and inspired!





If you enjoyed this eBook and want to take things a step further to improve your public speaking skills, don't be shy...hit me up!

Send me a quick email to amber (at) talktoamber (dot) com.

I can work with you to assess your strengths and weaknesses and coach you into becoming the confident, composed speaker you've always wanted to be.

Take a look at the word on the street about my work!

"Public speaking is one of my greatest fears, but Amber made me feel much better about it."

–Workshop evaluation

"Thanks for your advice. My talk went well and I even got a chuckle out of the group. Your advice helped me to stay focused and not get long winded."

– K. K., Blogger

I recently applied for a position and am pleased to share with you that I got the job! Throughout my interview process I could not stop thinking about your advice, which helped me out tremendously!

-X.S., Former Student

Don't forget to share this eBook with a friend or two that you think might find it helpful!