I. Dealing with stage fright

“Luck is when preparation meets opportunity.”
—Elmer Letterman

A. A little bit of stage fright is healthy.
B. Tips for dealing with stage fright:

II. Creating bookends for the presentation

“When a mouth is open for laughter, you may be able to shove in a little food for thought.”
—Virginia Tooper

A. Introductions
   1. Audiences decide after just a few seconds whether they want to listen.
   2. Components of an effective introduction:
      a. Attention device
      b. Reason to listen
      c. Preview (doesn’t have to be explicit)

B. Conclusions
   1. People remember best what you say last.
   2. Components of an effective conclusion:
      a. Forewarning of the end
      b. Summary
      c. Exit line: earns you the right to sit down

III. Organizing your thoughts

“The way to become boring is to say everything.”
—Voltaire
A. Like a good story, a presentation must have a beginning, a middle, and an end.
B. The basic unit of organization is the point and support.
   1. Make minor changes in length by adding or removing ________.
   2. Make major changes in length by adding or removing ________.
C. Make main points clear.
   1. Audiences respond well to _____ main points.
   2. Be consistent in your wording to help audiences remember.
D. Respect time limits and expectations.

IV. Holding an audience’s attention

“To be human at all is to speak, however poorly, and to be human at best is to speak exceptionally well.”

—Wendall Johnson

A. Pause
B. Keep support relevant.
C. Use statistics sparingly.
D. Engage or show emotion.
E. Tell stories.
F. Use visual aids.

V. Handling the question and answer session effectively

“It is better to ask some of the questions than to know all the answers.”

—James Thurber

A. Encourage questions.
   1. Let the audience know early in the speech that you want questions.
   2. Ask, “Who has the first question?”
   3. If no one asks a question right away, say, “A question I am often asked is...”
   4. Listen to the entire question before speaking.
   5. Keep answers as concise as possible.
   6. Be willing to say, “I don’t know.”

B. Develop a technique that keeps you in charge of the situation.
   1. Always maintain control.
   2. Repeat the question before answering.
   3. Make eye contact with the questioner while that person is speaking.
   4. Make eye contact with everyone when you answer the question.
   5. Don’t say more than the question requires.
   6. Defuse loaded questions.
   7. Treat each question with respect.