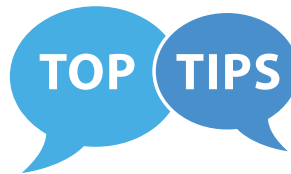


4 How To Speak So People Listen

A powerful speaker can literally change the course of a listener's life or career. Yet, public speaking is one of many people's top fears. It's easy to assume that charismatic speakers are fearless and extroverted. But that's not necessarily the case. Here are 3 tips strong speakers use to ensure people listen.



Prepare

Know what you want to say and whom you'll be saying it to. Sounds simple, right? But without preparation, no matter how good your ideas are they may get lost. To prepare: Use language that will resonate with your audience. And rehearse. A mirror will do. Videoing yourself is better. Consider what worked, what didn't, what your body language reveals.

Study

Study the work of engaging speakers. Observe how they interact with others. Consider *why* you respond positively to that speaker. Is it because they seem honest and authentic? Is it because they share personal anecdotes and stories? Chances are, the answer is "yes."

Animate

Be energetic and animated. A flat, monotone delivery is unlikely to connect with others. Vary your tone, your volume, and rate of delivery. Go from louder to softer, from speaking faster to slower. Use well-placed pauses to ensure your message is heard.