



**BARBARA H. SMITH**

# **HOW TO PRESENT WITH POWER**

**5 QUICK KEYS TO IMPACT &  
INFLUENCE YOUR AUDIENCE**

Copyright © 2020 by BHS CONSULTING. All rights reserved.

You are welcome to print a copy of this document for your personal use. Other than that, no part of this publication may be reproduced, stored, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without the prior written permission of the author. Requests to the author and publisher for permission should be addressed to the following email: YOUR EMAIL HERE.

Limitation of liability/disclaimer of warranty: While the publisher and author have used their best efforts in preparing this guide and workbook, they make no representations or warranties with respect to the accuracy or completeness of the contents of this document and specifically disclaim any implied warranties of merchantability or fitness for particular purpose. No warranty may be created or extended by sales representatives, promoters, or written sales materials.

The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional where appropriate. Neither the publisher nor author shall be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, or other damages.

Due to the dynamic nature of the Internet, certain links and website information contained in this publication may have changed. The author and publisher make no representations to the current accuracy of the web information shared.

So, you've been dreaming of becoming a speaker, coach, or a trainer but you struggle with the thought of even standing in front of an audience. You are inside your head thinking:

Who's going to listen to me?

What do I say?

How do I start?

I get it, I get you, because I've been where you are...but today's a new day. I'm going to give you 5 keys to creating a killer presentation that will cause you to accelerate the speaker, trainer, or coach in you faster than you dreamed possible. Helping you to learn a few secrets that will make you confident to take the stage.

I'm Barbara H. Smith, known as the masterful presenter, and I'm going to give you 5 tips that took me years to learn. I will explain these tips in a way that will be easy to learn.

Are you ready?

**Be Authentic.**

I know, you've heard that phrase a thousand times and though it's not new, and often cliché, the truth of the matter is your audience can smell a phony ten miles away. Not being authentic will cause you to continue to be looked over again and again. So, how do you show your authenticity? Be yourself. Each of us has a different skill and talent we bring to the table and copying someone else's style does not serve you and can even hinder or stop you from being successful. Nobody else can be you, or do what you do the way you do it. If you're not sure what your magic mojo or secret sauce is... ask someone close to you that you trust.

Ask them this question: "If you were talking behind my back to someone who wanted to know what I'm good at, what I specialize in, what I do better than anyone else, what would you say"? Simple question, but the key is to listen to the answer. The answer my friend, may surprise you. It's typically something you take for granted. It's usually something you do, that is so simple, you never recognized that it was right before your eyes.

Knowing who you are and bringing that authenticity to the table is what will get you noticed. So, BE AUTHENTIC. Show up as you are and stop trying to be like everyone else, the mask is not working for you.

Once you get the answer to your secret sauce, study yourself. I mean REALLY study. Read books, blogs, listen to podcasts, about the special thing you do or have with laser focus. This is when you will become the undeniable best of the best at being your authentic self. Remember, you are unique, special, and one of a kind, when you are using your gift. Oh, by the way, that's why it's called a gift. It is the

one thing you were born with, that you didn't have to ask, beg, plead, or question (well maybe you did question), what comes naturally to you.

### **Aim Higher**

Two reasons you're not aiming higher are:

- 1) You don't feel you're worth it!
- 2) You have difficulty believing you deserve better.

Here's why that's wrong. I heard someone call it "stinking thinking". Henry Ford said this, "whether you think your right, or whether you think your wrong, you are right. The simple truth is you are what you believe you are and how others treat you is based upon how you treat yourself. Maybe you realize you're operating with "stinking thinking" but you're not sure how to change. The first thing you can do is check your surroundings. If people in your immediate circle are telling you you're nothing, this is where part of that negative thinking starts. Surround yourself with people who are where you want to be. They are everywhere. Seek groups, organizations, or mentors who can see past your current situation and see the potential that lies within you.

Understand this... there's a better way of thinking. You need to know that you're worth it. Getting to the next level in your life, business, or career is only going to happen when you know that you deserve to get better pay, more recognition, and a faster pace to success in your career and beyond. That's why it's extremely important to master public speaking, so you can get on with your career and your life and experience greater satisfaction at work and at home. Only then will you gain the respect you desire. Once others see you're taking your career, your life, your business more seriously, you are on an upward climb. It's not just the same

old thing. It's not just the same old way you used to do things; you'll find that you're crushing it in your career.

### ***CASE STUDY #1:***

Meet Robin...Robin asked for my help to become a better speaker. She was put into a position of power and in the position, she oversaw technical writing training. Robin was great at her job, but she lacked the confidence to stand up in front of the room. She was beautiful, articulate, and a great writer. I discovered later that someone in her younger life made her feel insecure about her eyes. She had surgery to correct them and they're beautiful now, but she still carried that shame around with her like an extra piece of luggage. I saw nothing externally, that would keep her from being the super star she seemed to be.

She came to me with very little public speaking experience and feeling like she could never stand up to present anything in public. We looked at her style of speaking and implemented the "Speak Coach Train" strategy. She started with being herself in an authentic way and what happened next was nothing short of phenomenal. Within just a few short weeks, she was speaking with confidence and humor and fast forward six months later she said "I'm getting noticed from all over the company and I feel like a rock star. The VP of Operations complimented me after hearing me present and he rarely hands out compliments." She was so excited, and so was I. All she needed was a little help to see the person she could become. According to Johann Wolfgang von Goethe, "The way you see people is the way you treat them, and the way you treat them is what they become." I saw Robin as a speaker, and that's what she became.

Here's the thing. We all have something that can cause us to be, feel, or act self-deflating. Yes, including me. What I've learned to do is stop acting like those self-deprecating thoughts are not there and I started talking back. Talk back to those stupid little voices in your head that say, "you're not good enough, you're not pretty enough, nobody's going to listen to you". There, I said it! Can you relate? Start talking back to that voice. Whatever that voice says you are, say the opposite. Not in a sheepish voice, say it LOUD and PROUD!!! Here's an example. The voice tells you; "you can't stand in front of an audience". You say this back, "OH YEA, WATCH ME, I'm smart, I'm strong, I'm equipped (you have your authentic gift remember?), and I can do anything I want. Or sometimes, I cheat and simply tell that voice to, "SHUT UP" (I know it's not nice, but it's time to take that person down, and lift the REAL you). It's an amazing thing, and the voice shut's up. TRY IT! I promise you; it works.

## **Use the Secret Weapon**

Here's what I call "Dynamic Speaking" - The old way of moving forward in your life and career is to: 1) suck up to the boss 2) burn the candle at both ends, get to work early and the last to leave 3) being everyone's friend, doing everything for everyone 4) pal around with those that seem to be connected to important people in your company or in your life 5) Apply for every open position you can find inside or outside your company 6) Put out feelers to your network hoping they hear about openings in their organizations only to get the interview and still not get the job because you're not able to speak well enough to get the position you deserve. 6) Attend networking events passing out business cards as a way for people to remember your name. These strategies are old and outdated.

If you want to advance in your career, all you need to do is use “Dynamic Speaking.” Here’s how it works:

### **Step 1 - Use an abbreviated elevator pitch.**

(articulate in 8 seconds, what you do, what you have, and what you bring to the table) If someone asks what you do (you’ve been asked this question a thousand times), can you respond with an answer that causes the asker to ask you even more questions (the objective)? Or, do they sort of walk away and say “oh, ok”. The purpose is to create immediate rapport. To build the start of the relationship bridge. The way you do that is by crafting, a message of interest, memorizing it, and repeating it so many times, when asked, “what you do”, it rolls off your tongue like a bowling ball down an alley, and hits a strike. The technique is simple, yet effective.

### **Step 2 - Silence is Golden**

Most people talk so much, they never listen to the other person’s conversation. Be the one who listens, truly listens, when another person is talking to you. It’s a lost art. When we use our anatomical parts in the proportion, we are given them, (two ears, one mouth), we glean information and we create a know you, like you trust you, follow your paradigm. It’s amazing what simply listening to others can do. If you are the one who’s always talking, you don’t show that you are interested in other people. Trying to be a know-it-all hurts your chances to hear about topics others are interested in. Which is always great material to speak, coach, or train about. Besides, most people don’t really care how much they know, until they know how much you care. Even though this step is about “Dynamic Speaking”, the trick is to use your listening skills. You can only listen when you are silent.

### **Step 3 - Useless Words**

Toastmasters taught me a technique that still haunts me. When I studied speaking styles, I joined my local Toastmasters, Int'l. They teach a technique called counting the “um’s and ah’s”. To this day, when I listen to speakers, I find myself haunted by that technique. Counting the um’s and ah’s like it’s some sort of contest. It’s a horrible way to listen to another's speech but it keeps me using those useless words. Here’s how to get away from being the useless word pro. Write your speech, memorize it, and repeat it in front of your mirror. While you’re reciting your speech, record yourself. Playback the recording and count how many times you say those hideous, useless words. If there are more than 3 or four. Pay attention and give them the silent treatment. That means, pause every time you hear yourself using one of these morsels of uselessness. Soon you will break yourself from that habit, increase your confidence and keep everyone in the room from mentally checking out, drifting, or tuning you out. Stay focused so that you don’t fumble and stumble over your words and you will deliver amazing presentations, practically ensuring that you are the first person that comes to mind when people you know are in search for someone to speak or present with power. It’s really that simple.

## **Take Control**

Using the first 3 shifts can take your speaking career to another level quickly. Yet, there are at least two reasons people don’t get the gig, promotion, or career advancement you want. No passion in the chosen field or no skill. To address the first problem, not having passion in your chosen field means you’re working at something you don’t enjoy. Either accept that truth or increase your skill and training, to the best. Whatever you do, don't just sit there. Time is precious and passing you by so why not make a change and get on with your dreams. Take on the mantra, “if it’s to be, it’s up to me and TAKE CONTROL. Mastering the finer

points of how to speak in public is the jet fuel that will propel your career like a rocket ship to the moon. It is the single most important communication component executives use to unstop their sluggish careers. So, don't talk about what you want, TAKE ACTION. When you act, you will look forward to every day with a zest for life. You would just drag yourself through the day, watching the clock, waiting for Friday to come. You will enjoy life, create your dreams, and have a smile on your face knowing you decided to change your life and you did just that.

## **Invest in Mentoring**

You had to know this was all leading to something right? Of course, everything you've read so far is possible to create momentum in speaking, coaching, or training but, if you are committed to yourself and to the advancement of your career, the quickest way to get to your destination is to hire a mentor.

A mentor is not in your head. They are the voice of reason. Mentors can see what you can't see inside yourself. They help with goal setting, accountability, and sometimes hand holding. The goals are yours but when you share your dreams with someone who can see past what you envision for your life that's when the magic happens.

Look at successful people. Without fail, almost every successful prominent executive and professional had someone show them the ropes through mentoring. A mentor will give you the exact step by step process and in no time. Whatever you dream you can be is possible, and more possible in record time with a coach or a mentor. Imagine how great it would feel to finally stand up, stand out, and be recognized for your awesome presentation, speech, or talk. It's waiting for you, so what are you waiting for?

My speaking, coaching, training career spans 20 years. Graduating from the National Speaker Association – Speaker Academy, and having created and presented thousands of times all over the world, I’ve learned valuable tips, tricks, and techniques that I’d love to share with you on the start to your speaker journey. Let’s get together so we can make your dreams, goals, and aspirations, to become a better speaker, coach, or trainer come true. Contact me for a 30 minute coaching consultation at [bit.ly/barbarahsmith](https://bit.ly/barbarahsmith) and select the “Let’s Chat” option