

TIPS TO POWER UP YOUR SPEAKING

Mastering the 4Ps of public speaking along with the 4Ps of storytelling is essential for captivating audiences across various platforms, whether delivering a TEDx talk, presenting slides, live-streaming, or hosting events. Strategic pauses, varied pace and volume, and compelling storytelling elements create a powerful communication toolkit, enabling you to command attention and convey your message effectively. Additionally, integrating well-crafted stories with intentional body language and micro-facial expressions enhances audience engagement, ensuring a memorable and impactful presentation experience.

The 4 P's of Public Speaking

- “**Pause:** Silence can be a powerful tool. Pausing before or after a main point, allows your audience to absorb the information, enhancing the impact of your message.
- “**Pace:** Your pace should be deliberate and intentional. Speaking too fast can make it difficult for your audience to keep up while speaking too slowly might bore them.
- “**Power:** Adjusting your volume, from loud to soft and vice versa, can help to emphasize key points and capture the attention of your audience.
- “**Pitch:** Similar to volume, varying the pitch of your voice can add depth and interest to your delivery. It conveys emotions and adds nuance to your speech.

The 4 P's of Storytelling

- “**People:** Create vivid and relatable characters to draw your audience into the narrative and allow them to emotionally invest in your story.
- “**Places:** The setting of a story provides context and atmosphere allowing your audience to visualize the scenes more vividly.
- “**Purpose:** Whether it's to entertain, educate, inspire, or provoke thought, understanding the purpose of your story helps to shape its direction and impact every story should have a clear objective or meaning.
- “**Plot:** Introduce your characters and setting, establish the conflict or problem they face, and then resolve it by the end of the story.

As a Life in Business Coach, Distinguished Toastmasters Speaker, and TEDx speaker Coach, my goal is to help you authentically showcase your message & expertise by sharing tips like these.

Need more? As an observer, I help you determine how your mindset, patterns of behavior, and speech can be tweaked to help you deliver your message with influence & impact.

Join me for your FREE 1/2-hour consultation, followed by 1:1 training for yourself or your business teams.



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