

9 WAYS TO ENGAGE AN AUDIENCE AND COMMUNICATE WITH CONFIDENCE

with *Maritza Barone*

”

*I share my voice,
so that you can
share yours.*





Number 1

PREPARATION

Knowing what you are talking about or who you are talking to, is the first step to helping you embody what you are trying to communicate. This will instantly help you to deliver it with passion and guide your audience to connect with you.

Being prepared also helps to ease nervousness and increase confidence.

But how much preparation is too much? Prepare to the point of knowing your topic well, but try not to focus too heavily on scripting things word for word.

Use bullet points or stories as triggers to remember what is coming next.

Also know what you are there for and the desired outcome. Focus on what your listeners will take away from listening.



Number 2

KNOW YOUR AUDIENCE

Once you know your content, you need to know who you are speaking to.

Find the common thread of your audience and listeners.

What are they there to hear?

How do you want to make them feel?

What problem do you have a solution for?

Keep that as the focus throughout your presentation and know that you have delivered what was promised to them and met their expectations.



Number 3

START WITH STORYTELLING

"90% of people believe that a strong narrative (story) in a presentation is critical for engagement".

When you know what your audience is there for, find stories that will help them connect with the content. This is what they will remember when they finish listening, as they have emotionally connected.

Story --> Fact --> Call To Action

A story, followed by a fact, statistic or science, followed by a call to action is the most powerful way to get your audience to connect with what you are saying on a deeper level, and will get them to take action on what you have spoken about.



Number 4
BREATH

When delivering your content, remember your breath!

Breathing for speech requires you to "belly breathe."

Breathing from your diaphragm oxygenates your brain and keeps you in control.

A voice that's well supported by breath has the sound of authority. Important words often come at the end of the sentence and need breath!

Breath also helps to keep you calm, focused and confident - and will help you to limit the "um's, ah's and you know's".



Number 5

LANGUAGE

Along with controlled and conscious breath, the language you choose will help you to engage your audience even further. Craft your language and speak to your community as though you are speaking to one person.

Describe what you are trying to say with detail and feeling.

Smile, even if people can't see you, they can hear it in your voice.

Use feelings and emotions when you speak. No emotion, no memory.

“Emotion is the glue that makes memories stick”

- Eric Edmeades



Number 6

INTERACTION

Another way to further connect is through interaction with your audience. When you are speaking ask rhetorical questions to prompt them to start thinking for themselves.

i.e "Have you ever felt as though you were stuck? Me too".

"65% of people are more easily persuaded by presentations that incorporate two-way interaction".



Number 7

THE PAUSE

Another powerful tool for communicating well is through the use of silence.

Pause in your speech - with purpose. When you are about to say something important pause briefly, so the listeners lean in to what you are about to say.

Brief moments of silence can engage your audience even further.

It creates mystery and allows your information to land.

It also helps your brain to catch up to what comes next!



Number 8

PACE & TONE

When we speak in conversation we naturally use a range of tone and pace. By using this in our presentations it helps us to engage our listeners at a human level and keep them interested in what we are saying for longer.

Use a variation of volume (high and low), pace (fast and slow) to create flow and make your message more engaging and conversational.

Show interest in what you are talking about and deliver with passion!



Number 9

BE REAL

With all of these tips, remember to stay true to yourself throughout any presentation. People can immediately feel it when you are holding back your authenticity.

Tell your audience what you are thinking. If you feel a particular way when you are speaking, let them know.

Be authentic in your reactions to what you are saying. Feel it in the moment.

Show humanness and relatability. Don't hide your thoughts as your audience and listeners can see straight through it.

And most important - HAVE FUN WITH IT!

About

GUIDE YOUR LIGHT NETWORK

The Guide Your Light Network, created by Maritza Barone brings together a community of impact led independent podcasters. We elevate voices that matter and create podcasts with purpose.

From the beginning we help our community get clear on what sharing their voice means and how it can benefit others, by creating a simple step by step process to get to the core message, we guide people in the art of using the transformative medium of podcasting as their platform.

**DO YOU NEED
MORE HELP TO
SHARE YOUR
VOICE THROUGH
A PODCAST?**

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About

MARITZA BARONE

Maritza Barone is the podcaster, producer and presenter with 15 years experience in Media & Production covering content predominantly on Mindset and Wellbeing.

She launched her highly ranked Things You Can't Un-Hear podcast because of the pure reason that she truly had to share the lessons she was hearing on her own self-development journey - as they were so transformative that she could simply not keep them to herself.

Feeling so shifted, changed and renewed, she knew this awareness & knowledge might just do the same for others.

Her podcast now ranks in the top rated Self-Improvement podcasts in Australia, and she has created a thriving business doing what she loves.

Her mission is to help others to voice their thoughts in a way that is clear, meaningful, engaging and life changing, through podcasting.

"When I hear people share their story for the very first time, the feeling is beyond words. You see the sense of freedom and release when someone is able to use their voice authentically and publicly, when they have been given the platform to do so".

**LEARN TO MAKE AN
IMPACT BY SHARING
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