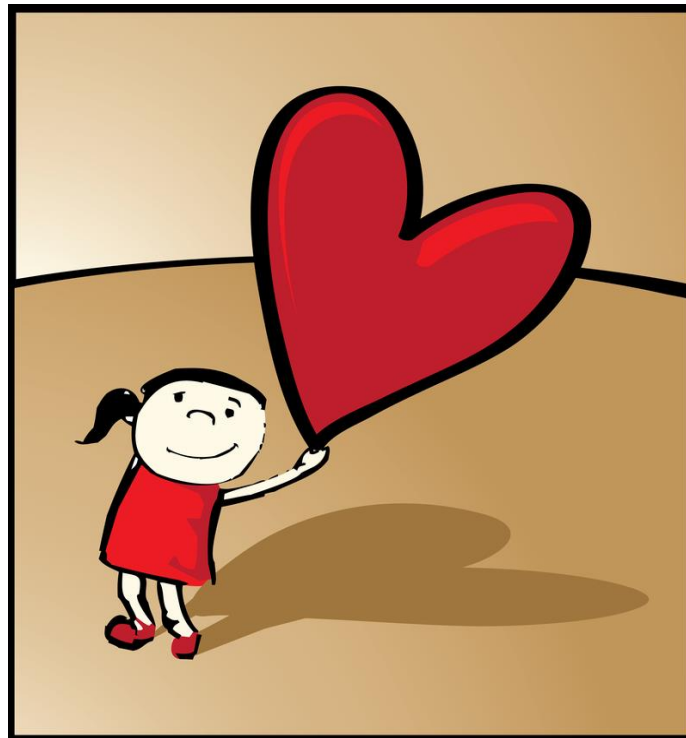


***No One Hears Your Pounding Heart!***  
***The Ultimate Guide to Presentation Confidence***  
***By Anne Miller***  
***Your Presentation Coach-on-Call***



**50+** Proven (& Surprising) Tips & Strategies  
(Stilettos, anyone?)

***To help you be cool, calm, & confident***  
***Never “lose it” again!***

**<http://www.presentationcoachoncall.com>**

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# ***No One Hears Your Pounding Heart!***

The Ultimate Guide to Presentation Confidence

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## **Table of Contents**

|   |           |
|---|-----------|
| <b>Introduction .....</b>                                   | <b>1</b>  |
| <b>Why Do Smart People Suffer Confidence Collapse?.....</b> | <b>3</b>  |
| <b>Love Your Pounding Heart.....</b>                        | <b>4</b>  |
| <b>Think Sports .....</b>                                   | <b>5</b>  |
| <b>The Night Before .....</b>                               | <b>7</b>  |
| <b>In the Morning .....</b>                                 | <b>9</b>  |
| <b>Before You Enter the Room .....</b>                      | <b>11</b> |
| <b>In the Room .... ..</b>                                  | <b>16</b> |
| <b>Don't Lose It .....</b>                                  | <b>21</b> |
| <b>Summary: At the End of the Day .....</b>                 | <b>24</b> |
| <b>Bibliography &amp; Tips Contributors .....</b>           | <b>25</b> |
| <b>Are You Ready for the Next Level? .....</b>              | <b>26</b> |
| <b>About Anne Miller .....</b>                              | <b>27</b> |

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***Thanks!***

# ***No One Hears Your Pounding Heart!***

## **The Ultimate Guide to Presentation Confidence**

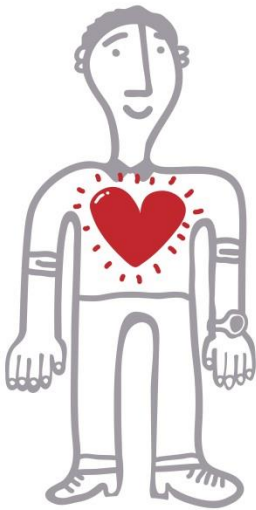
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### **Introduction**

Nervous before a presentation? Certain your listeners can see your knees knocking, hear your heart pounding, and see your palms sweating?

Welcome to the club. You are in good company. Just about everyone, from John F. Kennedy, who reportedly kept his hand in his pocket to calm his pre-speech nerves to The Beatle's John Lennon who regularly threw up before performances, experiences some level of pre-performance, confidence killing angst.

As a presentation coach, consultant and workshop leader for more than twenty-five years, I have to tell you the bad news is that you will *always* have some level of physical and mental agita prior to a big presentation or speech. As Mark Twain said, *"There are two types of speakers: Those who get nervous and those who are liars."*



But there is also good news. You *can* do something about it. In fact, you can do *many* things about it.

This guide will share both tried and true techniques to boost confidence as well as many that may surprise you (my favorite is the Stiletto trick - more about that later).

### **Best Way to Use This Information**

Read through the entire ebook.

- ◆ Get an **understanding** of what's happening to you when you feel that air pocket drop in confidence
- ◆ Learn why you should **embrace**, not suppress, those feelings (Really)
- ◆ Finally, look at the many options you have for **managing** the butterflies the night before, just before, and during the presentation

# ***No One Hears Your Pounding Heart!***

## **The Ultimate Guide to Presentation Confidence**

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There are more than **fifty** tips in this booklet. Some are scientifically based. Others are favorite tricks from celebrities and thought leaders, and others are from business people just like you.

***Use the ones that make the most sense and feel the most comfortable for you to***

- ✓ Lower your presentation stress
- ✓ Increase your confidence and credibility
- ✓ Get the results you want more easily



*“Being confident and believing in your own self-worth is necessary to achieving your potential.”*

**Sheryl Sandberg, COO Facebook**

# ***No One Hears Your Pounding Heart!***

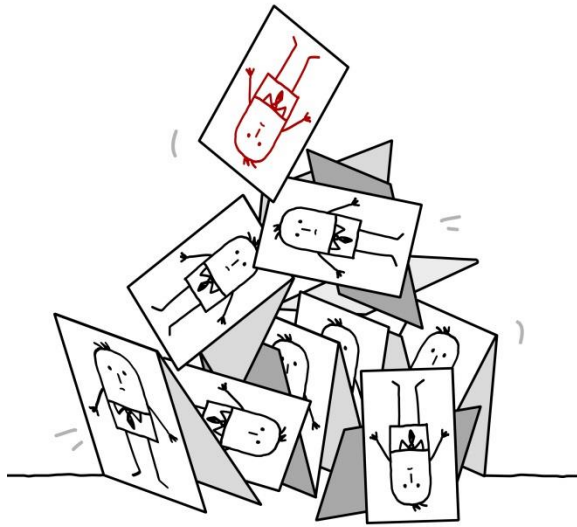
## **The Ultimate Guide to Presentation Confidence**

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### **Why Do Smart People Suffer Confidence Collapse?**

The pre-performance anxiety you feel is the fight/flight response being registered in your brain in the face of a perceived danger. A rush of adrenalin then races through your body to prepare you for the threat to your well-being. That adrenalin causes physical sensations like a pounding heart, faster breathing, and

sweaty palms. This brain reaction and physiological response are primal survival mechanisms. They helped cavemen slay (or flee from) menacing dinosaurs and, properly channeled, they will also help you survive and thrive in fear-inducing presentations.



You are not facing actual dinosaurs, but presentation dinosaurs include

- Fear of failure,
  - Fear of being “naked”
  - Fear of being judged
  - Fear of being vulnerable
- Fear of not being perfect
  - Fear of some terrible consequences

Did I leave out one of your fears? If so, just add it in.

Confronted with these dinosaurs, do you flee, fight, or freeze? Fleeing and freezing aren't really options if you have to present or make a speech for business. So, that leaves “fight.”

If you are going to win, you need to know how to fight successfully, which begins with accepting your situation.

# ***No One Hears Your Pounding Heart!***

## **The Ultimate Guide to Presentation Confidence**

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### **Love Your Pounding Heart**

While it sounds counter-intuitive, you should embrace, not fight, these physical reactions. When you try to suppress these *normal* body reactions, you only make your situation worse. It's like struggling with the lifeguard who is trying to save you in rough waters. You are likely to wind up drowning.

You are better off acknowledging the feelings and learning how to allow those feelings to work for you. In other words, learn to allow the lifeguard to get you safely to shore.



Turn your negative feelings into positive excitement and energy to power yourself to a successful presentation. *“Yes, my heart is pounding. Yes, I’ve lost my cool. Yes, I think I’m going to die. Good! I am supposed to feel this way! My body is getting me ready to meet a challenge! I am excited about this!”*

(About that fear of dying, just remember -- *no one ever died from a presentation.*)

Research by Harvard Business School Assistant Professor Alison Wood Brooks supports this. She asked participants in an experiment to give a three-minute presentation on a simple topic. Prior to giving the speech, she asked one group to say, “I am excited,” one to say, “I am anxious,” and one to say, “I am calm.” Those who said they were excited scored substantially higher across a variety of success measures compared to those who said they were anxious or to those who worked to calm down.

# *No One Hears Your Pounding Heart!*

## The Ultimate Guide to Presentation Confidence

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### Think Sports

Okay, so the drop in confidence prior to a presentation with all its attendant physical discomfort won't kill you, and seeing the adrenaline rush as excitement definitely helps, but how do you, nevertheless, manage those feelings and come across cool, calm, and confident? *Think sports.*

What's your favorite sport? Tennis? Skiing? Jogging? How about presenting?

Yes, presenting. The dynamics in sports and presenting are very similar. They are both physical (you are doing something). They are both psychological (your mindset impacts your performance). They're both emotionally challenging (you experience some anxiety before you play). Finally, you perform better in both when you've prepared and practiced prior to playing.



You *must* practice. Period. Anyone who thinks winging an important presentation will increase confidence has not been paying attention. Practice out loud four, five, six times. Steve Jobs reportedly practiced for days prior to his new product introduction events. Reviewing your presentation out loud lets you hear how you sound, see where you might need to add or eliminate information, and patch up any weak transitions.

Practicing out loud builds muscle memory in a way that just looking at the material does not do. If possible, practice in front of a live person both to bolster your confidence and to get any constructive feedback on the material itself that will strengthen your message.

# ***No One Hears Your Pounding Heart!***

## **The Ultimate Guide to Presentation Confidence**

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### **Think Sports (cont'd.)**

*The best piece of advice I have is being prepared without being overly rehearsed. You can connect with an audience when you can speak to them directly from a position of knowledge yet you are still spontaneous enough to be relatable. **Jennifer A. Brandt, Family Law Shareholder, Cozen O'Connor***

*For me it was always preparation and rehearsal. Making sure that I don't stumble, and have a good flow and timing. Some appropriate jokes always help. **Micaela Giuhart, Senior Director Solutions, BroadSoft***

*Your local Toastmaster's is an excellent way to get practice and support with public speaking. **Laura Grunfeld, Founder, Everyone's Invited LLC***

Once you have confidence in your material, you now need to deal with the normal dips in presentation confidence. Inevitably, they usually hit

- The night before
- The morning of
- The moments just prior to (stage fright), and
- The first few moments during a presentation

Echoing the Harvard study, your **goal** is to **channel** any **negative anxiety** into **positive energy** that will engage listeners and carry you and them along to a happy conclusion.

*"No one can make you feel inferior without your permission." **Eleanor Roosevelt***



# ***No One Hears Your Pounding Heart!***

## **The Ultimate Guide to Presentation Confidence**

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### **The Night Before**

#### **Talk Like Michael**

In his book, **I Can't Accept Not Trying**, Michael Jordan, perhaps basketball's greatest player ever, says, *"If I'm going to jump into a pool of water, even though I can't swim, I'm thinking about being able to swim, at least well enough to survive. If I'm jumping into any situation, I'm thinking I'm going to be successful. I'm not thinking about what happens if I fail."*

Like all performances, on the field, on the stage, or in the Boardroom, you must put yourself into a positive mindset. The power of a negative thought to undermine your confidence is deadly.



Before you retire for the evening, re-read those thank-you letters and emails from clients. Remind yourself that you can do this, that you have prepared, that you are a pro, that you represent a fine product, service, or idea, that your client or audience will benefit from what you are offering, and that you are bringing real value to them. Don't be modest. Really lay it on.

See yourself being successful. See them saying yes. Imagine yourself feeling good about the meeting. In short, like Michael Jordan, psych yourself up to win.

*Generosity, not arrogance. Problem-solving, not desperation. Helpfulness, not selfishness. Listen to your internal dialog. Are you thinking "What if I mess up?" or "I am excited to bring this idea to my audience!" It makes a big difference. **Seth Godin, Marketing Guru***

# No One Hears Your Pounding Heart!

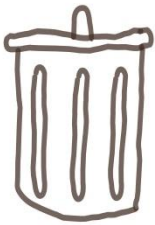
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### The Night Before (cont'd.)

#### Trash Your Negative Thoughts – Literally

On a piece of paper, write down all the confidence draining thoughts you might have (*I'm going to fail. I don't have enough experience. I will forget something. They know more than I do.*) Then, rip up the paper and toss it in the trash. In a



2012 study from Ohio State University, researchers found that when people wrote down their thoughts on a piece of paper and then threw the paper away, they mentally discarded those thoughts as well.

#### Create a Ritual

In her autobiography, Helen Hayes tells how she got into the habit of having dinner with a writer friend, Ned Sheldon, before opening nights. *"He steadied me, gave me inner strength and balance."*

Personally, my ritual the night before a presentation is to do a final review of the material after dinner and then put it aside and watch some television to relax.

*I sit upright, close my eyes, and breathe slowly and deeply. If I really need to settle down, I think about a person/place/thing that I really love, and I feel the warmth in my heart.*

**Cathy Carroll, President, Legacy Onward**



Whatever your ritual, Professor Alison Wood Brooks, agrees that *"Rituals, though they may seem irrational, actually reduce anxiety and have a real impact on performance."*

# ***No One Hears Your Pounding Heart!***

## **The Ultimate Guide to Presentation Confidence**

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### **In the Morning**

#### **Practice Your Opening**

Since the opening of a presentation is when people are most nervous, repeat your opening a few times as you shower or get dressed. Become comfortable with the opening. Don't worry about memorizing every word. If you review your opening several times, the gist of it will be communicated.

*Remember that your listeners don't know what you practiced!*



#### **Find Your Stilettos**

Christine Osekoski, the dynamic Publisher of *Fast Company Magazine* happens to be short. She says she gets into her confidence zone by wearing four to five inch stiletto heel shoes. Feeling that much taller gives her the “mojo” she needs to feel more commanding and confident.



If stilettos don't do it for you, what article of clothing or accessory makes you feel particularly strong, attractive, and powerful? Is it a red tie? A red suit for a woman? An expensive pair of cuff links or piece of jewelry (remember Secretary of State Madeleine Albright's pins)?

As Christine says, “Wear what you love.”

# ***No One Hears Your Pounding Heart!***

## **The Ultimate Guide to Presentation Confidence**

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### **In the Morning (cont'd.)**

#### **Maybe Your Confidence Builder is Something You Carry**

Johnny Carson asked the great opera star Pavarotti, why the singer often carried a white handkerchief when he performed.

The famous tenor replied that it is lonely on the stage. *“With the handkerchief, I am not alone.”*

*As I walked up onto the stage, I brought a small picture that had been hastily drawn by my then 10-year-old daughter and tucked it into my backpack before I left. A series of colored hearts to wish me luck and remind me how much I was loved. That’s all I needed. I knew that at any given moment, no matter what happened on that stage, I could look down and know everything was going to be okay. Jonathan Fields, Author, Entrepreneur*

There’s a reason why lucky charms exist. If this idea works for you, find yours.



# ***No One Hears Your Pounding Heart!***

## **The Ultimate Guide to Presentation Confidence**

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### **Before You Enter the Room**

#### **Get Into the Huddle**

I freely admit I have never been in a football huddle, but it's rumored that when those guys have their arms around each other before a game, they aren't saying, "*Hey, we're going to lose!*" No! They are psyching themselves up to win! Do the same for yourself. When you are traveling to your meeting, walking into the lobby and then riding up in the elevator, continue your positive self-talk.



#### **Have a "Sondra" On Call**

When I first began my business, I had an opportunity to win a huge presentation training assignment from one of the largest consulting firms in the world. Not only was I attempting to dislodge their current outside training company, a much bigger company who had had their business for years, but there was also a lot at stake for me, since I had just ventured out on my own -- like being able to pay my rent and put food on the table.

Logic told me I had an even shot for the job because I had won business in competition with this firm before, but because the assignment was so huge, I suddenly found myself doubting myself.



As I stood in the lobby of the client's building, I felt my confidence seep out of me like water rushing down a drain. Gone was the positive self-talk. Gone was the energy. Gone was the practice. I completely lost it.

Then, I remembered Sondra, a friend who knew my work. I called her (at 8AM), quickly shared how I was feeling and asked her to tell me how

# ***No One Hears Your Pounding Heart!***

## **The Ultimate Guide to Presentation Confidence**

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### **Before You Enter the Room (cont'd.)**

wonderful I was. Good friend that she is, Sondra did just that. (*"You're wonderful. You're terrific. No one knows presentation training like you do. You have helped hundreds of people win millions of dollars. These people will be lucky to have you, etc..."*)

At the end of that call, my confidence re-built, I felt like a million bucks, ready to take on the world. I marched into the elevator, repeating to myself everything Sondra had said and forty-five minutes later, I had achieved what I wanted: a competitive pilot program, winner take all. I am happy to report that I did win that pilot competition and had that account for many years, a relationship that gave me memorable experiences training and coaching all over the world for them and meeting terrific people along the way.

"Sondra" can be a friend, relative, or client. Who is your "Sondra?"

#### **Warm Up**

Just as athletes, singers, and musicians warm up before playing, you need to warm up as well. Get that adrenalin flowing throughout your body. Otherwise, it will congeal into knots of confidence killing nerves.



If you can duck into a restroom and it is empty, or if the elevator is empty, physically loosen up: roll your shoulders backwards and forwards, up and down; shake your wrists; jump up and down. Yawn a very exaggerated yawn to open up your throat muscles.

Get that energy coursing through your body and turn anxiety into positive excitement!

# ***No One Hears Your Pounding Heart!***

## **The Ultimate Guide to Presentation Confidence**

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### **Before You Enter the Room (cont'd.)**

#### **Breathe!**

The first thing that goes when you are nervous is your breathing. Do this simple exercise to center yourself. As you walk down the hall to your meeting, breathe deeply through your nose into your belly to the slow count of five. Pause. Then, exhale through your mouth to the slow count of five, concentrating on relaxing your neck, back, and shoulders. Repeat two or three times.

*I find it really helpful to do 5-10 rounds of diaphragmatic breathing (where you inhale and expand the belly and exhale and pull the belly button toward the back). This immediately slows down any surge in adrenalin or cortisol, assisting the body and brain to stay calm. Additionally, I remind myself to not give my Inner Critic any credibility, to not strive for perfection (because that immediately sets off my anxiety alarm system) and to aim for having a good time with the audience. **Jane Shure, Psychotherapist, The Resilience Group***

*I always take a moment to gather my breath, find a quiet space (which is often the bathroom stall at conferences!) and ask to have the words come out of my mouth that the audience most needs to hear. Then as I approach the stage, I look out over the crowd and see them as really wanting me to do well, which of course they do! After that, it is fairly easy and my words flow like water over a rock. **Kathi Burn, Author***

#### **Hit Your Success Trigger**

Finally, just before you enter the room, hit your success trigger. A success trigger is a little physical motion or mental reminder that catapults you into your highest confidence and best performance zones.

- It can be as simple as straightening up and saying to yourself, “*It’s showtime!*” (I use this one a lot. It makes me stand tall and feel great.)
- If you’re wearing a jacket, it can be a straightening of the lapel to give you that jolt of confidence (Many male performers do this.)
- It can be a word you repeat that jumps you into the zone: “*Ta-da!*”

# ***No One Hears Your Pounding Heart!***

## **The Ultimate Guide to Presentation Confidence**

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### **Before You Enter the Room (cont'd.)**

- It can be a finger flick to the wrist
- It can be touching a charm for strength
- For me, many years ago, it was envisioning the smiling face of my friend's adorable five year old son, who always made me laugh and feel good

Or, it can be as simple as seeing your listener saying "Yes" to your presentation!

*"The day the matador died was the only day that he wasn't nervous." Anonymous*

### **When All Else Fails: "Whistle a Happy Tune"**

Rogers and Hammerstein might have known how our brains work, or, they just happened on a truth in *Whistle A Happy Tune* from **The King and I**. In any case, their advice works, which boils down to "fake it to make it," although expressed in much more appealing lyrics:



*Whenever I feel afraid, I hold my head erect*

*And whistle a happy tune, so no one will suspect I'm afraid.*

*I whistle a happy tune and every single time, the happiness in the tune convinces me that I'm not afraid.*

*The results of this deception are very strange to tell, for when I fool the people I meet, I fool myself as well.*



# ***No One Hears Your Pounding Heart!***

## **The Ultimate Guide to Presentation Confidence**

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### **Before You Enter the Room (cont'd.)**

#### **Rogers, Hammerstein, & Harvard**

The message in their song is confirmed by another research study from Harvard this one done by Assistant Professor Amy Cuddy with Dana R. Carney and Andy J. Yap of Columbia University. In "Power Posing," Cuddy showed that simply holding one's body in expansive, "high-power" poses for as little as two minutes stimulates higher levels of testosterone (the hormone linked to power and dominance in the animal and human worlds) and lower levels of cortisol (the "stress" hormone that can, over time, cause impaired immune functioning, hypertension, and memory loss).

In addition to causing this hormonal shift, the power poses lead to increased feelings of power, being in charge, and a greater tolerance for risk.



The power pose concept parallels what is done in most sports. In sports all actions are directed towards the goal of the game. In presenting, your goal is to get your audience to believe what you are saying. To do that, think forward. Project your voice and energy out to your listeners. Stand or sit with weight distributed evenly on

both feet. Eyes are on the ball (your listeners). Upper body is open and ready to move or make a point. When you focus speaking to one person at a time, your hands will naturally move to support what you are saying. And, of course, smile.

You don't have to think of all these things separately. When you focus fully on your listeners and goal, everything tends to work just fine.

Bottom-line: When all else fails, act as if you are powerful and confident and it tends to become a self-fulfilling prophecy.

# **No One Hears Your Pounding Heart!**

## **The Ultimate Guide to Presentation Confidence**

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### **In the Room**

#### **Familiarity Breeds...Confidence**

Arrive early to check out the logistics of the room. If you get there as people are streaming in, work the group. Use any informal time to establish familiarity with the individuals who you may not know who are going to be in the meeting.

Introduce yourself, ask what their role is, and what they are expecting from the



meeting. If you will be talking about that, say, “Good. We will be discussing that.” If not, say, “We will be touching on a related topic,” or, “Please bring that up in Q&A.” If you hear a person has no particular expectation, just assure him he will find the meeting useful.

Now, when you are ready to present, some of the people looking at you are familiar and become less intimidating.

*Before your presentation, make sure you network with the attendees whenever possible. From the start you will then have a few 'friendly' faces in the crowd. It helps boost confidence and also provides a critical and real connection with your audience. I have found the audience loves when I can reference a relevant conversation I had with an attendee about the topic I'm speaking about.* **Beth Goldstein, CEO, The Edge Institute**

*Right before a presentation, ask yourself 3 questions:*

- what does the audience need to know?*
- what does the audience need to feel?*
- what does the audience need to do?*

*The answers to those questions helps focus your energy in the right place... flowing outward towards the audience... meeting THEIR needs instead of focusing inward on YOU and whether you're going to do a great job. It also takes tremendous pressure off you as a speaker, because you realize it's not a performance where you have to do a perfect job... all you need to do is communicate.* **Libby Hellman, Crime Fiction Author**

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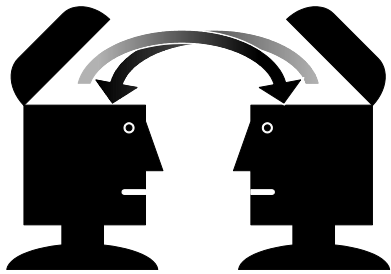
### **In the Room (cont'd.)**

#### **Your Opening**

*...Tighten up your toes. No one can see them... I've... spent a good part of my life with my toes curled in my shoes. Perhaps this has helped me look so relaxed on the outside, even when I suffered the worst butterflies."* **Helen Hayes, Actress**

#### **The Eyes Have It**

Seated or standing, look at the group. *Pause* for a second or two. Then, begin your opening sentence looking at one friendly face or at one of the people you recently met. *Pause*. Shift your eyes to another person for your next sentence or thought. *Pause*. Look to a third person for your next thought and so on.



If you cannot look at one person at a time, at least aim your conversation to two people at a time who are sitting next to each other.

By really talking to one person at a time, you will become calmer, more conversational, less rigid, have more control over your thoughts and your breathing, and appear totally in charge.

*I find it very important to make direct eye contact with people for at least a few sentences at a time, but not to make anyone uncomfortable by only speaking to that person. Anyone who seems to be presenting to the back wall doesn't show interest in the audience; anyone who only talks toward one person may be suspected of having a shill in the room. Your gaze has to move and engage as many as possible. It's also a good way to see how your presentation is going over.* **Diane Bernard, Financial Operations Expert**

# ***No One Hears Your Pounding Heart!***

## **The Ultimate Guide to Presentation Confidence**

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### **In the Room (cont'd.)**

If you need to look away for a thought or at notes or at a slide, by all means do that, but then return to the group and continue talking to one person at a time. Don't go in order. Make your eye contact random: someone on the near right, someone on the far left, someone in the middle, back to someone on your right, etc. Just be sure that when you are talking, direct your comments to a person, never to the floor, ceiling, or slides.

**Beware!** Trying to look at everyone as you speak is a formula for increased anxiety which will undermine your confidence. It kills your natural breathing patterns. You begin to speed up. Since there is no focus for your remarks, your hands don't know where to go, so you shove them into your pockets, or fidget, or lock them in front or behind you, which suppresses your natural energy and only makes you more tense.

Talking to one person at a time is the antidote. When we talk to one person, our natural energy goes out to them. Our hands move in natural gestures to support what we say. We speak conversationally. We breathe. We pause. We connect--*all without thinking about it.*

### **Keep It Going**

Return to our sports analogy. Imagine you have a weekly tennis or squash game with a friend. You're on the court. You serve the ball. It is out of his range, but he



could get it, if he ran for it, but he doesn't. You serve again. The same thing happens. You're winning, but, assuming he is not sick, how do you feel towards your friend? Angry? Annoyed? Disappointed? Eager for the game to be over? All of the above? The same is true in presenting. You owe one hundred percent of your energy and attention to your listeners during your presentation. Anything less and they have every right to lose interest in both you and your recommendations.

# ***No One Hears Your Pounding Heart!***

## **The Ultimate Guide to Presentation Confidence**

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### **In the Room (cont'd.)**

When you appear enthusiastic, interested in your listeners and speak with conviction, you will be forgiven many small textbook presentation no-no's, such as holding onto a pen when you present or the occasional non-word. However, when you give in to anxiety and appear lethargic, disinterested, or fidgety, your listeners will lose interest and confidence in what you are saying and suddenly those little distractions will become magnified for them.

*"Nothing great was ever accomplished without enthusiasm." Ralph Waldo Emerson*

So how do you manifest confident enthusiasm?

- **Be authentic** . When you do that, the energy of your body just reaches out to your audience. Again, your hands will move naturally to support your points. Your stance will naturally be more forward than retreating. Your face will animate naturally.
- **Believe that what you are saying will really add value to your listeners.** Your voice will naturally inflect and carry the ring of conviction with it.

*"The audience wants to hear what you have to say." I remember this every time I present. It may sound pedantic but it helps to know that people (except the always one naysayer) come into the room on your side, wanting you to be successful and share your personal perspective with them. Alyssa Dver, Consultant*

*I've been very lucky - never had any trouble speaking to a group or making a presentation. Maybe it's because I assume that my audience is eager to hear what I have to say, that what I can offer will help him/her/them improve their business or solve a problem. Feeling that I'm presenting information that can help or heal offers all the empowerment I need.*  
**Diane Bernard, Financial Operations Expert**

# ***No One Hears Your Pounding Heart!***

## **The Ultimate Guide to Presentation Confidence**

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### **In the Room (cont'd.)**

- **Be conversational.** Talk to a group one at a time as if you were in conversation with each of them (remember that one person-one thought-or-phrase eye contact). You will breathe better, pause naturally, and be more in control.



**Enthusiasm, conviction, and authenticity** add up to perceived **confidence**. These engage listeners and increase their comfort level to act on your recommendations, advice, and ideas.

*I want to make sure I leave room for me to learn in every presentation - I approach each part of my presentation no matter the topic, as "maybe someone in the audience can share something new or different here" - and I try to use this as a transition into or out of a topic - if you are giving a speech this becomes difficult to do until the end. However, you can plant some questions to ask your audience to start the conversation.*

**Kathleen Cashman, Cashman Consulting**

*Beth Comstock, Chief Marketing Officer, SVP of GE uses curiosity as a "camouflage" for confidence. Focusing on being curious about her audience helps her mask any lack of confidence she might be feeling*

- **Watch Your Language** Eliminate tentative words from your presentation like "maybe, probably, hopefully" which undermine the very value of what you are saying. Keep non-words like "um, you know, like, right, okay" at bay, so you don't muddy up your message and sound immature and unprofessional.

# ***No One Hears Your Pounding Heart!***

## **The Ultimate Guide to Presentation Confidence**

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### **Don't Lose It**

Most people will say their anxiety dissipates as they get into their material, which, of course, they know from extensive preparation. However, things do happen that can crack your confidence even as you become more comfortable with the whole presentation experience. Here are nine tips to help you through those unexpected dinosaur danger moments:

- Do not become rattled if people are not smiling at you. When people listen,



they generally do not show any affect on their faces. As long as they are looking at you or taking notes, you are fine. It is only when they start to check their watches, or get lost on their cellphones, or, worse, leave, that you know there is a problem.

If you think there is a problem, do the following:\*

- Ask a question to engage the group. If that works, continue.
- If it doesn't work, stop and say, *"My sense is that I am not talking about what you are interested in or what is most useful to you."* If they say you are right, then ask them what would be most helpful. If they say, no, please continue, then do so. If the cause is some upsetting event unrelated to you, ask if they want to reschedule.

There is no point in presenting if you are off the mark, so getting this feedback is important for all concerned AND, you will appear stronger for having been responsive to your listeners.

\*Do this only in small meetings. If speaking to a large group in a public forum, review the nature of your remarks with your contact before the event so as to avoid any chance of being off topic.

# ***No One Hears Your Pounding Heart!***

## **The Ultimate Guide to Presentation Confidence**

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### **Don't Lose It (cont'd.)**

*I make sure everything I share has really helped me and my clients and I use vivid success stories. I also come prepared with gifts for the entire audience and a few who are more interactive or answer my questions or help with a demo!*

**Ruth Anne Wood, Running author, coach, entrepreneur, JV Attraction**

- Don't worry about what could go wrong. If you worry about what could happen, you will be splitting your attention between that fear and what you are saying and your confidence will begin to show cracks.



- If you suddenly go blank, acknowledge you lost your thought, give yourself a second to recover it. If it doesn't come back, move on. It will come back to you a bit later and then you can weave it into your remarks.
- If equipment breaks down, make a light joke, have it fixed quickly, or continue from your notes. Be sure to have a printed set of your slides with you.
- If you leave something out, you will likely get a question about it.
- If you can't answer a question, say you will be happy to get back to that person within an appropriate time period and just move on to the next question.
- If you start to ramble, catch yourself, inject some humor, e.g., *"Too much coffee. Let's start that again."* And start again!

*I find confidence before I speak in humor....and remembering not to take myself too seriously - no matter what the topic or venue. **Gail Featheringham, Librarian***



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### **At the End of the Day...**

In an ideal world, your ideas alone would be accepted on their merits--appearances be damned. In the real world, however, when your confidence is not congruent with your words, listeners begin to doubt both your content and you and then tend to back away from any kind of commitment. That can result in lost business, a lost promotion, or even a lost opportunity to change the world.

Losing business or support for an idea happens to everyone for any number of reasons, but a lack of confidence in you personally by the listener should never be the reason.

**You** can control that.

Use the insights, tips, and strategies that resonated with you in this ebook to take your confidence to its highest level. Turn nervous anxiety into energizing excitement and, then—watch wonderful things begin to happen.

*When you have confidence, you can have a lot of fun.  
And when you have fun, you can do amazing things.*

Joe Namath



# ***No One Hears Your Pounding Heart!***

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### **Contributors**

I originally polled groups of professional women for their best confidence building tips, which is why many of the tips are from women. However, the “pounding heart” issue is gender neutral, so everyone can benefit from what these contributors kindly shared. Thank you to...

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- What if you could master how to turn even dry information that tells into a compelling story that sells?
- What if you could deliver your message with total authority and control?

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### **About Anne Miller**

Anne Miller is a popular presentation and sales strategist, coach, seminar leader and author. Both a frequent speaker on communication related topics at sales events, annual conferences, and organization meetings, she shares fresh practical ideas that work when selling and persuading in today's information overloaded world.

**[The Tall Lady With the Iceberg](#)** her latest book shows how to sell, persuade, & explain anything to anyone with metaphors. *"Don't leave home (or go to a client) without it."* Alan Weiss, Consulting Guru

### **Get More from Anne**

If you like the ideas in this ebook, find additional free resources at <http://www.presentationcoachoncall.com> or <http://www.annemiller.com>

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