



Empowering Business Owners to Overcome Speaking Fears Whether You're Talking with 1 Person or 1,000

Marjorie Saulson

An Actionable Public Speaking Journal

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If you long to upgrade the quality of your messages, if you want to acquire powerful presentation skills, and if you yearn to overcome your speaking fears and become a better speaker, I invite you to download a complimentary copy of my ebook, *Communicate with Confidence*, at: <http://OvercomeYourSpeakingFears.com>

Empowering Business Owners to Overcome Speaking Fears Whether You're Talking with 1 Person or 1,000

Enjoy Clear and Confident Communication Skills
to Achieve Business Growth

Marjorie Saulson



An Actionable Public Speaking Journal

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⇒ Please go to
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AHAbook and to share the individual
AHAmessages that resonate with you.

Published by THiNKaha®
20660 Stevens Creek Blvd., Suite 210, Cupertino, CA 95014
<http://thinkaha.com>
E-mail: info@thinkaha.com

First Printing: September 2019
Hardcover ISBN: 978-1-61699-305-4 1-61699-305-7
Paperback ISBN: 978-1-61699-304-7 1-61699-304-9
eBook ISBN: 978-1-61699-303-0 1-61699-303-0
Place of Publication: Silicon Valley, California, USA
Paperback Library of Congress Number: 2018914521

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Acknowledgements

Elizabeth Barrett Browning began her beautiful love poem to her husband, Robert Browning, with these famous words, “How do I love thee? Let me count the ways.”

I honestly don’t know how to count the people who have influenced the person I have become, nor the ways in which their wisdom has impacted my own understanding of life and its lessons.

So, here is a greatly abbreviated but very sincere list of those to whom I owe so much:

- ❖ My birth family—in particular, my parents, Florence and Harry Shuman of blessed memory, and my dear sister, Marsha Murav (aka the maven, Yiddish for expert)
- ❖ My husband, Saul, who is a constant source of support and encouragement; my dear children, Melinda and Eli, and Eli’s beloved wife, Michele; and my dearly beloved grandchildren, who bring such joy to my life
- ❖ The many great teachers and mentors with whom it has been my privilege to study and from whom I have learned so much
- ❖ My sister and fellow students in the numerous courses I have taken and the various groups I have joined, many of whom have become dear friends
- ❖ My clients and students who show so much faith in me and from whom I learn so much in return
- ❖ My dear friends from my years of volunteer service to my synagogue, to the Women’s League for Conservative Judaism, to the United Synagogue of Conservative Judaism, to the Detroit Symphony Orchestra, and to the Association of Major Symphony Orchestra Volunteers
- ❖ To all the chance-met people who have crossed my path and enhanced my life

I also wish to acknowledge and express my appreciation to Mitchell Levy for his insightful encouragement and assistance in the creation of this book, to Jenilee Maniti for her politely consistent reminders for me to get the next piece done, and to everyone in the THINKaha company who have made the creation of this book possible.

Dedication

I dedicate this book to you, and to everyone else who has the courage to bust out of the jail of their comfort zone to learn more, to become more, to build a better business, and to serve more people than you ever dreamed possible.

How to Read a THiNKaha® Book

A Note from the Publisher

The AHAtat/THiNKaha series is the CliffsNotes of the 21st century. These books are contextual in nature. Although the actual words won't change, their meaning will every time you read one as your context will change. Be ready, you will experience your own AHA moments as you read the AHA messages™ in this book. They are designed to be stand-alone actionable messages that will help you think about a project you're working on, an event, a sales deal, a personal issue, etc. differently. As you read this book, please think about the following:

1. It should only take 15-20 minutes to read this book the first time out. When you're reading, write in the underlined area one to three action items that resonate with you.
2. Mark your calendar to re-read this book again in 30 days.
3. Repeat step #1 and mark one to three more AHA messages that resonate. They will most likely be different than the first time. BTW: this is also a great time to reflect on the AHAmessages that resonated with you during your last reading.

After reading a THiNKaha book, marking your AHA messages, re-reading it, and marking more AHA messages, you'll begin to see how these books contextually apply to you. AHAtat/THiNKaha books advocate for continuous, lifelong learning. They will help you transform your AHAs into actionable items with tangible results until you no longer have to say AHA to these moments—they'll become part of your daily practice as you continue to grow and learn.

Mitchell Levy, The AHA Guy at AHAtat
publisher@thinkaha.com



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Introduction

One of Henry David Thoreau's most famous quotes states, "The mass of men lead lives of quiet desperation."

I personally believe that people often feel desperate because they stay quiet.

They have an idea of something they would like to do, but don't share it because they worry about being criticized or being told that their idea is either stupid or impossible to accomplish.


They want to undertake something but hesitate to put their dream into words because words are the start of making something real. If they start to talk about it, then they may have to put themselves on the line to actually start to do it. And if they start to do it, people may reject their efforts.

Worst of all, they may simply fail to achieve their goals. Fear keeps them silent instead.

It is no surprise, then, that public speaking is generally number one on the list of what people fear the most, even ahead of the three dreaded D's of death, disease, and divorce.

How many people lose out on job opportunities and promotions that require speaking in public?

How many people fail to serve the people they are meant to serve, and fail to earn the income they desire, because they are afraid of picking up the phone and calling people?



How much time do people spend regretting the things they hadn't said that they wished they had said, or that they wish they could have said more effectively and gotten a better response?

There have been too many times in my own life when I have kept myself and my results small, either due to fear of speaking up in public or of speaking up with the wrong message or an ineffective one.

After years of my own study (continuing today), I have made it my mission to empower people in the three vital aspects of effective communication:

- 1) to uncover and enhance their own authentic messages
- 2) to acquire powerful presentation skills that engage their ideal audience
- 3) to overcome the nerves and fear that are keeping them silent

As a result, people can reach their highest goals and dreams by finally being free to speak up and succeed in sharing their gifts with those who have been desperately waiting for them to show up in their world and enhance their lives, to increase their income and build the business they yearn to create.

Section I: Confident Content That Attracts Your Ideal Audience



Share the AHA messages from this book socially by going to
<http://aha.pub/OvercomeSpeakingFears>

Section I

Confident Content That Attracts Your Ideal Audience

Your well-crafted message is the foundation of speaking success. Ask yourself these questions about any message you are creating:

- ✓ Does it speak to both the pain and the desired benefits of your ideal audience?
- ✓ Are you using language that resonates with your ideal audience?
- ✓ Is your information well-organized in a proven structure that is easily followed and understood by your audience?
- ✓ Are you including one (and only one) call to action that will entice people in your audience to take the next step with you?

Section I: Confident Content That Attracts Your Ideal Audience

If you want your message to enjoy enduring value and positive results, keep in mind this warning by Thomas Bailey: “Great orators who are not also great writers become very indistinct to the generations following them.”

Watch this video:

<http://aha.pub/OvercomeSpeakingFearsS1>

1

Public speaking occurs any time you
speak to someone other than yourself.
#ConfidentCommunicationSkills

2

Define problems and solutions
before creating a presentation.
#ConfidentCommunicationSkills

3

It is crucial for people in business to get
over any speaking fears; otherwise, fear
keeps you feeling small and your results
small. #ConfidentCommunicationSkills

4

To be truly successful in business, you need to feel comfortable in any speaking situation. #ConfidentCommunicationSkills

5

An effective business person has specific marketing strategies to help deal with any sales conversations and create the best possible outcome. #ConfidentCommunicationSkills

6

We all have areas in which we're more comfortable than others. Win over your fears to achieve the level of confidence and the results you desire.

#ConfidentCommunicationSkills

7

The fear of public speaking is just one of the many hindrances in business.

It is a big one, vital to overcome.

#ConfidentCommunicationSkills

8

In today's world, most people don't talk
to people. They either send emails, texts,
or read things that are written. 1-on-1
communication is much more powerful.
#ConfidentCommunicationSkills

9

In public speaking, content is important. What is your message?
How are you presenting it?
#ConfidentCommunicationSkills

10

Knowing your niche and what people in it “really” want is crucial to effective communication.
#ConfidentCommunicationSkills

11

Sometimes, your business conversations
are affected by personal life situations
that get in the way. You need to know
how to handle them with grace.
#ConfidentCommunicationSkills

12

In business, understanding the language that resonates with your ideal audience is crucial to your success. Can you speak that language? #ConfidentCommunicationSkills

13

If you want to speak effectively in public, be sure to incorporate the pain points of your audience. #ConfidentCommunicationSkills

14

As a business person, it's important
to say something credible so that
you don't get caught flat-footed.
#ConfidentCommunicationSkills

15

To make effective #BusinessPresentations,
it's important to know the language
that will resonate with your audience.
#ConfidentCommunicationSkills

16

The combination of your confidence and willingness to be an #Influencer increases the number of people you reach and can serve. #ConfidentCommunicationSkills

17

One way to build your confidence as a public speaker is by researching and understanding your audience. #ConfidentCommunicationSkills

18

Keep breathing while you speak; it
will improve the sound of your voice.
#ConfidentCommunicationSkills

19

Just remember that everybody's B.S.
Meter is always on. Focus on being you,
the real you, so those with whom you
interact can know and trust you.
#ConfidentCommunicationSkills

About the Author



Business Communication Coach Marjorie Saulson is the president and CEO of Vibrant Vocal Power Inc. (<https://www.vibrantvocalpower.com/>).

She delights in empowering reluctant speakers, entrepreneurs, coaches, and volunteers to feel calm and confident in any speaking situation, whether they are speaking to one person or to a thousand.

Marjorie is a professionally trained singer and voice actor and often uses music and a variety of voices to get her points across in a humorous and memorable way.

She has graced the stage and led workshops in a variety of cities, including Boston, Chicago, Dallas, Detroit, Edmonton, Houston, Kansas City, Los Angeles, and Winnipeg.



THINKaha® has created AHAthat for you to share content from this book.

- ➔ Share each AHA message socially: <http://aha.pub/OvercomeSpeakingFears>
- ➔ Share additional content: <https://AHAthat.com>
- ➔ Info on authoring: <https://AHAthat.com/Author>



An effective conversation between two or more people requires constant attention. Are you really listening, or are you talking AT each other? #ConfidentCommunicationSkills

When you stay inside your comfort zone too long, it starts to feel like a jail.
#ConfidentCommunicationSkills

Perfection in public speaking may be admirable, but it's not relatable. It's our mistakes that often endear us to other people.
#ConfidentCommunicationSkills

The disease of perfectionism is a common cause of failure.
#ConfidentCommunicationSkills

There are only two types of speakers. Those who are nervous and those who are liars.
—Mark Twain via Marjorie Saulson
#ConfidentCommunicationSkills



Named both Top Speaking Coach of the Year and Top Motivational Speaker of the Year by the International Association of Top Professionals, Marjorie Saulson empowers reluctant speakers to uncover their unique messages, gain powerful presentation skills, and feel calm and confident in any speaking situation, whether they are talking to 1 person or 1000.

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