



Ideas for the minutes before your presentation:

Preparation Maximizers: “You’ve soooooo got this!”

Use the following strategies to relax minutes before your presentation.

Tip 1: Yawn

That’s right... Yawn. (Just act like you’re yawning and your body will respond.) When you yawn, open your mouth wide and breathe in deeply. This will signal to your body and brain that you are in a restful state as opposed to an anxious state.

Tip 2: Neck Stretch

Stand or sit up straight. Breathe in deeply through your nose and out through your mouth. Close your eyes (if appropriate) and really relax on each exhale. Breathe from your diaphragm so that the breath movement comes more from your belly than your chest. Make sure your shoulders are down and relaxed.

After inhaling and exhaling for a minute, let your chin come down towards your chest. You’ll probably feel some slight stretching in the back of your neck. Inhale and exhale at least twice in this position. Next, try some “neck swings.” Simply leave your chin down and gently and slowly swing your neck from side to side. Inhale and exhale deeply each time. Again, this will signal to your brain that you’re in a relaxed state.

Tip 3: Visualization

Most people get nervous before a presentation because they are envisioning various ways in which their talk could go poorly. All of these worries are simply negative visualization. It’s using our imagination in a way that hurts us.

So why not be more intentional about what you’re visualizing before your talk?

As you’re doing your deep breathing, envision walking on stage with deep confidence and an authentic smile. Imagine the audience excited and welcoming.

Then picture things going well. You’re able to really relay the points you want to make and the audience is open and responsive. Finally, think about being able to bring a clear conclusion to your presentation and the audience clapping and smiling. Now, in the “real world” will everyone react like that ideal audience in your imagination? No. BUT many more people will respond well if you go into your talk relaxed, confident and expecting the best!

Tip 4: Smile and take the stage!

Seriously... smile! Your mental state can be changed by your physiology.

So put your shoulders back, stand up straight, smile big and OWN that stage!



Ideas for the hour before your presentation:

Tip 5: Preparation Maximizers: Hydrate!

When a person gets nervous, they very commonly experience “cotton mouth.” The problem with speaking is if you begin to experience that dry mouth sensation as you’re getting started, then it will cause more anxiety which will make it worse. So a key to fight this is to drink plenty of water the hour before you speak and ALWAYS have EASY access to water while you’re presenting.

Tip 6: Preparation Maximizers: Prepare but not too much!

Take a look back through your notes and familiarize yourself again, but don’t try to memorize the content or the delivery. As \$50,000 keynote speaker Dan Pink says, “A presentation that’s over practiced feels “heavily shellacked” and comes off as inauthentic. The key ideas get suffocated under all that varnish.” So don’t over prepare. Because, as Pink continues, “Humans, despite our imperfections (and sometimes *because* of our imperfections) are far more persuasive than expertly tuned presentation robots.”

Tip 7: Preparation Maximizers: Remind yourself of your “WHY.”

If the subject is near to your heart, it’s good to remind yourself of WHY it’s important to you in the hour before you take the stage. Plus, it’s also helpful to think through why it’s important for your audience too. Even if you’re tasked with speaking to a more mundane topic, it’s important for you to know how the information could help your audience.

REMEMBER: Over 60% of communication is relayed through our body language. So if you believe... your audience is much more likely to believe. If you don’t believe... they won’t either.

Tip 8: Preparation Maximizers: “Learn from... don’t compare to!”

Often when you’re speaking at a meeting or a conference, you’ll be on before or after other speakers. It’s human nature to move into “comparison mode” and begin to measure yourself against the other presenters. That can be problematic because it can rock a person’s confidence or tempt you to try to perform like other speakers do. The key here is to remember to learn from the others, and not compare yourself to them.

In these situations, I like to repeat the phrase, “Learn from... don’t compare to.”



Ideas for 4 to 6 weeks before your presentation:

Talk Prep Questions:

(When you're clear on this, you'll be more confident to deliver at your best!)

- Logistics:
 - Where:
 - When:
 - How long (length of presentation):

- Describe the audience:

- What are the key objectives:
 - What do you want the audience to walk away thinking or doing as a result:

- Will you be using PowerPoints or any other visual aid? If so... what?

- What's the agenda leading up to presentation:
 - What will you be doing the hour before your presentation?

 - What will your audience be doing the hour before your presentation?

DREAM. THINK. DO.
Speaker LAB Notes:



Mitch Matthews is a leading authority on building successful, sustainable and highly profitable coaching and speaking practices.

He's wildly blessed to have worked with coaches and speakers from around the world helping them to make more impact and income.

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