



# 11 Tips to Become a Better Speaker

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Follow these 11 Powerful Must Do Tips to deliver a powerful speech each time you step on the stage

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SALES PERFORMANCE TRAINER & COACH

## Become a Better Speaker

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Do you want to become a better speaker, deliver more powerful messages, and do so with confidence? Just like any other skill, public speaking can be learned through following best practices, training with a pro, and through lots of practice.

There is art to delivering a smooth, informative, and passionate speech your audience will remember. The art of speaking can always be improved upon, and it affects almost all aspects of your life. Whether it's important for your career advancement, delivering a keynote speech, asking Uncle Louie for a loan, or proposing to your loved one, good speaking skills will help you succeed in all of your endeavors.

What follows is just a taste of the skills I have learned from training with the best, implementing their coaching advice, and delivering countless speeches.

### **Would you like my support to improve your speaking skills?**

Whether you are new to speaking or a seasoned veteran, you'll be pleasantly surprised at how I can help improve your speech-writing and delivery. [Reach out to me](#), request a free consult, and I will help propel you to the top.

# About The Author.

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When Larry Jacobson sailed away from the secure harbor of a successful career, comfortable home and “normal” life to circumnavigate the world in his own boat, he proved if you hold steadfast to your dreams, you can conquer any obstacle.



Author of the Award-Winning Best-Seller [The Boy Behind the Gate](#), Jacobson engages his audiences with vivid storytelling and exciting photos and video, placing them right in the center of his sailing around the world adventure, illuminating valuable insights on how to set goals, persevere in the face of adversity, achieve new levels of personal success, and fulfill any dream, no matter how improbable or long deferred.

Jacobson’s business acumen, his deep knowledge of sales and marketing, and his sense of humor are all on board in his keynote speeches. Energetic and upbeat, he not only shares his wisdom, wit, and charisma, he also draws powerful parallels to how participants can apply his lessons in their own personal and business lives.

In addition to being a top-shelf speaker, Jacobson’s early background in education provides him the unique talent of knowing how to best translate his skills to his students. Like speaking, teaching is an art, and Larry Jacobson is a true artist.

Enjoy and learn from these 11 tips, and when you’re ready for more, Larry is ready for you.

An aerial, high-angle photograph of a large audience seated in a lecture hall or auditorium. The seats are arranged in curved rows, and the audience members are seen from behind, looking towards the front of the room. The lighting is warm and slightly dim, creating a focused atmosphere. A yellow rectangular box is superimposed over the center of the image, containing the title text.

# 11 Tips to Become A Better Speaker

## Pre-Speech Success Strategies

**1.** Create your speech with one overall theme you want to get across to your audience. Turn that theme into a **Foundational Message** and repeat it enough times in your speech so it's what the audience remembers.

An example might be one I use when speaking about Leadership: "Leadership is Your Choice." My short stories are supporting points to that phrase, and after each story, I repeat, "Leadership is Your Choice."

I also use, "Redefine Your Retirement, What's Your Encore?" After each supporting point, I repeat the Foundational Message and the audience walks out saying, "What's My Encore?"

**2.** Once you have your Foundational Message, when possible, use a story to anchor each of your supporting points. Keep in mind an audience cannot remember more than one point for every 10-15 minutes of listening, which dictates you give them four to six takeaway points in a 1-hour keynote speech.

**3.** Plan how you are going to involve the audience in thinking about the points you are making. Telling them is not enough, so ask questions to generate thinking about how what you are saying applies to them.

In one of my speeches, for example, I ask "Do you know the #1 obstacle to achieving your greatest dreams?" Pause, give them a few seconds. If you want them to answer out loud, ask them to "Shout it out!" If you don't want them to say the answer aloud, then after a few seconds, you give them the real answer. "Those are all good answers, but they're incorrect. The #1 obstacle to achieving your greatest dreams is the good things you already have in life, it's your comfort zone."

**4.** Use "full" vs "empty" words and phrases throughout your speech. Full words are specifically descriptive, while empty words are vague and general. Here's a empty word statement: "The view was beautiful." The better way to describe the view using full words is: "The view from my hotel balcony was to the west, and there I saw the setting bright golden red sun just beginning to touch the sapphire blue ocean."

Here's an empty description of a person: "The policeman walked up to me." The full version is: "The policeman was a big man standing 6'2", had thick jet black hair poking out from beneath his cap, and the biggest handlebar moustache I've ever seen." Another empty word to avoid is "things." "There were many things to buy in the store," is a boring empty word statement. Change it to, "The curio shop shelves were stocked with hand-made silver jewelry, locally woven scarves, and a variety of wood carvings."

Using full words gives a more visually rich description and allows the audience to more fully experience your story.

**5.** While your speech may be about your experiences, and you will tell the story using the word, "I," bring it back around to the audience with the word, "You."

As you prepare your speech, count the I/You ratio in your speech. You should be saying "You" way more often than "I." An example is: "I felt the rain hit my body from what seemed all directions. Have You ever seen rain coming at you sideways?"

## **Just Before Going on Stage**

**6.** Visualize your success. Have you ever seen an Olympic skier at the top of their run in the starting gates? In that last minute before the gate opens, they are visualizing their entire run including every turn, ice patch, and crossing the finish line in record time.

Before you go on stage, close your eyes and picture the audience laughing, smiling, and applauding for the great speech you are about to give. Then put a big smile on your face as you walk out to their warm reception.

**7.** It's natural to be nervous before going on stage. Even the most professional speakers take steps to calm their nerves and this is one of our favorite exercises:

Stand up tall, bring your arms up slowly from your sides in a wide arc and continue all the way overhead while inhaling deeply through the nose. As you bring your arms slowly back down to your sides, exhale through the mouth loudly. The magic number is to do this six times. Caution: If you're backstage with your microphone on, exhale silently!

## Speech Delivery Strategies

**8.** Open your speech with a thought-provoking question or statement that includes the audience. "Have you ever...", "What would you do if...", "If I were to ask you..." Then follow with the story about yourself.

Here's an example from my signature keynote:

"If I were to ask you what the scariest day of your life was, could you recall it?" Pause and let them think for a moment. Then you can follow with, "If you were to ask me the same question, the answer might surprise you."

Do you see how right away, you are involving them - you show interest in their story - and it makes them eager to hear yours. Remember, everybody's favorite radio station is WIIIFM, which stands for, "What's in it for me?" Let the audience know early on this is about them.

**9.** Keep good eye contact with your audience.

I am often asked, "Where should I look in the audience?" This is your chance to really connect so don't look at the back wall because the back wall isn't listening.

The tried and true method is, "Look to One, Speak to All." Find a friendly face in the audience and speak to them as if it were just the two of you standing face to face. Then shift your gaze to another friendly face and lock eyes with them. Then "fan out" your eye contact to other friendly faces. Magically you'll start seeing more and more friendly faces...

Make it a point to arrive early - meet your audience even before they enter the meeting room and introduce yourself while shaking a few hands. This will ensure you'll have "friends" in the audience. Start your speech by making eye contact with them, while speaking to all.

**10.** Make each audience member feel like you are talking directly to them. Do not say, "Most of you," or "Most people," just say, "You." The reason is most people don't want to be most people, they want to be themselves, so don't treat them like most people.

**11.** Be passionate in your delivery and smile. All emotions including fear, joy, and passion are contagious. What the audience sees, the audience feels. If you're telling a sad story, then of course you will want to look sad, and the audience will join you in that feeling. If you project a big smile, the audience will also be smiling, and isn't that how you want them to remember their time with you?

Whatever emotion you exude, the audience will mirror. When you're passionate about what you are saying, the audience will feel it and join in your passion.

Passionate people inspire others. Be the one who inspires.

## We Are Not Done

Use these tips to create a powerful audience-engaging speech and become a better speaker. But these are just the basics to get you started - there is much more to learn about delivering effective speeches. There's no other feeling in the world quite like getting a standing ovation.

Let's work together and you will become the speaker you always wanted to be.



Do you need help improving your Public Speaking and Presentation skills? See next page for more info...!

# Become the Speaker You Always Wanted to Be

Larry Jacobson, a two-time TEDx presenter, motivational speaker, and presenter of hundreds of proposals in the corporate world knows how to communicate your points effectively to your audience. More importantly, he knows how to teach these skills to you.

From corporate executives to political candidates, Jacobson is one of the highest ranked coach and trainer to teach you public speaking and leadership skills. He listens intently and has the ability to laser focus on the exact areas you need to improve.

[Click HERE](#) to learn how Larry Jacobson can help you become the speaker you always wanted to be!

