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Pitch with Confidence: Increase Your Public Speaking Comfort Level



As meeting planning professionals, delivering new business presentations can often feel daunting, especially when the fear of public speaking looms in some way.

By Shakira M. Brown

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As meeting planning professionals, delivering new business presentations can often feel daunting, especially when the fear of public speaking looms in some way. However, embracing this challenge is an opportunity to inspire and connect with your partners and prospects.

Although presenting is second nature for me as a national subject matter expert professional speaker, I do recognize not everyone loves speaking in front of large in-person or virtual audiences as I do.





Some small business owners I've coached confessed they lost contracting opportunities because they botched the delivery of a new business presentation, or worse, passed on an in-person meeting. If you are among the individuals who get the jitters when its time to deliver a business presentation, try following these recommendations to lessen your dread and ease any stress public speaking may cause:

Start by reframing your mindset about public speaking.

Instead of viewing it as a daunting task, see it as an opportunity to share your ideas and expertise with others to advance your small business goals.

Customize for your audience.

Craft a clear narrative that connects with your audience emotionally and intellectually. Use presentation tips like engaging visual aids and interactive elements to keep everyone invested in what you're saying. Tailoring your presentation and content to resonate with your prospects can transform a standard presentation into an engaging experience. Use storytelling techniques to convey your ideas; stories create emotional connections that statistics alone cannot achieve.

Preparation is key.

Familiarize yourself with your material inside and out; this will not only bolster your confidence but





also allow you to speak more naturally. Practice in front of a mirror or record yourself to refine your delivery and body language. Listen to your final audio recording to practice. Determine the rehearsal method that works for you. I don't need to see myself presenting, so I listen to my rehearsal audio recordings while working out, driving and when I am flying out for a speaking engagement.

Speak the way you normally do.

Use every day, conversational language. If it comes naturally to your lips, it will sound natural to your listeners. And you will have an easier time remembering what to say when you use normal language.

Remember that many folks experience fear in public speaking—it's completely normal!

Acknowledge these feelings rather than letting them overwhelm you. Channel that energy into enthusiasm for your topic instead.

Finally, visualize success.

Picture yourself delivering a powerful presentation and receiving positive feedback from the audience. This mental imagery can significantly impact how you deliver your presentation.

Bonus Tip:





In today's ever-evolving landscape, effective communication is crucial for meeting professionals leading small businesses to succeed. By constantly honing your soft skills, you can bridge the gap between complex technical jargon and clear, concise explanations that will ultimately bolster your public speaking capability.

By implementing these strategies, you'll not only deliver presentations with more confidence, but also inspire others through your passion and expertise in event planning. Embrace the journey ahead; every presentation is a chance to enhance your business development capabilities.

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