

The advice that the famous author, speaker and founder of Authentic Jobs Inc. The repetition technique has been widely used by many public speakers including Martin Luther King in his speech "I have a dream" as well as Barack Obama in his speech following the 2008 New Hampshire primary, where he repeatedly used the phrase, "Yes we can" If possible incorporate stories into your speech. Even if you are giving a serious talk in front of a large group of professionals, it does not mean that your speech should sound flat and business-like. An inspirational story or a metaphor to demonstrate your point can go a long way in making your speech memorable and interesting. Include questions, phrases and stories that allow you to interact with your audience and establish an emotional connection with them. A great way to promote interaction with your audience is to ask them a question that they can relate to. One of the most common questions formula used by most successful public speakers is asking "Who has ever been/felt/did ..., raise your hand!" For example, instead of saying "When we have all the facts and the rest of the marketing research data we will make a decision" say, "We will make a decision after we have all the facts and the rest of the marketing research data" Use memorable adjectives and adverbs to make your speech more powerful. There is a difference between stating "Our organization faces many challenges" and saying "Our organization faces many exciting challenges". Add strategically placed pauses for impact.