



The Art of Speech Craft

A how-to guide for
public speaking

*BECOME POWERFUL AND FEARLESS
IN PUBLIC SPEAKING*

By Joseph Sullivan

Introduction:

My name is Joseph Sullivan. A hearty welcome to this book. A little about me....I have been doing public speaking for many years. I have trained others like you. My experience is in ministry. I have done workshops, as well as pulpit preaching. I have taught classes in church assemblies.

I will share the public speaking techniques that I have learned with you. Here's a fact about me, I manage an online preacher training program. This program trains people, from around the globe, in the art of public speaking. Speechcraft is my passion; it's who I am and not just what I do. It's a part of me. And I would love to share a piece of myself with you. This book took a long time to put together and write. I look forward to sharing this content. As we go through this study course together, know that it was made with you in mind.

This training course is for the businessman, the preacher, the schoolteacher, the mother who wants to improve herself in verbal articulation. This content is for anyone who wishes to become better at speechcraft.

*Some **suggestions** for studying the content of this book. I encourage you to read through the book once. Get a feel for the information. This material should not take long to get through—a few hours max. Once you have read through the book once, read through the book again. Make time each week to implement the exercises that are in this course.*

*In the “**table of contents**” page below, you'll find the section “**make the time.**” As you look over this section, you will read about different formats for putting the exercises into your schedule. Pick the one that works best for you. Remember, this course won't work unless you do. The more time you invest into yourself (in this course), the more dividends you will receive in development and skill. As Henry David Thoreau once said, “The price of anything is the amount of life you exchange for it.” If you are willing to exchange your time and energy for growth, you'll begin to develop this (public speaking) skill set.*

The booklet is a study manual you can use and have for a lifetime. The concepts within this material have changed my life. I am excited to share this material with you. I know you'll find the material useful. This book is a work and labor of love. It took me a long time to write and put this content together. Once you read the material I share in this written work, I think you'll agree; it's distinct and unique. This book is one of a kind.

May God bless you as you grow in your studies.

- Joseph Sullivan

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Put in the work:

Please know this is a comprehensive course. To get the most out of the material, it is essential to do the exercises. Know, these are fun exercises. You will learn a lot. You will grow from them. I enjoy doing them. They have personally helped me. They can do the same for you.

You will grow in the exact measure of your investment to the time you give and the energy you put into the work. If someone wants to be a good tennis player and visits a tennis pro, they got to do what? They have to do what they are taught to improve in that vocation. If you want to become a pro at public speaking, you also need to do the work to improve.

The age-old question, “how does one eat an elephant?” is an apt question for this series. This course is not a midterm to cram in one night. Most people who cram forget much of the content later on. No, this “elephant” needs to be eaten one bite at a time. Or a better way to put it, this course is like a Thanksgiving dinner. You’re sitting around the table, talking with family, and the turkey is slowly shrinking as people put the food on their plates, yet there is still turkey left over even as dinner ends. You take some as leftovers and, the following day, make sandwiches.

No one eats a Thanksgiving turkey in one bite. It’s a process. And to fully get the most out of this course, we need to “eat” this material one bite at a time. To fully digest and assimilate the content, remember to pace yourself. Take breaks when you feel you need to. Take a rest. Let the brain absorb the material. Give your mind a rest when you feel “full...” so to speak.

Enjoy the process:

The exercises are fun and, if done, will cause growth. But this course requires a two-way interaction. It is a dance between student and teacher, and I need you to be the other partner, so to speak.

Make it fun. Reward yourself afterward with something you enjoy doing. Commend yourself for the work you did. And think about how it will feel to meet the goals you have. Imagine the benefits.

It’s about attitude: Let me share a story. As I mentioned before, I am a preacher; I am an evangelist. So, I go door-knocking. I go alone, in the heat of the day. I work in humid Florida weather. I live in a place where the burning hot air goes down into the lungs; where it only requires a little time outside to be covered in sweat,

during the hot Summer months. Sometimes, when I go door-knocking, people slam the doors in my face, sometimes, they'd curse me, sometimes they give me the one-finger salute. I found all this to be discouraging. And yet, door-knocking is one of my favorite things to do.

Do you want me to tell you why that is? When I'd go door-knocking, for each door I went to, I'd say, *"I love door knocking."* I'd say this with great enthusiasm and with conviction...*"I love door knocking."* I said it so often and so much, I started believing it, I started feeling it. Door-knocking started to become a fun activity. Door-knocking started becoming a hobby, a recreational thing I did for enjoyment and pleasure.

When a person acts, thinks, a certain way, the emotions, many times will begin to follow. In any role or manner, a person wants to adopt, the acting, can create the reality. We will get into this idea more as we progress through this training series.

The reason I am sharing this story is to simply say that your attitude, will determine your altitude in how high and far this course will take you.

I have two phrases that I say with conviction. I use these phrases often. They have helped me in my paradigm perspectives. When I am doing my job or some project, I tell myself, that, *"my work, is not really work, but a hobby, that I enjoy doing."* And work, overtime begins to become play, that I do for enjoyment and recreation.

I also tell myself, when life gets hard...that the tough stuff in life is, *"not a big deal."* And my perspective relaxes. These mantras have helped me tremendously in my life. If you say them regularly and with conviction, they may also help you as well. There is a saying, by **Eric Thomas**. He says, *"fall in love with the process, and the results will come."* Such mantras, I have shared, have helped me, to enjoy the process.

Preparing the mind:

Let's prepare to take the course

First please have paper and a pen ready. You may want to have your paper placed in a nice booklet to save for easier review, for later, after this course ends. I encourage you to review what we went over. Please look over your notes during and after the course. Taking notes can help with retaining the content.

Do you have a writing tool ready? Do you have paper? If you do, please prepare to do an exercise. Rate yourself on a scale from 1-10. Rate your level of interest and your drive for wanting to succeed in public speaking.

Before beginning this course, let me ask you a question? Why do you want to do this course? With your pen and paper, take a few minutes to write down and list your reasons. Be as specific and detailed as possible. Write down how public speaking can improve your life. Brainstorm ideas, on ways public speaking can improve your life.

Give examples: Do you want to remove a stutter? Do you want to build confidence? Do you want to be taken more seriously when delivering a presentation? Do you want to captivate your grandchildren, through your storytelling? What are your reasons for wanting to improve? Once you're finished, read your written reasons to yourself. Ask yourself this question, "am I willing to do what it takes to get there?"

After you write down your distinct reasons for wanting to improve, keep the paper. Place this list where you can see it, to read daily. Remind yourself of your goals. If you got enough reasons to succeed, you'll want to follow through. And do your best in this course. Review this list daily for motivation.

Now once again, write down on paper your level of desire. Ask yourself on a scale from 1-10, how high your interest level is, for accomplishing your goals. How badly do you want to improve on the goals, that you wrote down on your list? Do you notice a difference between the first time you rated yourself and the second time? People tend to find a change in perspective and desire when they unearth their deep-seated reasons for wanting to improve.

This course is a journey, but we must walk this road together. The valuable material in this course is unique, and if applied, it will make you better, than you've ever been before. Let's start this journey together. Once you have the aforementioned exercises finished, (the list written down, and your interest scale rating accessed), then let's begin.

Getting the tools:

1. Preparation for our fun exercises, begins with a few tools. For this course, please have a **video camera**. It can be on your phone, it can be on your laptop, or on some other tech device, you have. But have a camera ready. This method, I will share with you, is something, I have personally done through the years for my own improvement. Using a camera in my exercises has helped me evolve. As you do this course, you will find a camera to be useful. A camera will help you with introspection and analysis. When I recorded myself on camera, I would listen to my voice to hear my presentation. Was I confident, was my voice rich in tone, did I state the intended topics, did I have passion and emotion in my delivery, was the content clear, etc?

When I recorded myself on video, I also had the added benefit of seeing my facial expressions. What body language was I conveying, was I in command? Was I professional or did my face say something else? By recording yourself, you'll get feedback on your flaws and talents in public speaking. As you continually do the camera recordings, you will see your flaws decreasing and your social talents increasing in the art of delivery and presentation.

Like in anything else, this method is a process, no one goes to college, and expects a degree the following week, no one goes to the gym, starts a diet, and expects to have the body they want for the following weekend, (when at the beach). Anything worth doing is a process, it takes time. When you record yourself, know you won't be perfect. Know you'll make mistakes. That is why you're here. You want to develop and grow. But understand this course is a process. Invest in yourself, give time and energy into this work and the results will come.

If you do the exercises regularly, you will see something take place. As you develop your speechcraft, your inner rhythm, your personality in speaking will begin to develop. The more you do the exercises, the more your speaking personality will come to the forefront. It's a beautiful thing, to behold.

Have reading material: For these exercises, please have either a book, article, magazine, or something accessible online to read. The content can be Biblical, poetic, political, business news, or a sci-fi fantasy. The content can be whatever you want it to be. It can be popular quotes, or even the encyclopedia if wished.

Make the time:

Make a Schedule

If you want to grow your muscle you got to go to the gym, if you want to get paid you got to go to your job, if you want to get a degree you have to go to college; if you want anything in life you have to do certain things. You have to make an investment of your time and energy. And in matters of growing in public speaking, it is no different.

The exercises in this course will be detailed, they will be laid out. I will usually only ask for a few minutes per exercise. You will grow in the full measure to the investment you make into this course. I initially made this training course to train preachers. I have known preachers who have preached for 50 years, and they are dry, they speak in a monotone voice, they have no personality, their sermons have no emotion or passion, etc. you get the point.

To achieve excellence, it's not just about doing a thing, again and again. A person can do a sorry, pathetic job, over and over again. No, excellence is about making sure you do the activity, *right*. And that is about drive, it's about the desire to improve and the willingness to put in the time to grow. It's not about checking boxes; this work has to be about you wanting to be the very best person you can be in the ways of public speaking. You have to want to grow in speechcraft. I can help you if you'll join me on this journey.

Choose the format you wish for the exercises:

Formula 1: You can do one (5 minute) exercise a day and rotate through them. You can make it fun, doing it first thing in the morning, with your coffee, or in the evening or in the afternoon with your friends or family.

Formula 2: You can do the exercises, 3 times a week for 15-minute sessions. Like many people do for their gym schedule...

Formula 3: You can set aside 1 day a week, (a Saturday or Sunday) for 45 minutes, to go through a segment of the exercises. Some themes have different exercises to choose from. Some of the themes have

progressive, exercises; step by step techniques you can focus on, as you steadily improve. For each type, you'll be able to readily see what format it is.

Do what works for you, find your best format, and run with it. I'd encourage you to treat yourself after one of your sessions. If you put in the time to do this work, you deserve to reward yourself. Know that you'll be a notch above others, once you finish this course. Take pride in that. Most people don't make such ideals a focus for improvement. But you have and that's worth celebrating.

As the week's progress, you'll progress. As the activities become habitual, you'll grow. As you rotate through the exercises each week, you'll see your public speaking personality emerging. Keep in mind an exercise is 5 minutes, it's not 5 hrs., 5 days, or 5 years. You can do this.

How to do these exercises: Rotate through the exercises, as you go through the different themes in the course. Some of the themes will have different exercises to choose from. You can experiment with the different methods to find what suits you best.

A good example of this can be found in the articulation exercises. Some themes however are progressive in nature. As you get good with the first exercise, you can progress to the second. And so on. A good example of this can be found in the confidence-building exercises. The material is detailed. And the differences should be readily inferred and seen in this course.

How long should an exercise take? Try to do each exercise for at least 5 minutes. So, for a daily schedule, it should be around 5 minutes, for 1 exercise. For doing these exercises, 3 times a week, for 15 minutes, you should get about 3 exercises done per session. If you do one 45 minute session on the weekend or some other day. You can get 7-9 exercises done.

Some exceptions: Know some exercises, (a very few of them) will take up more time. Such exercises, like the exercise for building up lung capacity, will be obvious. When you come to such exercises, you may just want to focus on just doing that exercise.

Emotional tones:

The heart of any good speech is feeling. As a body without the soul, is a speech given without any heart. You don't want to be a dry stick in the mud. A lifeless speech is like a dry husk. What breathes life into a person's presentation is feeling. Emotions are essential for public speaking. Sound sad, if you're speaking on a sad topic. Convey that tone...

But if you're speaking on something exciting, something uplifting, then be enthusiastic, be full of zest. If you're going to speak about something serious, sound serious. The tones need to reflect the words. The mood needs to reflect what you're saying.

Exercise A. Get your camera ready. Find some literature to use for this exercise. Get your mind ready. Focus on the exercise and read something for 5 minutes, it can be from a book, an online article, it can be a magazine or newspaper, or the Bible or a poem you printed out from the web. When you're speaking about different things, have the tone that will suit the occasion. Emotional tones can reflect joy, sorrow, worry, fear, suspense, hope, excitement, gratitude, enthusiasm, seriousness, pain. A tone can reflect just about anything on the emotional spectrum. After reading the material you've chosen. Watch your recorded video content. Reflect on how you sounded. Look at ways you could have improved. Take the time to praise yourself for what you did well.

Exercise B. Find different tones. As you get used to this exercise, try to find different tones you have not tried before or tones you feel you need to work on. Find content this time that reflects the tones you want to use. I have found poetry is very diverse in emotional tones. So that is something I'd recommend using as a source as you focus on becoming fluent in the language of emotional inflections. Once you have found content to read, then read the material for 5 minutes. Record yourself and watch how you did. Review how you could have done it better. And reflect on what you did right.

As you do this exercise and the other exercises, you will grow as the activities become a ritual and as the days, become weeks, and the weeks become months. As you invest in this process, you will see more of a transformation within. If you put in the time, remember to thank yourself for the good work you did. And remember to treat yourself. You have earned it.

Pronunciation/articulation:

We are going to talk about pronunciation and articulation. This is powerful stuff. This is paramount, in public speaking. You see the British doing this, from the upper-class areas of London, they speak, with precise, archery type procession. In their word pronunciation, they are articulate. They don't have their words slushed and mushed together, like a messy sandwich. The best speakers, the best narrators, the best voiceovers, the best people who are giving out their voices for sale, have mastered this art, the art of articulation. They speak clearly, they have pauses between each word. They pronounce (fully) each word correctly and crisply. They pronounce each word, clearly, precisely. The words are not partially spoken. But each word and phrase is completely stated for the listener to hear and understand.

And on that note, let me do a Segway and talk about, one of the great orators of history. He was one of the best speakers of his day. Regarded as one of the top 10 classical orators from ancient Grecian times.

Demosthenes (who was born – in 384 BC) was considered to be one the greatest orators of ancient Greece. The ancient historian, Plutarch adds that Demosthenes had a speech defect, “an inarticulate and stammering pronunciation” that he overcame by speaking with pebbles in his mouth. He would also recite verses when running, to increase his lung capacity and vocal range.

Demosthenes practiced speaking before a large mirror to improve in his vocal delivery. He learned rhetoric by studying the speeches of previous great orators. Cicero, a famous roman statemen and orator, said of him inter *omnis unus excellat*, ("he stands alone among all the orators,") and also attested, of Demosthenes to be "the perfect orator" who lacked nothing.

His techniques will be covered in this book. The quote “mirror” method will be modernized for this era. We will be using the camera in its place. The video recordings will be our “mirror.” Beginning with Demosthenes, we will study the patterns of success. That being, we will look at people, analyze what they have done to become exceptional speakers, and emulate that. For anything, a person wants to aspire to, they need to look to those who have gone before. They need to find those who have achieved the bar of success and learn the patterns that got them there. Then emulate those patterns. We'll get into analyzing successful speakers, later. It will actually be quite fun and easy to do.

The activity we will look at today will be centered around Demosthenes' personal issue with stammering and articulation. We will not be putting stones or marbles in our mouths. For obvious reasons. Yet the first method I will share with you, for improvement in articulation, is similar in application.

Here are some exercises I have learned that have helped me become an excellent articulator.

Exercise A. Hand in mouth. Instead of putting pebbles or marbles, in your mouth, place your finger gently on the top of your tongue. If the exercise seems too easy, you may wish to place 2-3 fingers on the top of your tongue. Once you do this, for 5 minutes, read some selected material; When doing this exercise, you should feel your muscles around your lips, cheekbones, and overall jawline get sore. Once they get sore, do be mindful, and ease off the exercise. If you want to do this exercise while out running errands, etc. and you don't have reading content available, you can practice doing this exercise while you say you're A, B, C's, or your 1,2,3,'s. Though reading words in full sentences will use more of your mouth muscles.

Remember in all exercises, you need to be conscious of your body and be conscious of doing the training responsibly. Listen to your body. Be in tune with what is going on. The more you work your mouth muscles, the easier it will be to use those muscles in the future, for speaking clearly. This speaking format will help your muscles develop for better pronunciation.

Exercise B. Speaking words with facial exaggeration. This is another silly exercise, yet an exercise with benefits. For this exercise, grab some reading material. For 5 minutes read. As you speak each word, *try to use every muscle in your mouth, and try to speak in an exaggerated manner.* Yes, this seems goofy, but by doing this exercise, you're training your whole mouth and the muscles within your face to speak the words. Like with the previous exercise, you'll be awakening and strengthening the muscles in the mouth to better pronounce words, clearly, and precisely.

Exercise C. Tongue twisters - Practice reading OT genealogies. You have heard of tongue twisters. I personally like to take such exercises to the next level. Go to an online Bible source or grab your at-home Bible from off of the shelf. Go to a page that has Old Testament genealogy content on it. The ultimate tongue twister is to read through the hard-to-pronounce Bible names of men and women, as quickly as you can. This exercise will help you get quick on your verbal toes. You'll get better at articulating, through the (regular) practice of speaking hard to pronounce words.

Try to practice reading for 5 minutes. Once you finished a passage, (for the next practice round), you can repeat that genealogy. Or you can go onto another genealogy. Here are some good examples of Bible passages for genealogies. You may like to use these passages: **Genesis 10:1-26; Genesis 36:1-43.**

Note, you can break these passages up, if you'd like. In fact, when your first beginning, this exercise practice, you may want to just do part of a genealogy and slowly work your way through it. Later, as you advance you may be more comfortable with doing more and more of a specific genealogy. You can also use **Numbers 33:1-49**, in your exercises. Even though it is not a genealogy. This passage does have hard-to-pronounce names. That works with what we are trying to do, in the usage of tongue twisters.

Exercise D. Full word pronunciation and word spacing. Grab some reading material to read for 5 minutes. When doing this exercise, *focus on pronouncing each word fully. The beginning, middle, and end of a word.* Be cognizant of this practice. Also, when reading, pay attention to word spacing. Focus on having a 1-second space between each word you read. By doing this exercise you will train yourself to not run your words together when you're speaking. These are qualities that help to give you a professional presentation. Slurred and half pronounced words subtract from the speech.

Special section:

Story of Demosthenes

The situation that created his drive

(See also page 11 for more on his story)

When Demosthenes was a young man, he had millions of dollars' worth in today's currency, stolen. This money was taken by his legal guardians. They stole the inheritance, that his deceased parents gave him.

In that day, a person could take their case to court and make a verbal defense. Demosthenes could go to court to try to defend his case. He could try to argue before the Greek Athenian assembly, to try to win his money back from his legal guardians. Yet Demosthenes' voice held no weight, nor authority, nor influence. This man was desperate to win his stolen money back from his legal guardians. But Demosthenes had poor speaking skills. If he spoke, he would not have been taken seriously.

So, Demosthenes made public speaking his magnificent obsession. He devoted days, weeks, months, to this purpose. After much preparation, this young Greek citizen defended himself and gave an oral argument in the Athenian assembly to support his cause. And guess what...happened? Demosthenes won the case. He won a good sum of that money back. This personal crisis served as a motivating force for further self-improvement. Over time as the years progressed, Demosthenes became one of the 10 best Greek orators of that classical era.

By improving his speech, this young Greek won the hearts and minds of the judges. Demosthenes is an example of success. This man saw a need for improvement and did what he needed to do to achieve his objectives.

Demosthenes survival scenario:

Before we go into diaphragm exercises, (in the next chapter) let me first offer a side path to take. This path is optional. You can choose to walk down it. This exercise will help to create drive. It will require your imagination and focus. Know this exercise can make you more primal and hard. Please be aware of that.

Survival scenario exercise: Picture yourself in Greece, (around 400 BC) imagine you've been robbed by your caretakers. Remember you're not living in a prosperous, safe land of freedom and ease. No, you live in a harsh Athenian culture where people struggle each day for survival. Imagine: On that day, your money has been stolen, and if you cannot successfully argue your case before the Greek assembly, it could cost you millions of dollars, and the funds that you need for life. Maybe even (over time) it could cost you, your life itself.

Close your eyes, imagine walking down the cobbled stone streets of Greece, smell the scents in the air, of fresh leather, of cypress wood, of lavender from the women, and musk scents from the men on the streets. As you walk to the chambers of the assembly, feel the breeze on your face. The moist air on the wind. It feels like a rainstorm is coming.

As you walk into the room where the judges are talking, you know that after they hear your case, you will need to speak. You know your life may depend on it. You know you have to prepare. The assembly will give you a few months to put together your case. You know that if you're not apt to the task, that your career, your family, your success, will suffer. You must become the best public speaker you can be. It's not an option. It's an absolute. Think of a worst-case scenario of being poor and helpless, in a harsh place like Greece where the Spartans fight the Athenians, where armies invade. A place of sickness, drought, and plague. You must succeed for survival's sake. **End of scenario.**

Why are we doing this visual exercise?

Why am I pointing this story out? Why am I asking you to imagine this scenario? Simply, for this reason. If we are truly going to go all the way, we need to change the perspective of speechcraft. We need to change the paradigm view of this goal, from the belief that it is "option-based" to "need-based."

We must make this work of such import that we develop a drive for success and a hunger for growth. I encourage you to imagine this story in detail. I encourage you to place yourself as the character of this story.

The more you focus on doing this exercise as a life practice, the greater you'll transform. Your paradigm will begin to shift, your perspective will change. You'll begin to look at this work as essential and not as optional. Such a mind shift will help your inner drive to increase. Demosthenes became one of the best speakers of his day, due to this drive. What would happen if you created that same drive?

Speaking from the diaphragm:

Speaking from the diaphragm is foundational to good speechcraft. When it comes to doing a public speech, you need to have the words come from your diaphragm. This is important. You want your message to come from your core. From deep down, inside of you, (where your solar plexus/stomach area is at). Your center core is where the depth comes from. This is where the power of the voice begins.

No one wants a squeaky, puny, airy, breathy, voice (from the lungs). If a person wants a rounded, solid presentation, then remember, the very beginning of public speaking, begins with the breath and the voice. Demosthenes had a very lilting voice. He had no stamina or endurance in his lungs, to speak loudly, for any period of time. This man would, lock himself in the basement, shave half of his head, and not leave till his hair grew back. Demosthenes would not leave till he began to improve in his obsession with speechcraft.

Speaking from the diaphragm techniques:

Exercise A. Teach yourself how to feel your diaphragm, working.

This is important for creating a deep, rich, voice in your presentations. You can do all the parts below at once or you can break them down per rotation. Know the more you do these exercises, the faster you'll naturally transition to diaphragm breathing/speaking.

Pt 1: Find a place to lay down, it can be on the floor or in your bed. Get comfortable, place a pillow behind your head. Take the time to relax and breathe in and out slowly for a few moments. Then begin to breathe in through the nose on a count of 5, (hold) then breathe the air out of your mouth. When doing so...Let the air slowly expel on the count to 5.

Now fold your hands and place them right above the belly button, (where the stomach is). Repeat the breathing exercise, feel the breath going down into your "stomach" and back up through your lungs out your

mouth. Breathe in through the nose on a count of 5, (hold) then breathe the air out of your mouth. Let the air slowly expel on the count to 5. When doing this you will feel your belly rise and fall as you breathe in and out. Do this until you feel in sync with breathing your breath into your stomach.

Pt 2: When you are connected and feel ready to go further, open your mouth wide and *drop your jaw* and let the breath come in your mouth, down through your lungs, and into your “stomach” for a count of 5, then exhale the breath to the count of 5, through your wide-open mouth. Feel the breath go down into your lungs and settle in your belly. Feel the breath leave your stomach and flow out your mouth. Do this until you feel this mind/body, connection. When ready, go to the next exercise.

Pt 3: After you do these exercises, you can sit up. Focus on your stomach area. I encourage you to keep your hands on the stomach position, this helps to center the mind on that location. By doing these exercises, you should be centered in mind and body, to be able to directly aim your intent in this area (for vocal speech). Focus on your stomach and hum. It will help to breathe air into the stomach and let the air back out as a hum. Inhale with an open mouth, breathing air into your stomach, hold it for a second, then exhale the hum, as you breathe out your air.

Keep your hands on the stomach area. Center your focus on your stomach while you’re doing this. Pay attention to where the sound is coming from. Try to hum and aim the origin of the sound to be from your stomach area. Focus on doing this humming exercise for a minute. Do this exercise until you feel in sync with this process. Do this till you feel ready to move forward to the next exercise.

Pt 4: Now, if you’re in that nice, sweet spot where your humming from your stomach area, think of the word, “amen.” Inhale with an open mouth, breathing air into your stomach, hold it for a second, then exhale the word, “amen,” out, with your air. Do this till you can feel the “amen” word coming from your “stomach” area. Then practice speaking this word 5 times.

Pt 5: You have said the word, “amen,” from your core. You can now aim higher. Speak 3 words, “Kite, might, flight.” Focus on your “stomach” area. Breathe in through your nose for a count of 5. Hold the air in your stomach, for a second. Then say the words as you exhale the air from your mouth, “Kite, might, flight.” Do this exercise until you feel these words, originating from your “stomach” area. And not from your lungs. Then practice speaking these words 5 times.

Pt 6: Now this is the last part of the exercise steps. For 5 minutes read some material you have gathered for this occasion. As you read, focus on the stomach area. *You may want to fold your hands over the stomach area or place one hand on that area, to help center the mind to speak from that location.* Your goal is to read

from your diaphragm/stomach area. Do this exercise, till you're in sync with this process. It might help to do the breathing process as shown in exercise **Pt 5.**, when reading your chosen content.

As you do these exercises in the rotation, you'll begin to naturally become synchronized to diaphragm breathing and speaking. With practice and regular application of these methods, you will begin to naturally breathe and speak from your diaphragm.

Now let's look at some of the techniques Demosthenes used to become one of the greatest speakers of his day. How did this man improve his voice/lung strength? The next section will cover this theme.

Increasing Volume:

Ways of increasing volume and voice definition

This exercise is for increasing lung capacity. You want to be heard, you want to be able to increase your vocal range, stamina, and pitch. The following exercise comes from Greece. As I mentioned, Demosthenes had weak lungs, which made his words come out in a soft, fragile manner.

If I talk in a real soft and delicate tone, where you have problems hearing me, and I am speaking like a wilting lily, does this engender admiration, or interest in me and in what I am saying? Of course not, if I speak, in a weak, low, soft voice, I hurt my presentation, nay I murder, my presentation. If I do this often, (in my delivery) I become a serial killer of presentations. Which is not a good thing.

Demosthenes would go running outside. While running, Demosthenes would practice speaking his written words out loud, to build up his "speaking strength." This man would, stand on the seashore with the roaring waves and try to speak over them in volume. These exercises built up his lung and voice strength in matters of volume and in matters of lung endurance.

Now you can choose which way to do this exercise. It depends on where you are at in life. Are you a chair-sitting chain smoker, or are you an early morning runner? Are you 18 years old or are you 83 years old? Where you are standing in life at this moment, will be the measuring rod for this exercise.

Option one: If you jog every week or even every day, then have headphones on. Have songs playing, sing as loud as you can. This will build up your lung capacity and expand your volume in public speaking. Even when you're out of breath, after running, keep singing. Such singing will strengthen your vocal abilities. Singers do this exercise to better enhance their voice.

When you do this activity, you will notice your airways are clearer, when you are speaking. You'll also have a better-sounding voice. And greater air control in your lungs. You'll have longer reading endurance, as well. Maybe that is why the military sings out loud when they run. For better voice control/command.

Now if you're not a runner, but you bike, then do this while you bike. If you're not a biker, but a walker, then do this when you're walking. Whatever physical thing you do each week, sing out loud, when you're doing it.

You can do this exercise when sprinting, or when your jump roping. If you don't have a niche, I encourage you to find one. And remember to sing even when you're done with the workout. When you're breathing hard, or when you're just out of breath. This is part of the process of the voice workout.

Depending on where you are at, in conditioning, you may just get out a few words, when doing a physical workout activity, or you might get out whole songs. Remember you're not in competition with anyone, but yourself. Know with time and practice you will get better and better. Try to build up to doing this exercise off and on, for 30 minutes, when doing something physical. Note: if you are disabled, you may just want to focus on option two.

Sing out loud:

Option two: *You can even sing when you're not doing anything physical* like Demosthenes did when he was standing before the loud ocean waves. When you're alone in the car, turn up the radio and sing as loudly as you can. If you are disabled and you can't exercise, then sit in your house, turn up the volume on the radio or on some other music device, and sing out loud, as clearly and strongly as you can.

Please remember to *not hurt your voice*. Listen to your body. Remember to try to sing from your diaphragm and not from your throat. This technique is better on the vocal cords.

Please remember to *not hurt your voice*. Listen to your body. Remember to try to sing from your diaphragm and not from your throat. This technique is better on the vocal cords. I encourage you to try both options.

Both are distinct and have benefits. **Option one** will build up lung strength, speaking stamina, voice control, and some side enhancements of resonance. The **second option** will enhance the quality of the tone by strengthening the vocal cords to enrich the overall sound of the voice.

Resonance:

Creating resonance/a richer tone

Resonance is about having a rich, creamy, smooth sound. No one wants to sound like Pee-Wee Herman. And if you don't know who that dude is, look him up. You'll agree that is not a captivating voice to have. But how do we get a deeper, more primal, richer sound? Below are some exercises I use to create and keep a deep voice.

Exercise A. The Silent Scream. If you look online, you'll find a technique called the "primal scream." It's from a therapy practice centered around releasing emotional pain from the past. Basically, a person thinks of a terrible time in their life, and they try to emotionally let the pain out, with a scream. It's supposed to be cathartic and healing. But the added benefit...I've been told is twofold. By screaming, the vocal muscles can begin to deepen the voice in resonance and strengthen the overall voice tone/quality. I've done the "primal scream" and it's...as you can imagine somewhat awkward. But it does work.

Yet the con's to the "primal scream" are worth pointing out. While doing this method has benefits, it can also end up hurting and damaging the vocal cords. What I have figured out as a replacement is something called the "silent scream." It's like screaming out loud, but the mouth is shut, and the air is *concentrated* on the vocal cords, as it runs through the lungs.

This practice will strengthen the voice, by strengthening the cords in the throat. The method is not as uncontrolled or as harsh on the vocals as the "primal scream." You can pace yourself and if your vocals start to feel overused, then you can stop and resume at another time.

How to do the "silent scream." Breathe in the air, into your stomach. Hold for 3 seconds. Then focus on channeling the breath to where your vocal cords are. Your vocal cords are in the upper middle area of the throat, right behind the Adam's apple. *You can put your finger on the Adam's apple, to help focus your breathing on that specific area, when breathing out.* After you hold for 3 seconds, breathe the breath out forcefully, focus on breathing on your vocal cords, (where the finger is at on the Adam's apple). You should hear a forceful "sighing" sound, when doing this exercise.

Think of this exercise as screaming with your mouth closed. And act accordingly. You should hear a sound being made. It may take a little practice. But with time, you should begin to feel the chords stiffening somewhat. When they do, you know you're doing this exercise right. Practice this technique, till your chords feel stiff, then stop. You will notice with time, a difference in your vocal tenor. You'll notice a richer tone. Use this exercise sparingly.

Exercise B. Singing and Humming. Now this one is really fun. Find some reading material and read for 5 minutes. While reading, sing the words, pick a tune you like, "Silent Night," "Yankee Doodle," whatever tune you feel fits your mood. You can even just sing the words in a sing-songy voice. You can also choose to close your mouth and hum the words, as you read them. Both methods will help enhance your resonance, through giving you a richer tone, even a somewhat of a "purring sounds" when speaking. You'll have a primal, smoother voice, when you do the exercises given in this video series for resonance.

Suspense:

The "Pregnant pause," is powerful. You may have heard of it before....you may not have heard of it before. And don't ask me why they call it the "pregnant pause."

The mentioned technique can captivate an audience by creating suspense. The speaking rhythm, of a speech, is shown in its "pauses." A speech is like a song, in this way, they both require good rhythm to captivate the hearer. The "pause" in a speech can be inserted in between, the words and phrases of that speech. This has the dual effect of creating suspense and of highlighting a certain theme, in the message, (where the pause took place). Interesting fact: **Winston Churchill** used to have spaces inserted in his script to remind him when to pause in his written script...when he spoke before Parliament. This man is worth studying and researching online in matters of speechcraft.

When you speak none stop and don't pause, in your speaking, you're going to sound flat. This delivery style will get old, really old, real fast. But when you give people a certain amount of time in between pauses to hear you, to digest what you are saying...you make the speech easier to listen to.

You can also use this "pregnant pause" technique to create interest and suspense, in your words. If you're telling a story or if you're giving a factual statement, in your delivery and you, pause....then speak, this technique, tends to grab the audience and draw their interest forth. A pause does not have to be lengthy. A pause can be a few seconds, sometimes longer to build suspense.

Read the below poem fast with no pauses. Then read the same poem with pauses. You'll hear a difference.

I'll mark areas to pause at, as reminders. As you progress in this practice of doing the "pregnant pause," you'll naturally begin to pause without reminders.

Poem: "The Night Has A Thousand Eyes"

by Francis William Bourdillon - 1852-1921

"The night has a thousand eyes, (pause)

And the day but one; (pause)

Yet the light of the bright world dies (pause)

With the dying sun. (pause)

The mind has a thousand eyes, (pause)

And the heart but one: (pause)

Yet the light of a whole life dies (pause)

When love is done."

Exercises A. Pause as you read. Write a 5 minute story about your day or a topical speech about a subject you want to talk about. In your speech, literally write down the word, "pause." Insert this word in the speech. Place the word, in places where you feel the pauses are best suited. When you read the speech, practice pausing. As with all exercises that deal with oral delivery, record yourself on camera. After you have done the speech, watch your presentation. Listen to your pauses, listen to how the speech flowed. Analyze, and review, the video. Think about how you can improve for the next time.

Know that the more you do this exercise, (as with all exercises) the better you will get. As you progress in **exercise A.**, you'll be able to give a speech without pauses inserted in the script. The more you practice this exercise the more natural it will become.

Remember speaking is like a song, the spoken word flows best when it has pauses in its speech. This gives a person, rhythm.

Thomas Merton once said, "*Music is pleasing not only because of the sound but because of the silence that is in it: without the alternation of sound and silence there would be no rhythm.*" As it is with music, so it is with the spoken word. Remember this.

Other exercises to create suspense:

Exercise B. Create the pitch. As you get good at the art of the “pregnant pause,” try to begin focusing on your voice volume. Practice, dropping your tone or raising your tone, while reading. The volume pitch of the voice can create a certain feeling of suspense. This feeling can capture people’s interest. For this exercise, grab some reading material and read for 5 minutes. As you read, experiment with speaking in a low tone, in a moderate tone, and in a high tone, in your vocal volume.

As you practice this exercise, you’ll become acclimated to this speech process over time as you repeat this method. Don’t forget to record your reading. The analysis is very important in speechcraft. Watch your recording. Listen to the pitches in volume. Reflect on ways you can improve in your volume delivery, to sound better.

Create the right tone, for suspense. As you develop in the first two exercises, you’ll find that the pauses, and different voice pitches in volume... adds a certain suspense to your oratory. The cherry on the cheesecake though is in tone. The tone of suspense.

Try out these two phrases below. Do you notice a difference?

Non Suspenseful tone: “He went into the woods, it became dark...as the sun was setting over the mountains.”

Suspenseful tone: “He went into the woods, it became dark...as the sun was setting over the mountains.”

Exercise C. Suspense exercise: For 5 minutes read a story, that you have found online, or from some source material. Read in a suspenseful tone. Record yourself speaking. Listen to your recording and your tone. You may want to try a normal tone to weigh the difference. To give a suspenseful tone, just remember to add a dash of fear or concern in the voice.

Practice the suspenseful tone regularly to improve in all your speeches. Know this tone is not just for campfire stories at night. This tone can be used effectively when trying to capture people’s attention in any public speaking venue or topical theme.

Having passion in one's delivery:

One of the best motivational speakers of our day is Eric Thomas. What this man has done to succeed comes from his drive. Eric states that *"when you want something as bad as you want to breathe you will succeed."* This man was homeless, eating out of a dumpster, he grew up in a life filled with pain. He wanted to become the best speaker he could be to rise above his abject poverty and problems. He wanted to succeed as badly as he wanted to live and breathe air. At the time I am writing this book, Eric is considered to be one of the best/highest-rated speakers out there. Eric's passion comes out in his voice, every time he speaks.

To speak with passion, you need to uncover your, "why." Ask yourself, why, do you want to become a better speaker? The more reasons you have for success, and the greater the need you feel, for improvement, the stronger your drive will be. A powerful desire to achieve will create feeling and fervor in your speech. That passion you have in your speech changes everything. Eric says in matters of his goals, *"I can, I will, I must."* This man does not make success optional. He makes it feel *necessary*.

Grant Cardone millionaire and business entrepreneur, believes this paradigm is important. He says, *"Success is your duty, obligation, and responsibility."* Grant further states, *"Treating success as an option is one of the major reasons why more people don't create it for themselves—and why most people don't even get close to living up to their full potential."* When you begin to change the focus of public speaking from want-based to need-based, everything else begins to shift. A good resource for increasing drive and work output, is from **Grant Cardone's book "The 10X Rule: The Only Difference Between Success and Failure."**

Exercise A. Study passion. For this exercise, go online and watch some videos of Eric Thomas. This man can be found on search engines and on video platforms. You may like his speech, you may not. But without a doubt, you'll be able to tell he does have heart and feeling to his words. His passion has made him a success. You can also go online to look for other passionate speakers to analyze. Successful people are worth studying. After you have done this part of the exercise, turn on the camera and practice reading some material with passion. Show it in your words and body language. The more you do this the easier it will become.

Exercise B. Practice introspection. When you find your, "why," you'll find your drive. Grab a sheet of paper and a pen or pencil and write down the reason or reasons you want to become a talented speaker in the art of speechcraft. Are you a college professor, do you think it will help with class interaction, are you in sales, are you wanting to better engage your clients, are you a preacher, do you want to lift up the Word, to the best of your ability?

Whatever it is, once you write it down, ask yourself, why do you want to succeed in this area of your life? Why do you want to engage your class of students, why do you want to get more clients in sales? Is it to gain respect, achieve a higher position in your job? Are you wanting to increase money, by getting a job promotion? Find you're "why." Then run with it. The more reasons you can find, the greater your drive will be. I'd encourage you to brainstorm and write down as many reasons, as you can think of. Ask yourself how public speaking could help you out in life. Think outside the box, be creative.

Note: I know we did this exercise at the beginning of the course. But I want you to revisit this brainstorming method, to refresh your perspective, to look at this once again. You may find yourself looking at things a bit differently, or more strongly, than before. The "why" factor is powerful. The more times you can go over this exercise, the more you reaffirm your goals to yourself and fixate on your ambitions. I also find affirmations helpful when doing this introspective exercise.

Storytime: Eric Thomas mentioned a story once, of a young man who asked his life coach...a simple question. The young man asked, "how do I succeed," the older guru in answer invited him to the beach. The mentor then asked his student to "come with him into the water." Then the mentor asked the young man, to "please ask me this question again." The student asked, "how do I succeed?" After hearing this question, the life coach, grabbed the apprentice by the head and held him under the water. He held him and held him, till the young man's lungs were about to explode.

Then the guru let the sputtering student come up from under the water. As the student was gasping for air, the young man asked, the life coach, "why did you do that?!" The old man said, "to answer your question, you needed to know a singular truth. When you want to succeed, as badly as you want to breathe, you will be successful." **End of story.**

Seek out methods to change your worldview from want-based to need-based in the art of public speaking. Once you fan the fires of desire and want to succeed as you want life itself, that's when the magic happens. Passion is about drive, success is about drive, how high one goes is determined by one's drive. And the genesis for having a strong drive, is in understanding one's, "why." Once a person discovers that, well then...that person can be a fearsome sight to behold. A purpose driven man or woman can ignite a room. These individuals are on fire. Their presence will draw others to them. Those who see their fury and light will take note. Passion is a draw for those who seek purpose and understanding. People view a person of deep conviction and emotional expression as a transformative individual. Once you cultivate passion in your speech, it will trickle down into all areas of your life.

Exercise C. Create survival scenarios to increase drive. I do this when I watch apocalyptic movies and TV shows or when I watch war movies. As well as medieval, Viking, shows and period pieces, etc. I imagine myself in those scenes that I am watching. I imagine I have to be the best I can be (in speechcraft) in order to survive in matters of public speaking. In such scenarios, I picture, myself speaking for the purpose of negotiation, for the purpose of social charisma. In these scenes, I know it will be important to have these skills, (for staying alive). Doing this visual exercise, amps my brain to want to be better, try harder.

As with every exercise, this visualization activity is a process. The internal changes will happen over time, with regular use. This exercise is **optional**. Know that this practice will make you more hard inside, and this may not be what everyone may want to become. With time, if you do this survival exercise, you'll become primal. Being primal creates charisma. Having charisma will prove a useful persona trait in public speaking and in daily life.

To do this exercise, simply put on a show or movie that details the survivalist mindset of living in dramatic times. As you rotate through the exercises, when it's time to do **exercise C.** in the "passion" section, set aside one day a week to watch a show or movie. As you watch the flick, imagine how it would be if you were in this hard time, imagine you'd need great public speaking skills to survive.

With time, as you do this technique, you'll begin to change. This exercise will program your subconscious to focus on speechcraft improvement. This exercise will change your view of improvement from "want-based" to "need-based." This new perspective will increase your drive.

Voice inflection:

This is one of the harder skills to master. Most people don't have this talent. Even popular speakers in the field of speechcraft...lack this skill set. One of the ways to breathe life into your speech and into your words, is by making people feel your words. This comes through the process of...inflecting your words. Inflection is saying something, to the point where people experience what you're saying, your words feel true and real. Your words have an undertone to them.

But how does a person do this? It all begins with how one speaks. The more colorful and descriptive a person is, the more a person can touch the 5 senses and get people to feel the words that are given. Inflection goes beyond detailed and colorful language. The tones behind the word, must convey the image of that word. When a person talks about the deep, dark blue sky...in the sphere above, with the clouds of white, moving by.

This language needs to have life in its words. The words need to have a soul in them. They need to sound real.

The more a word has a meaning behind it, (conveying an image, a realness from the word), the more that word comes alive. Inflection is about painting an image onto a word, an image that reflects what that word is about. When a person talks about the ideal of “love,” if it comes from their experiences or deep convictions, or personal emotions and feelings, then this spoken ideal, “love,” becomes more than a word, it becomes a window from which people can look into and get a glimpse of that person’s soul.

Inflection is not just for public speaking. Inflection will help you in your day-to-day social interactions. In singing. In every vocal thing you do, you’ll find that you have greater depth and meaning to your words.

Inflection is best described as the tone behind the word. The spirit, the life behind that word. Inflection is the breath that animates a word and makes it feel real. A word can be a dead, flat, lifeless thing, like a run-over animal on the side of the road...by a 4 wheeler. You see what I am saying here. Such words won’t inspire.

Exercise A. Inflect the single word. Think of a word you’d like to inflect upon. Record yourself practicing this exercise. Write down the word. Imagine images, as well as the ideals, emotions, (even memories) that you want to use to connect to that word. Then say that word out loud.

Example 1: When getting ready to speak “brotherhood” think of comrades in arms, friends who defend you, feelings of loyalty. Think on the American flag and those who have died for it, in the name of brotherhood. Or you can instead think of other themes that personally relate with you on the ideals and feelings of “brotherhood.”

Example 2: When talking about “love” think about those you’ve loved through the years, those who have loved you, the good memories of love, the happiness you felt in being loved.

Example 3: When talking about “peace,” think about the things that embody peace. You can think about being on a side of a lake with the wind on your face. And the waves slowly moving against the shoreline. And the quiet of a soft gentle morning. As the sun is rising over the water, slowly, as all of life and nature is waking up. When it comes to peace, you can think of something that relates to you. You can think of holding a newborn baby, seeing your spouse smile at you through the bed sheets on an easy Saturday afternoon, walking barefoot in the foaming waves before laughing children as the sun sets over the dark blue waters...

You can do this for any word, you can do this for happy words, like “hope,” “freedom,” “joy,” or even sad and scary words like, “death,” “depression,” “imprisonment.” The more you do this exercise, the more you will be

able to catch and illuminate the spirit of a word. Like catching fireflies at night, and putting it in a jar, when you can capture the life and brilliance of a word, and share it, that my friends, is something beautiful.

In doing this exercise, it might be easiest to first just practice thinking of an image or images associated with a certain word. If the word is snow, think of a snow-covered field, if the word is hamburger, think of a hot, juicy, flame-kissed patty on the grill. This works to convey the image of the word. But to better convey the emotions too, try adding, (when comfortable) the feelings and memories, you have behind a word.

This may be hard to do at first, but the more you do this exercise, the easier it will get, till it becomes instinctive and second nature. Again, remember this is a process. Inflection will take time. But if you are diligent you will see changes. Record yourself practicing this exercise. Watch the video. As you continually do this exercise your words will begin to change in how they sound. Watch the videos of your recordings. Gauge your progress from point A. to other points in your work, like point B.C.D.E.F.G.

Exercise B. Inflect multiple words. The exercise I just gave will take time. But when you have adapted and become proficient with **exercise A.**, then you may want to try a harder version. Pick some poetry, it can be online or from a book or magazine, etc. Practice reading words. As you read them, try to inflect. You can go very slowly and go over one word at a time, till you feel you have successfully inflected that word, then you can go onto the next, noteworthy word in the poem.

For each exercise, both **A. and B.**, record yourself and analyze your inflections. As time goes by, you will notice your words, are becoming more enigmatic, more engaging, more full of undertones; all of which are by-products of inflection. I encourage you to also look for “wells of inspiration.” Find people who inflect exceptionally well. You can find them in audiobooks, videos, and in audio clips. The internet has resources to help you in your search. One of my favorite people who convey inflection masterfully is **Rosamond Pike**. She does exceptional voiceover work in audiobook narration. I’m a fan of her audiobook readings.

The good part about inflection; as you do the work, when you do this technique long enough, it will become instinctual. Your body and heart will be intertwined in the words you give. You’ll be able to convey undercurrents in your tones. You’ll be able to convey the deeper sense of a word, naturally.

As with all of these behaviors, there will come a time, when you’ll just do...the different speech skills and you’ll do them, instinctively, and easily. For this to occur, remember 3 words, “Practice, practice, practice...” This is the way to greatness and growth in any undertaking.

Speaking Personally:

Speaking personally is powerful, I'd say in the arena of personal relations and in all matters of public speaking, this skill craft is paramount. What I am about to give to you, is some of the best advice I ever got.

We are all antennas, and people pick up on what we put out. In your delivery to others, you want to put out the right signals. And love is the best signal for people to pick up on...in matters of gaining acceptance and interest in your speech.

When you can connect with people, they are more likely to listen to you, when it comes to sharing a cause, an ideal, a sales pitch, a corporate meeting budget plan, an evangelism event. You will be able to share just about anything. When you connect with people, you will find you empathize with them, that you resonate with them, and when you do you'll find they empathize with you. When they do, they will be interested in what you have to say.

When you're personal, people will be interested in what you do, say, think, and feel. They will be interested in what you show them in your business presentations. They will respond in same measure, to the approximate interest you show in them. *If you hate them, they will sense it. If you think degrading thoughts, about fat people, about poor people, about city people, about country people, about people of race, about people of age, about how someone dresses, looks, etc. your audience will pick up on that.* For sales and in any social venue, including public speaking, your attitude towards people, is not a small thing to ignore.

Give example: When I speak in a tone of interest and friendship, it is noticeable. But if I speak as if a person doesn't matter, that too is noticeable. If they think you care about them, that you are interested in them, that you want their highest good, you'll get more interest, (from these people). Yet if you think they are just numbers, idiots, irrelevant, etc. you'll lose their interest. You'll reap what you sow.

Love is powerful and people can sense it and they know when it's not there.

An evangelist once told me, before he greeted people, he'd pretend that *"the person that he'd talk to was his best friend."* I know the exercises in this book are supposed to be short and rotational. You can focus on this exercise, in that way, if wished. But if you really want to grow and cement this behavior, you can choose to make this a day-to-day practice. If you can practice doing this exercise, at least once daily to someone, by just thinking, (with enthusiasm and conviction) *"this person is my best friend!"* And you greet them accordingly, you'll begin to bake in good habits. This activity may take time to get in sync with. But if you practice this

exercise, (with time), you'll start to feel differently towards strangers and you'll start to "greet them as if they are your best friend."

Exercise A. Practice greeting people as you do your activities. When you're out today, find someone to "greet as if they were your best friend." It can be as simple as saying "hello" to your coworker, at the office, or in saying "good morning" to your neighbor. As you do this exercise, try to slowly add another person, during each exercise rotation. Keep adding a person, till you get to five people. This exercise will help you become more attune to turning on this connective behavior, when you feel it is needed. And with time and repetition, you will begin to develop this internal social muscle. To speed this up, (in your growth) you may wish to incorporate this exercise into your daily routine. The best way to bake in good habits is to make your practices a daily activity.

Exercise B. Practice greeting your "audience" on camera. Turn on the camera, grab material to read. And read for 5 minutes, pretend you're reading to an audience. In your reading have the attitude that your, "greeting them as if they are your best friend." But instead of saying "hello," you say the words that are written down from your reading material. This takes practice, but as you watch your recordings, you'll begin to notice changes to your vocal tone, your body language, your facial demeanor, and your attitude. Once you can successfully convey this unspoken message in your deliveries, you will find yourself having a better rapport with people. And that your audience is more engaged and emotionally in tune with what you're saying. You can also use this time, in looking at the video recording to see how you can better improve in sounding personal in your delivery. And in appearing personal in your demeanor. **Exercise B.** is fantastic for improving your social skills in **Exercise A.** and vice versa.

As you practice these exercises, you will become better and evolve more in this skill set of creating rapport. With time, you can even walk down the street and think this greeting phrase, towards people; thinking about someone, "as my best friend." You may begin to notice people, waving at you, when you do. Again, this practice of greeting someone may take time to acclimate to. Time and practice will create internal synchronization.

Each exercise may be stiff and unnatural, till you do it enough times, to where it becomes, easy. Then with time, as you do the exercises, even the feeling of it being "easy," will evolve into instinctive behavior.

Speaking with Conviction:

How to increase your conviction tone in your speech.

Dare to Believe. This public speaking series was initially made just for preachers. As I mentioned before, I have a preacher training program. So please keep this in mind, with what I am going to share. I wanted to share this technique because it is transformative. It is one of the most powerful techniques, I have come across. A method that cultivates internal change on all levels.

If you have read **Norman Vincent Peale's** book, "**The Power of Positive Thinking,**" you'll have found some exceptional ideas. I may not agree 100 percent with everything Norman says, but he does share some real gems in his materials.

This book taught me the persuasive qualities that can come from conviction. A conviction so strong others feel it. We are as strong as our faith and as strong as our convictions. Our speech in tone and inflection, in its very essence, can come across as weak or as robust, by the force of our beliefs. If you do not believe in something, when you talk about a specific idea, whether it is a cause, product, business proposal, corporate campaign, a topic in the schoolroom, or a religious teaching, etc., people can pick up on your insincerity and lack of conviction in what you're saying. Whatever it is, people can sense it. But if you got a powerful inner conviction, your voice, your tone, your personality, your presence, shouts, "I believe in this..."

People will know if you don't believe, or if you have a lukewarm faith in something. They can also sense if your conviction is genuinely strong. If you want people to believe in what you're sharing, you need to believe in it as well. And if you want someone to act upon what you're sharing, your need to have a high level of faith in the content, that you are...talking about. In sales, in training others, in teaching, we must first be hooked, if we are going to hook others. Conviction is powerful, it creates charisma, presence and enhances the ability to persuade. It makes your words sound stronger, surer, and more powerful.

Exercise A. Going to the Faith Gym.

Step One: What I do to increase my conviction, first I sit down on the ground or in a chair. I close my eyes. I calm my mind. I think of my faith in God. G.O.D. And if you don't believe in God, think on an ideal...that you do believe in. It can be a cause, a person, a teaching, etc.

Step Two: As I am sitting with my eyes closed, and my mind calm, I take a few minutes to think about my faith. What my faith means to me. I try to sense it. I try to feel it. I spend time alone with this idea, with this feeling. Once I can feel my faith. I try to feel it as strongly as I can. I try to keep that sense and feeling raised high. I practice sensing, feeling this sensation. It might help to read something that generates these thoughts and emotional expressions.

You may want to pray or think about some moment in your life that will stir such feelings up. Generating a sense, and awareness of your faith may take time. It is not a microwavable dinner. Creating an internal conscious feeling of your faith, that you can sense, may not be instantaneous. But this exercise is impactful for the next **step**. You can keep doing this exercise throughout the rotation process, till you can sense your faith. Once you have accomplished this, move on to the next step.

Step Three: Once I can sense my faith on a conscious level. I spend time with my faith. I feel it. I am aware of its presence. I do this for a minute or two. I then prepare myself for a mediation exercise. I use my mind to imagine that all my faith is in the image of a “lever.” I slowly begin to imagine that the lever is moving upwards, and as it moves upwards, I imagine my faith begins to grow, and grow and grow. I make the conscientious choice to expect that by doing this mediation, my faith will grow. I focus on moving the lever upwards to accomplish that aim.

As you do this meditation exercise, you will feel something inside of you grow, become nourished. Your faith will begin to grow. Depending on your mind, heart, body connection, this process may take time to do... before results happen. Or it may start happening immediately. Like lifting weights at the gym. You’re exercising your muscles. But these muscles are within your mind. They are your imagination, your inner willpower, and your faith (itself). The more you do this mediation, the stronger your faith will become. Keep doing this exercise till you have gotten comfortable with this meditation practice. And be consistent in the exercise, till you feel that your faith is growing. Once you have achieved this desired result, (as you do this activity in your exercise rotation) you can move on to **step four**.

Step Four: Once you have done this visualization meditation, and you have your faith in God (or in an ideal) raised as high as it will go, *picture a pipe being attached to your faith*. Imagine that your faith in God, (or some ideal) is being funneled to your hopes, dreams, and desires. If you’re a Christian you can think of your faith being channeled over to the promises, teachings, in the Bible, as well as in the spiritual things mentioned within the Word.

You can also funnel your faith to any cause, product, business theme you wish, etc. *The more you strengthen your faith in God (or in an ideal) and the more you funnel it to your heart’s deepest aspirations, the more your*

faith (universally) will grow on all levels. It will translate (over time) to how you speak, sing, convey ideas, present yourself. You will become more appealing in your presentations, as you speak with the passion that comes from conviction. Your tones will ring with the strength and sincerity of your faith in what you say and in how you say it.

Remember as in all exercises, this activity is a process. That means you got to put in the time and do the work, to get the results. Know that conviction, is powerful. When you got conviction, people will stand up and listen. Just remember to keep going to the “faith gym.”

Note: *If exercise A. does not seem to connect with you, exercise B. can be a good substitute. If you get really good at exercise A. and you’re feeling noticeable changes in your conviction levels, exercise B. can help take you even further.*

Exercise B. Act the part. Grab some reading material, turn on your camera and practice reading/speaking with a tone and presentation that conveys conviction. After you do this for 5 minutes, watch the recording. Review how you did. Praise yourself for what you did well. And reflect on how you could have conveyed conviction better. Look at how you can improve for the next time. As you do this exercise in your rotation, you’ll begin to see yourself develop in this venue of conveying conviction. Your baking in good habits. You are creating patterns that will take you to the next level as a public speaker.

You may also want to look for “wells of inspiration.” You can go online, watch motivational speakers, watch actors/actresses, on TV. Find people who successfully convey conviction. Seek out people who you can study and learn from. Watch them, find people to pattern yourself after.

Exercise C. Look them in the eyes. Conviction in tone is best paired with eye contact. For this exercise, grab some reading material, have your recorder ready, when you read the material, take pauses to look up into the camera. Pretend you’re speaking to an audience. Imagine faces, as you give this speech. As you look up into the camera, pretend you’re looking into faces and into people’s eyes. Nothing worse than a preacher, teacher, businessman/woman, refusing to look someone in the eyes.

When you do this exercise, remember to look into the camera. *Pretend the camera is your audience.* You can easily look elsewhere, especially when your brain is trying to convey ideas. But the more you practice this exercise the easier it will be to focus on looking at the camera. When you look at the camera and watch yourself in your recordings, you’ll see this action conveys a more personal and professional attitude. Looking everywhere but at your “audience” conveys weakness and inadequacy.

When it is time to speak before a group, this exercise will prepare you to visually focus on your audience. You'll better connect with your audience when you look at them. The main times a person should look elsewhere is when they are looking at notes or at a presentation. But the main focus should always be on looking at the audience. Rapport is built through eye contact. Sincerity and conviction are conveyed in eye contact. Look at your notes and at your audience. *Look nowhere else.* Remember to tell yourself, "*the camera is the audience. When I look at the camera I am looking at people.*" Sync this idea into your thoughts and ideas. You want to connect what you're doing with your public speaking presentation. By making **exercise C.** a habit and by mentally connecting this activity with people, you will seal this behavior of having eye contact with your audience.

Exercise D. Eye contact. You may also want to practice such interactions in real life. When you talk to people throughout the day, try to look at them *till you can recognize what eye color they have.* To do this, look at them fully in the eyes. You will notice connective interactions. Deeper rapport. Focus this practice in your social actions. This will bake in good habits. Habits you can apply to public speaking.

Speaking with authority:

Public perception is worth noting in speechcraft. How you value your words, will be how your audience values your words. A person of authority conveys respect and commands interest. Speak from strength not from weakness. Authority says, "I have strength."

Exercise A. Roleplay. Write down a 5 minute speech about a topic or theme, then record yourself on camera. Practice speaking with authority. After you practice, watch the video. Reflect on how you could have done it better. Listen to your voice tone, watch your facial gestures, review how you did well in expressing authority, and reflect on how you could have done better.

Each time you act authoritative on camera, you'll see this side of you begin to come to the surface fully. People listen to those who are in command of their body language and speech. Authority captivates. Learn to captivate and harness this talent to your will. Know the more you do this exercise, the more it will become a part of your speaking style and personality. This skill will be cemented into your psyche. And will be a talent you can carry with you, in life and in public speaking.

To accelerate the process of acting authoritatively: Find people online to watch who have an air of command about them. It can be a politician, a movie star, a historical figure, a sports athlete, a musician, etc. Regularly watch these people online. After you watch a video of someone, spend the day trying to mimic what you witnessed. Pretend you're them, for that day. This technique will help accelerate the transformation. This technique requires more time, than 5 minutes and thus is optional. But this practice will go well with the roleplaying activities of **exercise A**.

To be able to convey authority takes time and practice. But once you get this exercise down, you'll notice changes. The more you practice this behavior the more you will begin to naturally speak with authority, (when giving professional speeches). You will begin to become what you mimic and verbally do on camera. You will become authoritative in the speech that you do.

Pacing yourself in tone. When a person speaks really fast, they lose their authority and appear childish. In public speaking and in life, a moderate or even a slower way of speaking will tend to add more authority, command, and maturity to your speech.

Read the below poem. Read the poem first at a fast pace. Then at a moderate pace. Then at a slower pace. Notice a difference when you read at a moderate or slow speed?

Poem: "Do not go gentle into that good night"

by Dylan Thomas - 1914-1953

"Do not go gentle into that good night, Old age should burn and rave at close of day; Rage, rage against the dying of the light. And you, my father, there on the sad height, Curse, bless, me now with your fierce tears, I pray. Do not go gentle into that good night. Rage, rage against the dying of the light."

Exercise B: Having the right pace. For this video exercise, grab some reading material. Turn on your video recorder and read for 5 minutes. While reading, read a few sentences, as fast as you can. Read at a fast pace. Then transition to a moderate tempo of reading. Read a few sentences at that pace. Then finally, read at a slower speed. Read at this tempo a few sentences.

After you have finished reading, for 5 minutes, stop the recording. And watch it. You will notice the slow pace gives you a certain amount of pose, machismo, (for men), and elegance (for women). This slower pace will

help with creating, gravitas. As you do this exercise, (in your rotations) you'll become more conscious of speaking slowly. You'll begin to cement this pattern of behavior.

Other ways to convey authority:

Gravitas – for me the word gravitas, conveys weight, value, sage wisdom. When a person thinks they are hearing high-value content, that is “precious and intrinsic in worth,” they will give careful weight and consideration to what is being said. We want to have an alignment with what people are hearing from you and in what they are perceiving (in value) from you in the words you speak. Creating value, through speaking with gravitas is an important ingredient for speechcraft.

Again, perspectives matter. If you see your words as a cheap currency, as dirt, people will treat you and your words accordingly. If you think you're not worth being heard, that you're pathetic, and your words are useless, people will sense that. And they will tune out. How do we fix this? Simple...as with the “authority” exercise, it's about our internal wiring. If we do certain things and exhibit certain attitudes, we will... with practice become what we imitate.

Training the mind to speak words of gravitas:

- A. **Exercise A. Act the part.** Get your fingers on some reading material. Turn your camera on. For the next 5 minutes, read your material. As your reading, the material, speak as if each word you speak is valuable, profound, consequential, priceless. Act, speak, look, as if you're a person who is conveying high-quality value content. The more you practice this exercise the more you'll evolve into this mode/state of being. The more you practice this exercise, the more natural it will be to exhibit these traits.

After each reading, watch the recording, look at your body language, listen to your voice, reflect on how you could sound better in your delivery in this venue of speaking. Keep doing this exercise, as you act the part, so will you become it. Speak and act as if your words are of great worth and your mind, body, attitude, personality will begin to get in alignment with your behavior.

- B. **Exercise B. Find mentors.** I'd encourage you to look for sources that reflect gravitas to pattern yourself after. Search online for videos or audio clips to access. Take 5 minutes to watch someone who exudes gravitas. Study that person. Learn from that person. Find “mentors” to imitate. In the next section, I have

a list of exceptional speakers for you to look over. In that section, I have some orators who specifically exhibit gravitas. One of my favorite speakers who convey this character trait is **Jim Ron**. This man is a famous motivational speaker. Jim has mastered the art of speaking with gravitas. I encourage you to go online and watch his videos.

Your video recordings are being done, as “measurements of your progress.” Through these recordings, you can look back to see where you were and where you are now. These videos can help you see the progress you have made. You can witness your growth, through your recordings.

Study Success Patterns:

I encourage you to study successful people. If you want to become a millionaire, study millionaires, and their patterns, their habits, their ideas, their behaviors, etc. If you want to become well-liked, study social experts, their speech tones, body language, read their books, listen to their advice on being, quote “great with people.” And in the same way, in matters of speechcraft, I encourage you to study the talents of this age, in the arena of public speaking. A study has shown we become like those we associate with. Especially with those, we feel a bond with, (close friends, loved ones, mentors, etc.)

The greater the frequency of exposure (to people) the deeper the synchronization...especially as time evolves and moves forward, through the seasons and years. People in your life can make you better or worse. Surround yourself with those men and women who can change you for the better. Seek out people who will transform you. Also, seek and find the “wells of inspiration,” that you can choose to drink from. Find resources that can help you grow.

Study people, let them become your mentors, as you spend time with them, hearing their words, seeing their body language, their attitudes, speech styles, vocal tones, etc. Find resources, find videos, find books, websites, etc. that will help you find patterns. Study patterns of success, by studying people who have succeeded. Analyze what they did. Find ways on how you can implement things you’ve learned from your, mentors.

This is a process; it does not happen overnight. But the more you feed your soul, the better you'll become, over time. We are what we feed our minds and hearts. The ambitious are hungry to grow. Our mental diets will define our behaviors and our lives...in the long run.

My advice, in public speaking, is this...seek "wells of inspiration." Find people to learn from, let them be your mentors. Study them, look at their patterns of success. Study the work they've done to get where they have gotten in the field of speechcraft, and take the time to analyze them, and review the things you've learned. See how you can apply what you've studied into your own speech training and delivery style.

1. **Exercise A. Find Mentors.** For this exercise go online and search for speakers, (a lot of them can be found on video platforms and search engines.) The speaker can be motivational in nature, the speaker can be a preacher, or business teacher, or college professor, or a coach, etc. The point is to seek high-quality people with talent, to listen to online. That's a good place to begin. You can type "best motivational speakers," to get started if you'd like. I'll list some of my favorites below if you'd care to check them out. That of course is your preference.

The goal is for you to find the cream of the crop. Once you find 5 speakers online you like and enjoy listening to, write those speakers down and mark the links for easy access for future listening. It is best to find videos, but you can use audio clips and even written works. The more you can engage your senses in absorbing a speaker's material the better. A visual video with audio sound, is the best way to absorb the public speaking content and learn success patterns in the area of public speaking. I've also found, excellent speakers, can come from audiobooks. Voiceovers are worth researching and studying. Even actors/actresses can be role models in speechcraft.

Once you have found 5 speakers you like, from your list: listen to the speaker(s) you like that you relate to, that you think complements what you want to become, as a public speaker in speechcraft. Listen to the online speaker(s) for at least 5 minutes for this exercise.

It's optional: but you can also choose to listen to your chosen online mentors, at other times during the week, and not just during this exercise rotation. You can choose to listen at your job during a lunch break, or while driving your car, or when doing outdoor work, like mowing the lawn, etc. When you listen pay attention to their delivery, their speaking personality, their attitudes, etc. Reflect upon what you hear and how you can better improve in speechcraft, from what you have heard.

2. **I will have below, some of my favorites, you might like to check out.** I will also list some qualities I like about them. I don't endorse the lifestyles, or beliefs of all the speakers listed below. But I listen to them, to learn better speech patterns. I study them to grow and develop in speechcraft.
-

Favorite motivational speakers:

- **Les Brown** - Speaks with confidence and is very eloquent and polished. He's probably one of the best speakers out there, (in my opinion). Les is one of my personal favorites.
- **Caroline Goyder** – Is a British speaker. She has pose, confidence, finesse in speaking. She also does brilliant work with the technique known as the “pregnant pause.”
- **Eric Thomas** – Is highly motivational. He speaks as if his life depends on it. He speaks with passion. Eric is rated as one of the best motivational speakers in the US country.
- **Jim Ron** - Says everything with gravitas as if each word is precious and has great worth. His speeches are highly acclaimed. Jim is well known as a motivational speaker and “self-help” guru.
- **Rachel Hollis** – Speaks with authority and conviction. She conveys assurance in her tone.
- **Billy Alsbrooks** – Has a strong passion in his voice and is eloquent. In my opinion, he is one of the best speakers out there in matters of conveying enthusiasm.
- **Sarah Kay** – Speaks as a talented storyteller and gives interesting metaphors. She's highly entertaining and fun to listen to. Sarah speaks in symbols and in descriptive detail.
- **Martian Luther King Jr.** – Gives excellent speeches in eloquence. His talents are in symbolic language, authority, and gravitas. Mr. King speaks with conviction.
- **Art Williams** (recommended – “Just do it” speech) – Speaks in a down-to-earth, friendly, engaging tone, that makes people want to believe and do better.
- **Walter Bond** – Gives speeches with raw emotion, heartfelt feeling. He speaks from his soul, with passion.
- **The Prime Minister, Tony Blair** – Speaks with eloquence, affability, and pose.
- **Mel Robbins** – Speaks with confidence, authority, and with polish.
- **Ronald Regan** – Uses imagery, emotional tones, symbolism, in his speeches. He's very eloquent and has an undercurrent of inflections in his words. Ronald also talks to people as if they are his best friend.
- **Barack Obama** – Has an authoritative, sure voice that carries with it an air of command. Barack speaks with precise articulation and in a colorful, vivid way that conveys deeper meanings to his words. Barack also speaks with gravitas.
- **Tony Robbins** – Speaks with rapport. Tony communicates to people, a personal empathy and interest.

- **Muniba Mazari** – Known as the "Iron lady of Pakistan." Muniba speaks with passion, urgency and from her core. She has turned her tragedies into steppingstones of growth.
- **Preachers: Ralph Walker, Ricky Shanks, Brian (BJ) Sipe** – These men are speakers who give excellent stories, and all these men speak in a personal voice. They talk to people *“as if they are their best friends.”* Another preacher, Kyle Butt is an excellent debater. He outlines facts and does it in an articulate and eloquent way.

Actors/Actresses: notable voices to study and listen to from the movies, (and other audio formats) **Charlton Heston, James Earl Jones, Sean Connery, Cate Blanchett, Emma Thompson.** You can find other great “motivational speakers” in your online searches. When you search you may enjoy listening to great speeches from **Steve Jobs, from Arnold Schwarzenegger, from Sylvester Stallone, from Will Smith, from Denzel Washington.**

Now I know, there are not a lot of female motivational speakers on this list. These are the ones I personally related to. And in my work through the years, in searching for top contenders in the public speaking forum, I’ve found that males tend to dominate this field. Women, you can change that if you’re so inclined. We need more female speakers, in the motivational genre, out there. And you can make that difference if so inclined.

Voice talents: I also want to share my favorite voiceovers, from audiobooks. We grow in what we digest and immerse ourselves in. The talents that have helped me are in the following list:

- **Rosamond Pike**
- **Wil Wheaton**
- **Simon Vance**
- **Prentice Onayemi**
- **Benedict Cumberbatch**
- **Robin Miles**
- **Shiromi Arserio.**

Descriptive language:

Descriptive language is comparatively the same as...to giving the blind, sight, the deaf, music, and the callous, deadened, flesh...the physical sensation of feeling. It is our imagination that can build bridges into people's souls and reach them. We can cause others to experience things, they never could have experienced before. Our words are powerful. If we know how to use descriptive language, we can make people "live" our words and "experience" our sentences.

When you say something in a colorless, formless way, with little detail, you make your words dead, without substance. Your words are black and white with no dimension to them. If someone asks you how was your day and you say "good, I worked 7 hrs., and drove home." Does such lackluster detail inspire? Does such a limited description capture a person's senses?

If you want to leave an imprint on a person's psyche and mind, then you tap into their imagination. The best way to do this is by speaking in descriptive language. And in using signs and symbols. Right now, we will talk about descriptive language. The next part of the book will cover symbolic language.

What is another way of saying "I worked 7 hrs., and drove home?" A person can detail what they did at work, the experiences they went through, the people interacted with, the drama that happened, the thoughts that went through their mind, the feeling that person felt during certain situations at work. The drive home can be about the beauty of the sun setting, the sights along the way, the breeze in one's hair with the window down, the type of songs listened to, and what one felt or remembered from those tracks. A person can detail the types of people they saw in adjacent cars or those they saw standing by the roadside. The writing can detail experiences with the traffic, or the sweet moments of driving in the swift open lanes, that made for a nice fast trip. A person can mention any excitement, stress, fun, etc., on the road while driving for home. They can share any interesting sights they saw while driving away from work.

Chrysostom: One of the best speakers in the Byzantine Empire was John of Antioch. His sermons were so detailed in storytelling, that John was nicknamed Chrysostom, which means "golden-mouthed" in Greek. John was born in Antioch in 347 AD. This man used descriptive language, exceedingly well, to such an extent he was kidnapped, to preach in the empire where the empress and government officials lived, in Constantinople. The culprits wanted the "best speaker in Byzantine." Though John's sermons and writings are

obviously, not in audio format, I encourage you to read his work, (online). You will notice, his detail towards descriptive language in his written oratory. Even these many years later, John paints a picture of his day, that we can experience, due to the detail he had in his storytelling.

I also want to highlight, that John was trained in rhetoric by a famous pagan in oratory, named Libanius. I point this out, for this simple reason. Many people may not want to look to a source, due to differences in dogma. Yet you will find that some of the best speakers in history are people we don't necessarily agree with. If you are willing to view them in the prism of their craft and in that venue alone, you'll find talents to help mold you in this field of speechcraft. If you make that your focus, that perspective will help you, develop and grow.

Exercise A. Write a Story. A story is powerful. Revolutions, ideas, cultures have been shaped by stories. From storytelling, comes emotional connections. From storytelling, comes interesting conversations, and engaging statements. You can engage a mind, capture a heart, with a good story. Storytelling is a vital element for speechcraft.

For this exercise, take 5 minutes to write down something you did this week. Try to be as descriptive and detailed as possible. Know, from descriptive language comes the ability to do storytelling. Try to write about what you **emotionally** felt. In your writing, share the **thoughts** in your head. Write in a manner as to engage the 5 senses, (**taste, smell, hear, see, touch**).

Examples: Write what you physically felt, **feeling** the fresh wind in the face, grass lawn under your toes, the **feel** of cold water on your hands as you washed them, to try to relax, after being grilled by your boss. Write what you **smelled**, like the **smell** of your spouse's freshly baked banana bread, as she calls you and your kids to the kitchen, the **smell** of wetness, as you **feel** the charge in the air and **see** a storm coming over the fields. And **hear** the far-off sounds of thunder. Write about the feelings you have, while with friends, standing by the lake, while you **smell** the cedar burning in your fire pit. As you **feel** the warmth of the flames and **watch** the sparks from the fire, fly upward.

If you had the most boring day possible, yet you take the time to describe that day using the **5 senses**, sharing what you **emotionally** felt and what you **thought** while you experienced your day, you will find, you've painted a story, a story people will find engaging. A story that will tap into their emotions and imagination. This exercise will take practice. But with time, as you commit to this process, you will find this activity becomes easier. Focus on the work of doing this exercise and the results will come.

Exercise B. Share your story. Once you get good at this, take 5 minutes to practice reading your story out loud to the camera. As with all camera exercises, take the time to look at the recording. Reflect, on how you did. Review, how you could do the delivery better. Look for ways to improve in this given exercise. You'll get better and better, as you focus on these exercises. This practice (if done regularly) will help hardwire you to speak in this expressive style.

Descriptive language is foundational to storytelling. If you want to further explore the themes of storytelling in speech, I'd encourage you to read, **Nicholas Boothman's** book "**The Irresistible Power of StorySpeak.**"

As you progress through the exercises in this video series, you will begin to cement the behaviors of these skills into your conscious mindset in your speechcraft goals, as well as your subconscious behavioral patterns. As Aristotle once said... "*We are what we repeatedly do. Excellence, then, is not an act, but a habit.*"

Exercise C. Watch a Storyteller. Go online and watch a video speech from the storyteller, and American poet, Sarah Kay. Like her or not, this lady has mastered the art of poetic storytelling. If you like her presentations, watch them, study them. Let her speeches and her voice mentor you as you explore your inner speech persona. After you watch her, look for other storytellers online as well. If you look for them, you will find them. They are out there. Audiobooks can also be another fantastic source for finding good stories and storytellers.

Exercise D. Take storytelling to the next level. Research interesting current events that you'd like to share. Or people you relate to. You can also study up on historical events or people from the past. Write down a 5 minute story from your readings. Have a purpose behind the story. A moral idea or a truth behind what you're sharing. Try to use the 5 senses when writing your script out. Be descriptive. You can inflect on what could have been felt or thought about during a certain experience or by a certain person during such and such event. Practice speaking the story you wrote, *to the camera.*

As you do **Exercise D.**, you'll grow in ability and adapt on your feet as you share the narratives you've put together. You'll add more stories to your collection that can come in handy for future use as a speaker. Stories, especially historical stories of people and events can be useful. They can be grafted into themes related to sales, marketing, business, education, etc., to help make points. The more stories you have the easier and more versatile this process can be. For those who want to become a master storyteller, practice this exercise often.

Symbolic language:

This form of language is one of the hardest skills to create and in large part, that is the reason, why you seldom see teachers, motivational speakers, preachers, use this rarest of speechcraft talents. Yet the very best and most notable speakers throughout history used images and stories to convey a greater meaning. Mother Teresa, Daniel Webster, Mahatma Gandhi, Winston Churchill, all were visionaries and used symbols and images to convey a deeper truth. Even a 1,000 years ago in the Byzantine Empire, men like the preacher, John of Antioch, used such language. As we already mentioned, this person was called, "Chrysostom" the "Golden tongue." John was one of the great orators of history, due to his skills in descriptive/symbolic language.

Martin Luther King, Jr. talked about *"having a dream, that one day we shall all be on the mountain top,"* to convey a literal vision this man had of race relations someday reaching a new height. **Ronald Regan** spoke of America, *"as being a city on a hill,"* in detailing its presence in the world and its responsibility to give light in a dark time. **Jesus Christ** told stories of fishing, farming, of soldiers, of laborers working out in the field, to convey deeper truths behind day-to-day life.

The exercises for symbolic language will be a little more intensive, than the other public speaking exercises, within this course. The reason for this is simple. Symbolic language is rarely done, seldom taught, and is one of the hardest skills to cultivate. But it is worth it. Symbols leave impressions on people's minds. They create elements of mystic. They influence persuasion and stir up feelings. Symbols are subliminal and can resonate with a person's subconscious. Hypnotists, meditation coaches, specialized self-help writers, artfully use this talent. Symbolic language is the dialect of the spirit, that reaches the chambers of the human soul. Symbolic speech goes places, that regular speech cannot penetrate. If you master this ability, your words can echo in people's minds, long after you have stopped talking.

The great speakers of history used symbols. The wordsmiths of old, forged their speeches with the tongue of double meaning and inference. They talked about literal items, about nature and life. They artfully did this to share deeper concepts of truth. If you can master this art, you will have an invaluable tool in your public speaking skillset.

One of the best orators of the 19th century was **Daniel Webster**. He was an American lawyer and statesman in the 1800s, who was known as one of the most influential speakers of his day. This man excelled at using descriptive language and symbols in his public speaking skill craft. So confident was Daniel in his ability that he once quoted, *“If all my possessions were taken from me with one exception, I would choose to keep the power of communication, for by it I would soon regain all the rest.”* If you integrate the rituals in this book, you’ll develop in your own talent. As you mature in speechcraft, your own confidence will solidify in your abilities.

Exercise A. Exposer Pt 1. Two things are needed in order to get good at symbolic language. One is exposure. I’d encourage you to pick a time, to sit down and listen to the speech, *“I Have a Dream,”* by **Martin Luther King. Jr.** His speeches are online on video platforms like YouTube. The reason I want you to listen to this speech, is due to the many symbolic phrases that are used by Dr. King. Have a pen and paper ready and write down the symbolic phrases that you hear. This man is worth studying in matters of symbolism. Once you are finished studying Mr. King, (in the next rotation) go online and search for other symbolic speakers. Study those that you find. This exercise will help you find successful patterns of speech to learn from in the art of signs and double meanings.

Exercises B. Exposer Pt 2. When you go through this rotation, for this next exercise, sit down. For 5 minutes, read poems/quotes from a book or from online sources. Look for symbolic language references when searching online. Know not all quotes use word imagery and symbols to convey a higher truth and meaning. But many of them do. And that is what made their quotes, stand out as remarkable, throughout the seasons, years, and ages.

When your reading material you resonate with, *highlight the content in an easy-to-access source. If you discover quotes and poems, you enjoy, record your favorites. Read quotes, poems, and materials online from intelligent people. Let this be a source for generating ideas.* Let this fuel your imagination. Let the sages and muses of past eras teach you. Let these writings, fill you up with novel and creative ideas and expressions. You can write such quotes/poems, down in a journal, or a notebook, or on a computer-generated document. These recordings can be “wellsprings of inspiration.”

I encourage you to not only look for new quotes and poems, but as you do this process, to also (consistently) reread through the material you’ve found. Reading such material will plant seeds in your mind and such seeds will bear fruit, in how you speak, write, think. As you find your mind developing new thoughts through this process...take the time to also write down those thoughts, for reflection and future use. You can write them down in the same place you have your poems and quotes, or you can separate your ideas and place them in another, easy-to-access document, notebook, etc. to read through regularly.

Exercise C. Application Pt 1. After you get comfortable with reading the poems/quotes to yourself and have found some enjoyable, thought-provoking materials. Practice reading some of them out loud, it can be to a friend, family member, as an “assignment for the public speaking class.” Make sure the people you speak to are supportive.

The reading can just take around 5 minutes. The purpose of doing this exercise, is to cement ideas, certain phrases, of a symbolic nature into your speech patterns and social usage. The more you verbally speak such content, the more natural and easy it will be to incorporate such speech into your behavior. You’ll instinctively be inclined to put a certain symbolic thought on paper, (when writing a speech for an audience) once your mind and actions have made symbolic language a part of the habits that you do in life.

Exercise D. Application Pt 2. After you have done the previous exercise, (**exercise C.**), try this technique. Take 5 minutes to *write down* a symbolic phrase. Make it a point to use the phrase once in conversation that day. The phrase does not have to be anything long or profound. It can be, if it’s raining, you can say, to your children, “the sky is crying.” Or you can give your little ones a compliment, like “when you smile I see rainbows and sunshine, even on this gloomy day.”

You can choose to compliment your spouse by saying, something like this, “when life is so cold and so hard, when I am with you, it’s like standing next to a fire on a dark winter’s day.” If in the corporate office, you can say, to your buddy and coworker, in regard to work, “we have giants to slay and dragons to kill, before this day is through.” Please know if you’re new to this, it may come across as a bit cheesy and unnatural at first. But the more you do this exercise, the more it will appear instinctive and commonplace.

In time this behavior will flow smoothly. When it begins to become natural, such speech will create (in people’s minds), a depth to you. You will sound different and appear different. Symbolic words can give a semblance of wisdom and maturity. The power in the written and spoken word is twofold when combined with metaphors and symbols. For your work applying the techniques in **exercise D.**, have a pen, paper, or document open and ready.

Brainstorm and think of colorful, creative things to say. If need be, (initially) you can use the stuff you read and recorded in (**exercise B.**), to help you out, to get the ball rolling, so to speak, and move the process along. Though I encourage you to primarily focus on brainstorming, as you develop in this practice. This public speaking exercise may seem really hard, but once you have gotten comfortable with **exercises B.** and **C.**, this process should begin to flow.

And remember...the more you do these exercises, the easier they get. As you write down and practice speaking phrases, you'll become more imaginative and colorful in your speech over time. You may notice that the speechcraft you do will enhance your life as a whole in social interactions, and in your personal presentation in matters of charisma, confidence, etc. This is a dual blessing when it comes to the art of speechcraft. As you improve, you will notice a trickle-down effect in all areas of your life.

Speak with professional confidence:

The exercises below will help with the fear of public speaking and with social anxiety as a whole. Know that this work is a process, but if someone is consistent with the work, the results will follow.

Play the Part. There is a saying, we become what we do. We become the person we pretend we are. The author and playwright, Kurt Vonnegut, wisely said, *"We are what we pretend to be, so we must be careful about what we pretend to be."* Or as Mahatma Gandhi has said, *"A man is but the product of his thoughts. What he thinks, he becomes."*

Many books have been written on this concept. One of my favorites is from **James Allen's** written masterpiece, **"As a Man Thinketh."** Though I also have enjoyed, **Og Mandino's** book, **"The Greatest Salesman In the World."** And the book, **"Think and Grow Rich,"** by **Napoleon Hill.**

Actions if done consistently, can begin to foster attitude. The way to confidence is to act the part, with time and regular application, you will become what you pretend to be. A person can become anything, if they just focus on that behavior.

Note: the following exercise is similar to the authority exercise we covered in a previous chapter. Authority and confidence are close sisters. They both feed off of each other and complement the other. Some of the content may seem redundant. But the material we will go over will reinforce the last authority exercise. And the authority exercise we've covered will support this confidence-building exercise.

Exercise A. Find patterns to emulate. Find people that exude confidence in the media. Find your favorites. They can either be in a TV show, a movie, or in some other visual medium. Watch that person. Watch the body language. Watch how they carry themselves.

For a day, roleplay, pretend that you are that person, (in regard to their confidence). You can even pick an authority figure, (such people convey confidence). You can pick someone like the president of the United

States or pretend you're a Viking king from the middle ages or a Saxon queen, if your imagination is strong enough. Even if you've never met, or seen clips of such people, your mind will fill in the details. When I think of a Viking king or queen, I think of someone who is primal, fierce, fearless, and strong. Walk like you're a king or queen, like you're a president or person in a high office.

Act as if you're a person of high status and as a person of authority. The rest will follow. Action creates attitude. Do this exercise with consistency and you'll begin to see a new confidence emerge from your personality. I know most exercises focus on doing a technique once a week, but if you wish to quicken the process, this practice can be done daily, if wished.

When doing this exercise...don't degrade yourself, during this process of growth. Words hold power. As Bruce Lee once said *"Don't speak negatively about yourself, even as a joke. Your body doesn't know the difference. Words are energy and they cast spells, that's why it's called spelling. Change the way you speak about yourself, and you can change your life."* That's good advice.

Exercise B. Record your Behavior. Now, this is the beautiful part. You want people to take you seriously right? When you act a certain way, you become a certain way. Make a 5 minute speech. Look into your camera. And speak to your camera for 5 minutes. When speaking, act as if you're the *most confident man or woman in the world*. Pretend. Play as if you're doing a role for a theater performance. Try to speak with confidence. Before giving this speech, it may help to say to yourself, *"I am the most confident person in the world."* This phrase will help focus your mind on this idea and theme.

After the speech is done, analyze the video afterward. See how you can improve, in tone and demeanor, (in matters of conveying confidence). Rinse and repeat this exercise, as the rotation continues, over time, guess what you'll become? You're going to start becoming the most confident person that you know. Your tone and body language are creating within yourself a more confident disposition and inner core.

Exercise C. Imagine Success. For this exercise, write down the reasons for wanting to become confident. Give careful thought to the benefits of confidence. Brainstorm how confidence can help you in public speaking and even in daily life. After you do this, lay down on your bed.

Turn out the lights. Close your eyes and imagine those desired results. Imagine in your mind, the things, that you wrote down. Imagine the benefits of having confidence, in vivid detail. If you want to be a better speaker in school, imagine that, if you want to be more confident in the boardroom, imagine that. Whatever you wrote down, imagine that. This will help imprint your goals on your psyche and strengthen your drive.

Also, take some time take to imagine that you did your public speaking and that your speech was a success. That you did the delivery exceptionally well, and that you ended the speech successfully. You are worthy of success. Know that.

Conor McGregor is an Irish professional mixed martial artist. He is a former Ultimate Fighting Champion. What got him to the top, he claims was visualization. Conor would regularly visualize success; *he'd think about his goals being achieved*. This he claims is the reason for his drive and for his victory in martial arts, as the Ultimate Fighting Champion. Many successful athletes also use this technique.

Exercise D. Faith Gym. You can also do the earlier faith exercise that was covered in the “**conviction**” section of this book. This exercise is optional.

Format for this activity: take time from your busy schedule to go into your room, turn off the lights, sit down, or lay down if wished. Close your eyes and think about your faith in God, or in some ideal you have that you believe in, it can be a professor, a cause, a teaching, etc. As you picture this, try to sense your faith, try to feel it. And as your feeling your faith, try to feel your belief as strongly as you can. As you begin to sense your faith, take the time to feel it for a few minutes. Feel its presence inside of you.

After you have spent time with your internal feelings of belief, imagine a lever is attached to your faith. Once you have pictured this. Visualize that this lever is slowly moving up. As the lever rises, know your faith is rising with it. Believe this and continually raise the lever with the willpower you have within your mind. Go as high as you can go. It may be hard to raise it ever higher. But try to raise it as high as you can. This exercise strengthens the “faith muscle.” And in like manner your inner will.

Once you are done, with raising the lever of your faith, as high as it will go, imagine in your mind, there is a funnel tube being attached to your faith. Imagine the other side of the tube is connected to your confidence. Visualize, this tube is funneling a high amount of faith to your confidence. You can picture your confidence as an image that the tube is attached to. Or as a feeling that your faith is moving into. Do what feels right. Do what works best. While doing this process, it can help the mind to focus on your confidence, if say this mantra, *“I am confident in public speaking. I am bold and fearless.”*

It may take a while to get this down. But this practice is pure power. It can transform you, once you get in sync with this meditation. If you have already done the faith exercise in the “conviction” section, then this activity should come more naturally to you. Belief is magic and it can rewire one’s mind and change a person’s persona. This exercise can be applied to any mantra or ideal. Use with care.

Desensitization practices for public speaking:

By slowly increasing exposure for an activity, over time, a person can become comfortable doing just about anything. What I am going to share with you, is a technique I have used to great success. It has helped me acclimate to large groups and chaotic environments...in the public speaking arena. The below themes have exercises you can do throughout your exercises rotation. As you progress, you can move on from one step to another.

Step A. Make a short speech. For this exercise, get a writing utensil and a piece of paper. Take some time to make a 5 minute speech. After you have made the speech, practice reading it out loud. Then read your speech out loud again. Make sure you are familiar with your material before going onto **step B**.

Step B. Practice your speech. Find a supportive audience to give the speech to. It can be a friend, a coworker, one of your kids, your wife/husband/girlfriend/boyfriend. You can tell them it's for a "public speaking assignment." And it is. If you don't have any humans that can support you, you can speak to your pet or plant. But I encourage you, to find a human if it is possible. When you start doing public speaking at this lower level of your comfortable zone, you'll find other higher levels, become more easier to do. Repeat this exercise with supportive people till you feel ready to move on. Once you're comfortable with doing this exercise, then move on to **exercise C**.

Step C. Record yourself speaking. I encourage you to get a social media account, (if you don't have one). It should be on a video platform. Most platforms like YouTube and Facebook can be set to private. For the speech you made, (in **exercise A**.) take some time, to record yourself online, in **private mode**, on your social media account. After you record yourself. Watch yourself. Then praise yourself. You're making steps forward to desensitization. That's worth celebrating. Keep doing this exercise till you're comfortable.

Then when you're ready, move to the next step. Record yourself in **public mode**. Certain social media sites, (like Facebook) allow for *viewing modifications*. Like in letting only friends see, or in just having selected people from your friend's list, watch, etc. You can modify it as you wish. But I'd encourage you to focus on full exposure over time. Other platforms, (like YouTube) allow you to record something in private. You can then share the video link with your friends and family members. Go from private recordings, to public and you'll watch yourself grow in confidence.

Again, I encourage you to slowly move in the direction of full exposure. I've found the virtual audience tends to be either positive or quiet, on Facebook. They are your social media friends after all. And you can mute the comments on YouTube, so no one can respond, to give any comments, (either good or bad). Repetition of this exercise is important. As you do the technique mentioned here, you'll grow in confidence as your public exposure starts to desensitize you. This activity is a steppingstone. It will help to acclimate you to better interact in your public speaking work when you begin to talk in front of live audiences in church, school, business, etc.

Side note: Remember to look into the camera (when speaking to people online). Imagine you're looking people in the eyes. Pretend you're looking into the eyes of your audience, as you speak your message. This will help with the presentation.

Try to do this social media exercise weekly. *Practice speaking with confidence.* Act as if you have confidence, even if you don't feel confident. Play the part and (as time progresses) you will begin to become what you act out. The more you do this exercise, the more desensitized you will become. The more you do this work, the less uncomfortable you will be.

When you give the speech on social media, if you feel like it would help, you can always give a short 5 minute speech on simple things. You can wish people a blessed day, or if it is a holiday you can give them a season's greetings. As you do these speeches you will get into a groove. Things will come more naturally, and speeches will flow more easily. After you give the speech, *watch yourself on video.* Do this to see what you did right, and how you can better improve in matters of confidence and with public speaking as a whole. This exercise will help you in giving better deliveries and in projecting confidence. This technique I showed above, is how I transitioned as a preacher, from speaking to folks on social media to people in an auditorium. I can now speak to hundreds of people.

Conclusion:

Thank you for reading this book. Know if you make these exercises a part of your life, you'll see a transformation take place. Invest in this book, (with your time and energy) and this book will invest in you, (with results).

I am rooting for you. Believe in yourself and you will do great things.

Warm wishes...

- *Joseph Sullivan*

Authors' side notes:

Please know you are worthy of success. The world limits itself, people also try to self-impose limits on others. From weight loss to education, the apathetic want to undermine others who try to better themselves. Ignore the naysayers. You were born unique and with a purpose. All of us can do more than we think, if we only dare to go outside of the "lines in life's coloring book."

*Know you are great and that you can do great things. That you're powerful. **Marianne Williamson** once wrote, a quote worth remembering. Read these words and reflect on them.*

"Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, 'Who am I to be brilliant, gorgeous, talented, fabulous?' Actually, who are you not to be? You are a child of God. You're playing small does not serve the world. There is nothing enlightened about shrinking so that other people won't feel insecure around you. We are all meant to shine, as children do. We were born to make manifest the glory of God that is within us. It's not just in some of us; it's in everyone. And as we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others."

Dedication:

I dedicate this book to Carl McMurray and Allan McNabb. These preachers got me on the road to becoming the man I am today. They both are excellent orators and have served as a pattern for my self-development and growth. A master speaker lives his/her words, each and every day. These men have lived their ideals. They have left a lifelong impression on me; that the tides of life will not wash away. As long as I remain on the shore, I will remember what these men have done for me.

My online preacher training program:

If you'd like to learn more about the preacher training tutorial platform, please see this link. The school trains preachers around the globe, in speechcraft, sermon creation, and ministry responsibilities. The site also has Bible study content for personal growth and development. www.churchofchristpreachertrainingprogram.net

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I have invested a great deal of time and energy into this project. For this reason, I've made this material a legal and gov copyright product. I do not encourage sales of my content. For legal reasons, I wanted to point that out. I also want to say, that most of the content in this book originated from my video training course on public speaking. The scripts I use to train others in speechcraft are the genesis of this content. The preacher school I run and the videos I teach reflect the quality of the content in this book.
