



*“According to most studies, people's number one fear is public speaking. Number two is death. Death is number two. Does that sound right? This means to the average person, if you go to a funeral, you're better off in the casket than doing the eulogy.” Jerry Seinfeld*

## **Is Your Fear Burning Out the Best of You?**

Jerry Seinfeld got lots of laughs when he shed some light upon an all too pervasive and dark debilitating problem: *The Fear of Public Speaking*

Consider these facts reported by The National Institute of Mental Health:

1. 75% of people suffer from the fear of public speaking.
2. Fear of public speaking has negative effects on careers and almost always has ill effects on other parts of life as well.
3. While men and women are equally affected by fear of public speaking, more men than women seek treatment for fear of public speaking.
4. Fear of public speaking, often starts with shyness in childhood or early adolescence, and progresses during adolescence, Just as often some negative experience or environment creates this fear in otherwise socially comfortable and successful individuals.

Every voice makes a difference. When we do not present who we really are, everyone suffers. The economy suffers. The world suffers.

I am on a mission, initiating a movement to eradicate the fear of public speaking, one perfectly imperfect, authentic voice at a time.

The fact that you ordered this action guide means you have self selected yourself as a member. I genuinely welcome you with open arms!



**The benefits of reading this Quick Start Presentation Guide are many:**

- Discover the #1 way to end your speaking fears
- Inspire listeners to action and get results
- Transform cold sweat into confidence
- Relax into speaking and remain focused
- Find the right word at just the right time

Your fear and anxiety is a result of something you are doing, and NOT the result of the act of public speaking itself.

When you know what it is, you can immediately change it.  
It's that simple.

Over my past twenty-five years teaching others as well as performing and presenting in public myself, I find there are three basic mistakes people unconsciously make that prevent them from feeling at ease speaking in public.

These mistakes cause secret shame and humiliation, destroy personal and professional advancement leading to a loss of income and under-earning. In this e-book, I will share with you some simple solutions which I have discovered and used myself which can powerfully correct them with ease.

**Fatal/Dangerous Fear #1:** The belief: "I've got to be perfect."

**Fatal/Dangerous Fear #2:** The thought: "What will they think of me?"

**Fatal/Dangerous Fear #3:** The belief: "I won't find the right word at the right time."



### **Fatal/Dangerous Fear #1:**

"I've got to be perfect."

Does just thinking about presenting send your stress levels to new heights? Imagining yourself having to memorize a speech. You imagine all those people sitting there watching you as you make the fatal mistake, humiliated in public. The belief that you need to be perfect may even prevent you from accepting the offer to present. Perhaps you unconsciously sabotage yourself by isolating yourself or being too busy with other things so that you don't even get the opportunity for the invite.

Wonderful opportunities for advancement in your business, career your social life and intimate relationships await you when you are willing to meet the poisonous terror belief of: "I've got to be perfect".

**Perfectionism is a myth.**

**Transform your cold sweat into confidence.**

No one is perfect. Not even the best presenter in the world. Secondly, even if you do deal with the fear, you become perfectionistic. Maybe you even study presentation skills and apply them to produce the perfect presentation. If you if you have no emotional resilience when those inevitable interactive mishaps from divergent mindsets or assumptions occur, this can cost you your reputation.

**What happens to your peace of mind?**

Just thinking you need to be perfect erodes you self-confidence and self-esteem. Even if you're good at faking it on the outside, inside, you know differently. You are the one who suffers most. So do the rest of us, who don't get to receive your special gifts.

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## **How much money have you left on the table?**

How much money have you left on the table because needing to be perfect keeps you from following through on opportunities that come your way?

One of the leading think tanks recently reported that today, 67% of purchasing decisions are made by how much the decision maker trusts the presenter (of an idea, project or product). People make decisions from their heart. They justify them with their mind.

You need to connect with people's hearts. Otherwise, you are leaving your livelihood: materially, socially, spiritually and mentally behind.

## **Here's the good news.**

Think about it. 75% of the public has a fear of public speaking. When you stand up in front of a group of people, you are automatically transformed into a leader. Most people in the audience would love to have the courage that you do to even get up there. Audiences look to connect to a human being, not to a perfectionist machine. If that were the case, you could just send a PowerPoint presentation in the mail.

A client of mine invested large sums of money, time and energy to prepare the ultimate PowerPoint presentation would he believed would save him from his secret terror. It provided him with a crutch to lean upon, as he'd be able to read his points from the slides.

He failed before he even began. This otherwise, gregarious, brilliant innovator unconsciously believed that what he had to say wasn't enough. Brought up in an educated environment, outer presentation was important. If



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that were true, you could just mail the PowerPoint to your listeners and save them the time and money and energy to come sit and hear you speak.

Only he bored his audience to tears. It was "Death by PowerPoint". As he learned to let go and show up more spontaneously, people responded more. His speaking engagements increased three fold as his business income increased 33% within the short few months we worked together.

Here are a few tips to transform your fear of perfectionism:

### **Tip #1**

#### **Allow yourself to be imperfect.**

It's your vulnerability that makes you attractive.

### **Tip #2:**

#### **Authentically connect from the inside-out.**

When you become willing to express yourself imperfectly, you give yourself and others the gift of authenticity. Authenticity is so refreshing, and it is the number one thing that eliminates your fear of public speaking. It's not what you do, but who you are that matters. It's an inside job. It makes everything easier.

### **Fata/Dangerous Fear #2**

"What will they think of me?"

### **Have you ever experienced something like this?**

You're in front of a group, giving your presentation bolstered by your reference notes should you forget what to say. It's going pretty good, that is until your eye happens to catch the event organizer pursing her lips with a funny grimace on her face. Your mind starts to wonder what you said that was wrong? Anxiety grows and you lose your place.

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When you focus upon the others, you give your power away. It snowballs, such that by the end of your talk you might want to go crawl into a cave. Not only does this sabotage your own sense of calm, you end up taking away from the audience by being self-absorbed by your worry. When you stop making the mistake of worry what others think you become free to inspire your listeners to action and get results.

### **Helpful Tip #1:**

#### **Inspire listeners to action and get results**

I recently gave a TEDx talk entitled: Your Voice – Make it Heard, which I had prepared and practiced for over six months. Each week our group would meet on a google+ hangout to practice, and give and receive feedback.

I practiced the focusing and releasing exercises I teach in my courses and use in composing healing and transformational music when I arrived to the auditorium. It was a pleasure to share with the audience as I tasted the words rolling off my tongue: "...and the source of sound is silence. And suddenly... B-L-A-N-K.

BLACKOUT. I could not remember a thing. Horror of horrors, what do I do now?

Instead of worrying about how I looked or sounded, I grounded myself in the moment, listening to what I had just said: "the source of sound is silence"... I thought to myself, "Ok, here's an opportunity to practice these presentation tools in real time". I'll just practice them, until I know what to do next.



I stood there for a half a minute in silence. I relaxed. Then the rest of the speech came back I continued. People commented on how powerful the silence part was. I never even planned it! You can see it if you wish, on the top right hand corner of my website:

<http://www.voicesofeden.com/experience-live/>.

I'd love it if you'd leave a comment underneath and let me know if it feels like a blackout to you or a planned part of the talk?

When you show up in the moment, imperfectly, you inspire others to do the same. As I mentioned above, this inspires trust. When people feel safe they take action. It's the easiest way to get results.

### **Helpful tip #2:**

#### **Tell a story**

What's a practical way to apply this tip? Tell stories that illustrate your points. Stories keep you focused upon your point as well. When you are engaged in telling a story, your mode is one of sharing rather than one of "performing". This has an invigorating and empowering affect upon you and upon your listeners. It engages them and this increases trust.

### **Dangerous Fear #3:**

"I won't find the right word at the right time."

Not knowing how to respond in the moment, with the right words at the right time can cause you to make a fatal mistake that will cause humiliation and ruin the prospects of your presentation success as well as your chance of advancing your great project, product or idea.



We make the mistake of thinking that the words are what make the difference in a presentation. It's a lie.

One study at UCLA indicated that up to 93 percent of communication effectiveness is determined by nonverbal cues. Another study indicated that the impact of a performance was determined 7 percent by the words used, 38 percent by voice quality, and 55 percent by the nonverbal communication.

Having lived and worked in three countries on three continents, I have worked with many people whose mother tongue is other than English.

Time after time, I have seen it work that the simpler things are said, the more effective the presentation becomes. If English is not your mother tongue, this is particularly powerful. Or if you are presenting to a group of people whose culture is different than your own, this is potentially powerful as well.

Former First Lady – Claudia Johnston so aptly said:

*"The way to overcome fear and shyness is to become so wrapped up in something that you forget to be afraid."*

An Israeli client of mine decided to overcome her biggest fear of presenting in English, so that she could bring her professional gifts to a much wider circle around the globe. She said the breaking point came when she attended a professional conference in Japan. While she felt lost and inadequate teaching in English, causing secret feelings of shame and humiliation she also noticed other non-native English speaking colleagues presenting and getting great response. At that moment, she decided it was time to meet her terror and overcome it.

The clarity and confidence she gained by implementing the simple tools and strategies of our work together – resulted in her feeling more at ease as she presented in English. The bottom line: an increase of business by 300% after

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only three sessions of work. She has hired a new team member to help her keep up with this increase in demand for her services.

Feeling less of a need to find the right word, has made her more open to reach out to colleagues, which is providing her with more visibility. She feels empowered and inspired and is contributing so much more to the world with her gifts and talents.

### **Practical Tip #1**

#### **Relax into speaking and remain focused**

Slow down. Where are you rushing to? The audience is there wanting to connect with what you have to share.

### **Practical Tip #2**

#### **When you forget, stop and reconnect**

I know this one can feel scary. Stop? My God, they'll rake me over coals, you may worry to yourself. This is an expression of the Fatal Fear #1 – the need to be perfect.

We have covered a lot in this Quick Start Presentation Guide which covered:

- Discovering the #1 way to end your speaking fears
- Inspiring listeners to action and get results
- Transforming cold sweat into confidence
- Relaxing into speaking and remain focused
- Finding the right word at just the right time

Your fear and anxiety is a result of something you are doing, and NOT the result of the act of public speaking itself.

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We covered three fatal fears:

Fatal/Dangerous Fear #1: The belief: "I've got to be perfect."

Fatal/Dangerous Fear #2: The thought: "What will they think of me?"

Fatal/Dangerous Fear #3: The belief: "I won't find the right word at the right time."

Along with tips on how you can overcome them.

In order to support you in taking your next steps, I have prepared a series of 3 short Quick Start Action videos to help you take your next steps towards your clear and confident presentations that will inspire listeners to action and fill you with joy and ease.

Please watch your email box and place my email address in your white list and in gmail under your private mail, so that their new system won't inadvertently send it to the spam filter.

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