



Presents:



The Golden Key Presentation Workbook

(keep this for life)

**Take your presentations from scary and confusing to effective and enjoyable
in 60 minutes or less!**

Created by:
Angela Lussier
CEO & Founder
Speaker Sisterhood



Hi there!

I'm Angela and I'm so glad you decided to check out our 60 Minute Public Speaking Makeover. It will change your experience with public speaking *forever* because you'll now know how to put together a speech that rocks the house every single time and you'll learn the mindset shifts you need to make so you can do it while feeling confident and relaxed! You'll also learn a few of the vital skills you should always use to amp up your presentation to pro level in no time! Ready? Let's do this!

-Angela

In this workbook, you'll learn the four key elements to take your public speaking from scary and confusing to effective and enjoyable.

The four key elements are:

1. Building content that connects
2. Developing the right mindset
3. Mastering the three key skills
4. Practicing for progress

We'll start with building content that connects (this is going to blow your mind!!).

#1: BUILD CONTENT THAT CONNECTS

The STAGE System

Speaker Sisterhood's Signature Method of Speechcraft

The STAGE System is a method of speechcraft I developed that puts your personal stamp on every presentation. It's an acronym for style, truth, art, group, and energy and it serves as a checklist for every speech you give, whether it's your first or your 500th.

The STAGE System gives you a chance to pause and ask yourself who you want to be on stage. If you are naturally funny, how can you incorporate some humor into your talk? If you went through a life-changing experience, how can you tie that into your subject? If you love interacting with the audience, how can you make that a big part of your speech? Have fun with the STAGE System and know that it's a tool that will continue to deliver deeper and clearer results each time you use it.

To use the STAGE System, familiarize yourself with the elements and then go through each step to craft your speech.

STYLE: How will you bring your unique personality and quirks to this speech? What will put your “stamp” on this presentation? What mood or attitude do you want to display in your talk (amused, serious, skeptical, vulnerable, preaching, etc.)?

TRUTH: What is true and meaningful about this material for you? Where is the natural connection between you and your topic? Are there stories or experiences you can share that connect us to the purpose of your speech? What are they?

ART: What is the best way to share this material? Will you use visuals, props, handouts, interactive exercises, dance moves, low lighting, or something else?

GROUP: Who is in your audience for this talk? How will you tailor your speech to match their needs and goals?

ENERGY: What kind of energy do you want to create in the audience during and after the talk? Will you leave them feeling energized, reflective, concerned, surprised, or something else?

START HERE.

The Only Speech Template You'll Ever Need

(Keep this for life)

STEP 1: GET TO KNOW YOUR GROUP

Build the Basics - 4 Key Questions

Who is in my audience? List: demographics, needs, fears, challenges, goals

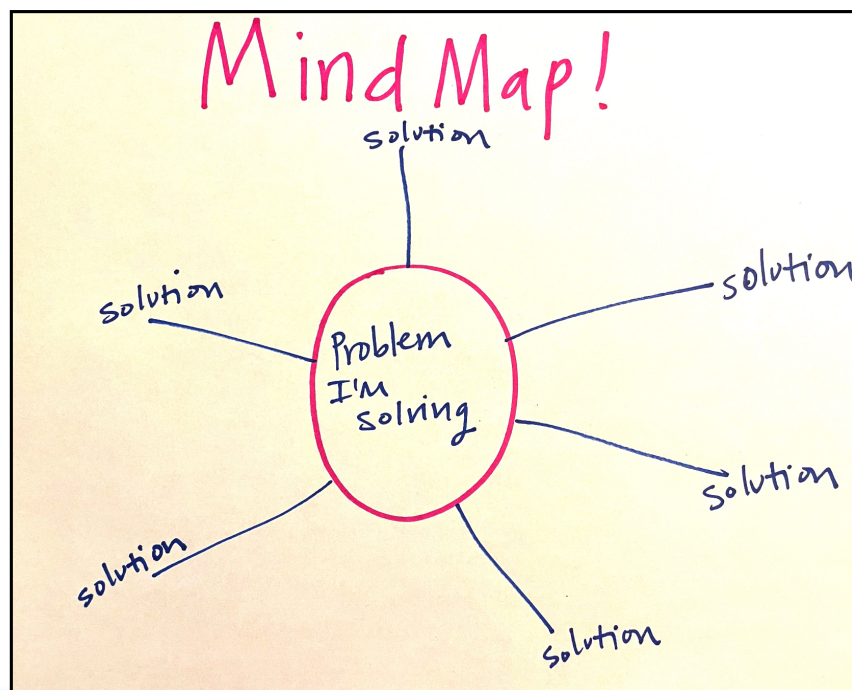
What problem am I solving for them?

What are the solutions I am offering them?

What are the results I am offering them?

STEP 2: MAKE A MIND MAP

Mind Mapping is a fun tool for creative exploration and it's a simple way to organize ideas within a common theme. For this step, you'll be mapping solutions to the problem you are solving in your talk. Once you've chosen the problem to solve, begin by writing it in the center. From that main idea, create branches (as many as needed), that each represent a solution. Once you've come up with as many solutions as you can think of, move on to the next step.



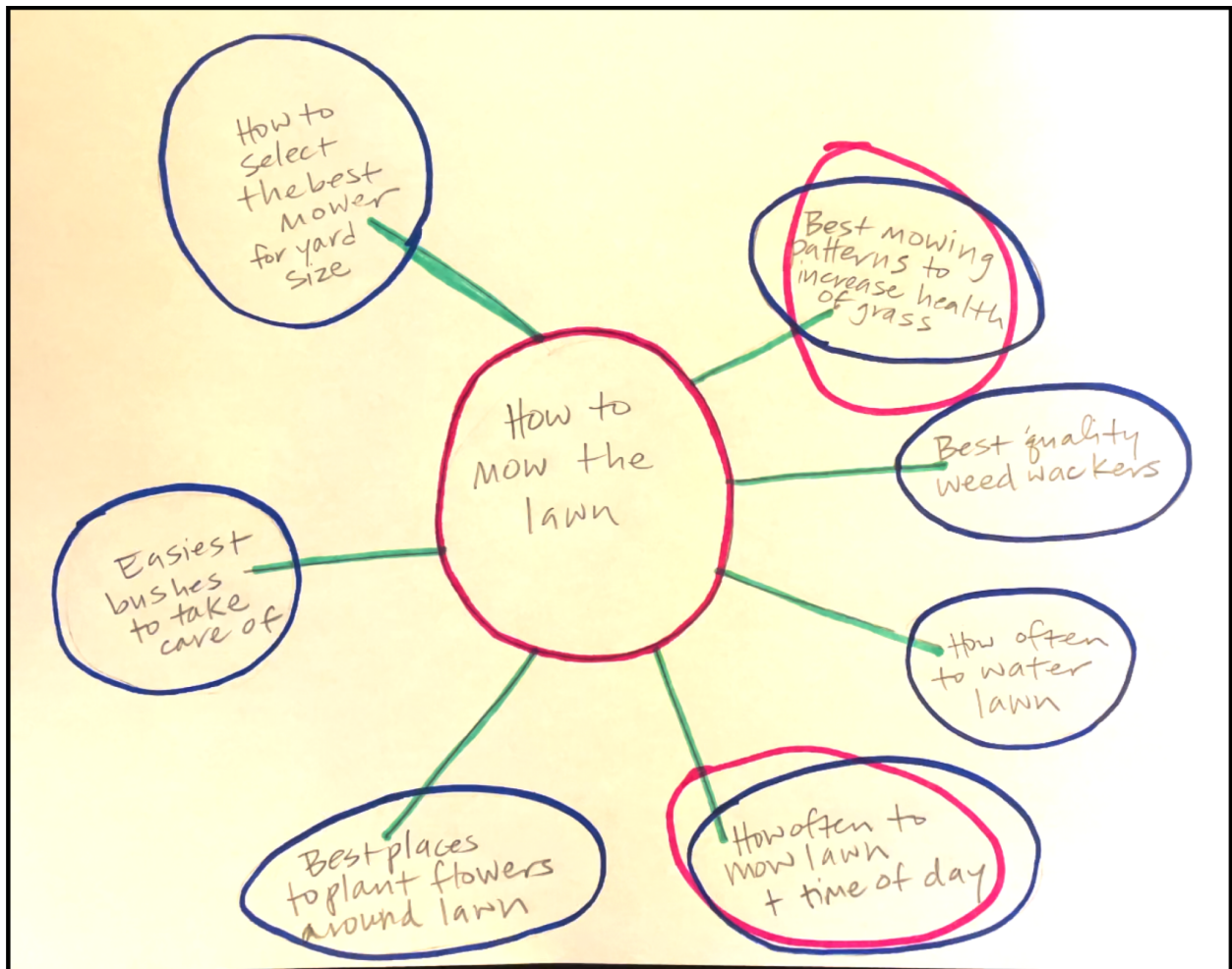
STEP 3: PICK THE WINNERS

Determine Time & Content

Formula: One key takeaway for every seven minutes of content.

Total time: _____ Total number of takeaways: _____

Circle the number of solutions that are most important to your audience based on how much time you have for your talk.



STEP 4: ADD TRUTH & ART

1. List the key takeaways (these are the solutions you are offering)
2. Pick one add-on per takeaway and write them into your list above. Add-ons include: Stories, examples, games, exercises, props, visuals, etc

Takeaways:

1.

ADD-ON:

2.

ADD-ON:

3.

ADD-ON:

4.

ADD-ON:

5.

ADD-ON:

STEP 5: CREATE YOUR OPENING & CLOSING

OPENING:

1. Opening question/statement.
2. Pose the problem you are solving.
3. What you are going to learn (outline the key takeaways).

CLOSING:

1. Restate what you taught them (key takeaways).
2. Ask them to state/write one thing they will do differently/remember when they leave.
3. Closing question or statement.

STEP 6: ADD STYLE + ENERGY

What is the tone of this presentation?

How do you want your audience to feel during and after?

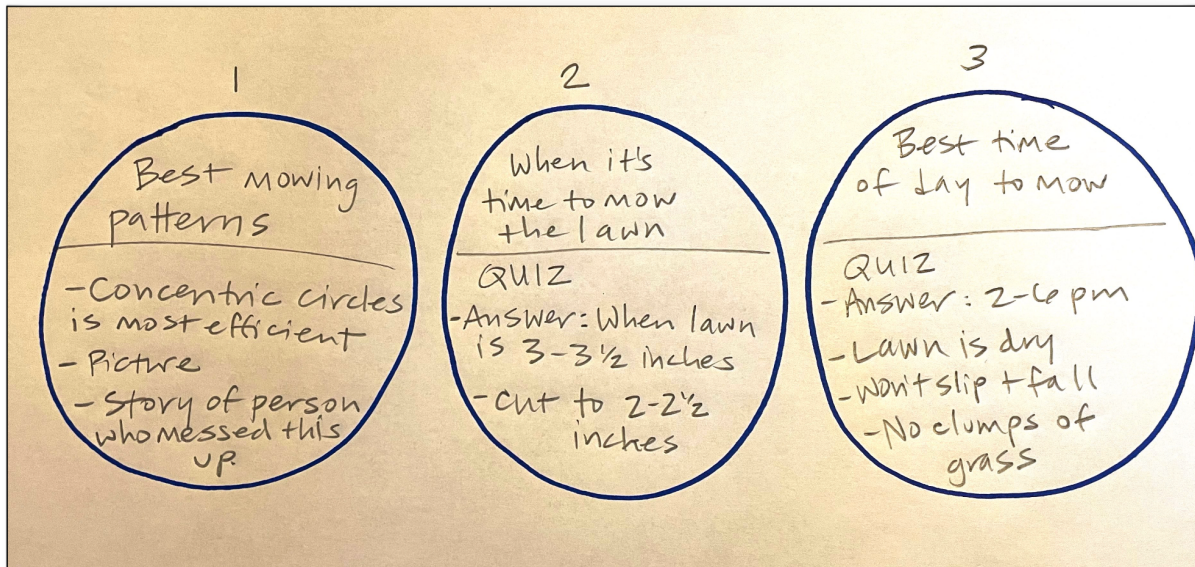
What parts of your personality do you want to showcase?

How will you bring your creativity into this experience?

How will you infuse these elements?

STEP 7: Build It Using the Three Circles Method!

Hint: You will create one circle per takeaway and include the add-on to the second half of the circle. Three circles relates to a 20 minute speech (three takeaways). Use as many circles as you need for the length of talk you are delivering. The Three Circles Method is practiced in the Speaker Sisterhood clubs as a way to learn this method of translating speech content into notes format. Many members love and swear by it!



Use the presentation outline worksheet on the next page to put it all together! Now you have a presentation that speaks directly to your audience's needs and goals, includes essential elements like storytelling and audience interaction, and organizes everything in a simple format. This is going to be awesome!!

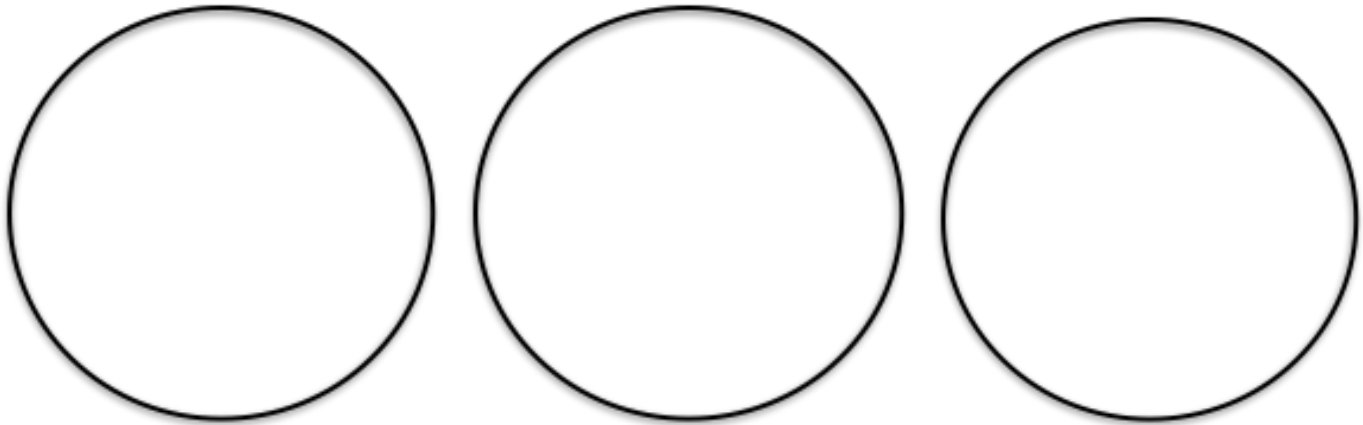
Presentation Outline Worksheet

Opening line:

Problem you're solving:

Key takeaways:

Note in each circle the key takeaway and the add-on

Three large, empty circles are arranged horizontally, intended for the user to write key takeaways and add-ons for each point.

What you learned:

One thing you'll do differently:

Closing question or sentence:

Bonus! Creating Slides?

Slide Tips:

- Use 15 words or less per slide
- Images tell a story, words distract
- Use slides to *enhance* your speech, not *be* your speech
- Royalty-free and free images to use on slides:

[Unsplash.com](https://unsplash.com)

[Stocksnap.io](https://stocksnap.io)

[Pexels.com](https://pexels.com)

[Pixabay.com](https://pixabay.com)

Keep going to learn the second element you need to create an amazing presentation!

#2: DEVELOP THE RIGHT MINDSET

Showing up with the right mindset for your presentation requires four things:

1. Preparing your body so you aren't consumed by anxious energy.
2. Breathing beforehand to eliminate shallow breathing and to calm your nervous system.
3. Preparing your face, neck, and jaw so you aren't stiff and can speak freely.
4. Preparing your mind by reframing the act of public speaking.

BODY:

Stretch for 5-7 minutes before your presentation to wake up your body and also release tension and nervous energy. Do a Power Pose for two minutes. Watch Amy Cuddy's [popular TED talk](#) that introduces Power Posing to learn more about why this is effective. Two ways to do it: Hands over head in "Superman pose" or hands on hips in "Wonder Woman pose." Stand up with feet hip width apart or sit in a chair. This helps lower cortisol levels and raise testosterone to make you feel more powerful.

BREATH:

Do "Box Breathing" for 10 breaths to relax before presenting. Box Breathing is breathing in for four seconds, holding your breath for four seconds, breathing out for four seconds, and holding your breath for four seconds. So it's 4-4-4-4. Try it for 10 breaths or set a timer and do it for three minutes.

VOICE:

In order to relieve tension in your face, jaw, and neck, first massage the muscles in your face, jaw and neck to loosen things up. Next, hold your lips together loosely and exhale so your lips flap and make a pattering sound (this is similar to the sound a horse makes). Do this standing up and then try it touching your toes and letting your head and neck hang. This helps loosen up your muscles above your shoulders to help you be relaxed while presenting. Do this for a couple minutes for a speech or anytime you are feeling tense.

MIND:

Imposter Syndrome No More - Create quality content that you know aligns with the goals of your audience. This will take the focus off of whether or not you are an "expert" and instead help you focus on the few quality takeaways you chose for your talk because you know they are exactly what the audience needs. If

you are trying to use public speaking as a platform to showcase and prove your worth, you will be stressed out every time! Instead see it as a way of being in service to your audience's goals. That way, it's not about you. Use the four questions in part one to help you create content that matches your audience's desires and challenges and you will win every time.

Invite Mistakes - Instead of trying to be perfect and worrying about messing up, invite any mistakes to the party. Don't be afraid of forgetting something or not being able to answer a question. Just remember: **YOU ARE HUMAN**. Showing vulnerability by saying, "I don't know the answer to your question, but I can get back to you" or "I need an extra couple seconds to get my slides up" just shows that you're a real person! Luckily, everyone can relate to that. According to researcher Elliot Aronson, "the attractiveness of someone increases if they make a mistake or do something unintentionally foolish." This is called the Pratfall Effect and Aronson discovered it in 2014 when he studied how simple mistakes can affect attraction. So next time you are worried about forgetting a line of your speech or concerned your slide deck won't work, take a breather - we've all been there. If something doesn't work perfectly, your audience will still be rooting for you (and maybe even more than they were before).

#3: MASTER THE THREE KEY SKILLS

1. Make eye contact
2. Create constant interaction
3. Embody love

Make Eye Contact

If you are speaking in-person: Make sure you are making eye contact with members of the audience in each corner of the room, not just those in the front row. Look at each audience member for 3-5 seconds to build a connection with them and avoid the “water sprinkler effect.” This happens when you are constantly scanning back and forth and not connecting with anyone’s eyes. The more you look at your audience and make eye contact with them, the more they will be drawn into what you are saying. It’s the easiest and fastest way to make a connection with your audience.

If you are presenting online: make sure you’re looking into your camera, not at your screen. That will make it look like you are looking below your audience, not at them. This is tricky, so you can try putting a photo of your pet or a friend right above or next to your camera so it’s easier to look there. It can be hard to focus on a black dot for an hour so make it easier on yourself and give yourself something nice to look at.

Embody love

If you don’t care about your speech topic, neither will your audience. Ever watched a monotone speaker and tune out after two minutes? That’s because they weren’t infusing any passion, love or energy into their words. Think about this: If you’re the presenter and you don’t care about what you’re saying, why should your audience? They won’t feel anything about it if you don’t, so make sure you’re starting from a place of love for your topic.

What if you don’t love your topic? Find an angle that makes you care about it and gets you excited. I once delivered a six week social media training and knew when I signed up I wasn’t passionate about the subject. Instead of focusing on how little I cared about social media in general, I focused on how much I love connecting through storytelling. Social media was just the medium for that. I met a woman who worked for a water filtration company and loathed presenting to new customers because she couldn’t get excited about it. Once we worked together, she realized she has a deep passion for helping people feel good and realized

drinking filtered water is one way people can feel good and healthy. Once she connected those two subjects, she actually looked forward to presenting!

A few minutes before you talk, think about something you love and give yourself two minutes to sit quietly with your eyes closed and fully embody the feeling of love. Feel it in every inch of your body and bring that energy with you. Your audience will thank you!!

Create constant audience interaction

This is VITAL to creating an inviting and connected experience for your audience. Draw them in by asking questions, creating exercises and games, using handouts they can fill in, having them talk to each other, arranging the room in a way that invites connection (a circle instead of theater style, for example), and anything else you can think of! Below is a list of my favorite interaction tools for in-person and online presenting.

Audience Engagement & Zoom Tools Tip Sheet

Top 10 Online Audience Interaction Techniques

1. Three Questions

Ask your audience to participate right away by answering easy questions. This is a quick and effective way to engage them and get them involved. It's an easy formula - come up with three questions that encompass who your audience is or why they are there and ask them to raise their hand if the questions apply to them. Try to make the first two questions serious and the third funny so you can open on a light and humorous note. This helps build rapport, shows your audience you know them, and eases any tension in the room very quickly.

Here are a couple of examples:

Public speaking workshop:

- a. Raise your hand if you love public speaking.
- b. Raise your hand if you will do it if you're asked, but you don't love it.
- c. Raise your hand if you're thinking about running out of the room right now because the thought of talking about public speaking is making your stomach turn.

Money management workshop:

- a. Raise your hand if you have a savings account you contribute to monthly.

- b. Raise your hand if you feel energized by creating a budget and sticking to it.
- c. Raise your hand if your paycheck burns a hole in your pocket until you spend it on lattes and clothes for your dog.

2. Get Up & Move

This. Works. Every. Time. We are constantly sitting at our desks, sitting in our car, and sitting at home. Give your audience members a chance to move their bodies - it's always appreciated and can be really fun if you remember a few things:

- a. No one wants to feel embarrassed or vulnerable in front of a camera, so you have to set the bar low. Don't ask your audience to dance in front of the camera for 3 minutes while you play Kelly Clarkson and lose yourself in the music. Some people are not comfortable dancing, so if you're going to dance, ask for "the worst dance move you can think of" or something like that so the expectations are low. The more terrible the dance move is, the funnier it is, and the more lighthearted and fun the exercise becomes. If you know anyone in the group, start with those people first. You call on them one by one, having the group copy each person's dance move after they do it.
- b. Ask the group to share their feelings on a particular subject through a vocal noise or body movement. This is really fun, especially if everyone is there because of the same challenge or frustration. Use that particular topic as the centerpiece of the exercise and give everyone a chance to share their sound or movement as the group copies it. Having everyone do this builds instant rapport because each participant will see they are not alone and they are in good company. It's also fun to release some pent up energy and be witnessed and supported as part of this new group.
- c. Stretching can be a nice way to move without embarrassing anyone or asking too much. A stretch can be as simple as turning your head to the side or stretching your wrist. Stretching works well for all times of day - it wakes people up in the morning, after lunch, and in the evening after a work day. EVERYONE loves this, as we often forget our body needs some love after being in a chair so much! To frame it, you can say, "We're going to start by getting into a good headspace and stretching a bit." You can go around and ask everyone to share their favorite stretch and then everyone copies it. This is a nice way to not only feel good, but also engage the whole group.

*If you are going to ask participants to share their favorite dance, noise/movement or stretch, this works best with groups under 20. Otherwise it gets too long and loses the impact. You can lead a stretch with your top seven favorite stretches for big groups if you really want to do this engagement technique.

3. Props/Visuals

Props harken back to the days of “show and tell” and our brain loves it! It’s a great way to break up your talk and give your audience something to look at and say “WOW” over. Try to include props that add something special to your talk. If you’re talking about a person, show a picture of them. If you’re talking about a complex idea, break it down by showing it in a simplified way. Can you use other materials or build something out of poster board to show how it works? I once attended a talk where a woman was teaching about dementia and used emoji beach balls to illustrate her point. I would have never imagined those two things going together, but it really worked. Try to pick simple, everyday things that people easily relate to. Things from childhood are especially great because they are playful and fun. I recently shared my son’s “100 Words for Babies” book to open a talk about communication skills and the grey areas that aren’t covered when you’re learning to talk. Get creative with it! The sky’s the limit.

4. Games

Who doesn’t love to play games? I use an improv game to open one of my signature talks and it has worked in front of all kinds of audiences. It makes everyone laugh and it builds a lot of energy. If you don’t know any improv games or they don’t make sense for your topic, can you play something simple, like “True or False” or a quick trivia game? Again, you can get creative with this. You can do a whole audience game, or split the audience into small groups of 2, 3, 4 or 5 and give them problems to solve that are game oriented. You can give out prizes (small chocolates work well, or you can do \$5 coffee gift cards or your book, if you have one). See if there is a place in your talk where you could insert a game to make your point.

[Fun icebreaker questions](#)

5. Videos

Who doesn’t love a quick YouTube video? Whether your video is meant to educate, inspire or entertain, don’t be afraid to incorporate this easy and fun tool into your talk. Try to keep it short - a minute or less - so you don’t lose the audience. If one of your key takeaways can best be shown through video, go that route! For example, if you are a relationship coach and you want to show how using “I” statements can be effective, showing a 60 second clip of a couple practicing this technique is a lot easier than trying to do it by yourself. You can then have the audience practice it in teams of two now that they know how to do it.

Videos are also useful for injecting pop culture, news clips, movie clips, and brainteasers or comedy clips that reinforce your point.

*When sharing video via Zoom, be sure to click the button in the bottom left hand corner that says “Share computer sound” when sharing your screen so your participants can hear it and click “Optimize Screen Share for Video Clip” so it plays at the best download speed for everyone viewing it.

[How to play audio on a video in Zoom](#)

Top 5 Zoom Tools for Interaction

1. Polling

Polls are super easy to set up and easy for your audience to participate in. You set them up before the meeting takes place so that while you're in the meeting, all you have to do is click “Polls” at the bottom of your screen and click the one you want. You can use this in the beginning of your talk instead of the “3 Questions” if you have a large audience, if people aren't using their cameras, or you want everyone to clearly see the breakdown of the group. You can also use the poll as a quiz at the end to see if everyone was paying attention! I once used the polling feature as a way for the audience to vote in a story slam I hosted online. You can decide if you want the audience to see the results or not. Try using it for one of your takeaways to keep everyone focused!

2. Chat

This is probably the most used interaction tool in Zoom and can be very helpful if you have a large group or if you want to collect questions to answer at the end of your talk. If you have callers from around the country or world, ask them to type into the chat box where they are calling in from so you can share that with the group as you get started. That can be a fun way to give a sense of the reach of the group, or, conversely, a nice way to show everyone is calling from nearby if that's the case. You can also use chat to do an informal poll of the audience or do an informal quiz - like a quick true or false question - by writing “true” or “false” in the chat. You can quickly scan to see the predominant answer and move on without spending too much time on it.

3. Breakout Rooms

Breakout rooms are great for giving your audience a chance to practice a new skill, to solve a problem together, to discuss the main points of your talk and how they will implement them (if you are presenting to

a company or team), or to share something personal that they wouldn't share in front of a big group. There are lots of uses for breakout rooms and they are very easy to set up. You determine the size of the breakout room and how long they will be in them.

[How to use breakout rooms in Zoom](#)

[How to pre assign participants to breakout rooms in Zoom](#)

4. Whiteboards

Whiteboards are great for brainstorming, illustrating your point, and taking notes for others to see. I recently held a workshop for town employees who were tasked with fixing a major traffic problem in their town. They each used the whiteboard to illustrate their solution and how it would work. You can use whiteboards to jot down ideas generated by your audience, to draw a picture of something you are talking about, or whatever you come up with!

5. Screen share

Screen sharing is very common and you can either share your entire desktop or one particular window. If you are going to be sharing various things, sharing your whole desktop is the way to go. If you are sharing one document or video, just share that one thing. This is helpful if you have a slide show, want to show a video, have a worksheet up on your screen that you want to use as an example, or if you have other useful visuals.

#4: PRACTICE MAKES PROGRESS

The best speakers get that way because they take the time to practice their skills. They constantly try out new content to see what works and what doesn't, and they're continually building more confidence and comfort by getting in front of people and speaking. No one is born a natural public speaker!

Put your new skills to use in a safe, supportive community and get helpful, honest feedback from other women building the same skills by joining Speaker Sisterhood. We are a network of public speaking clubs for women and have two types of clubs:

Self-paced: Join one of these clubs at any time and get started at your own pace. Enrollment is always open and you can maintain membership as long as you'd like. Some members get what they need in six months, others stay for three+ years!

1. Club size: 15 women
2. Join anytime. [Check out our list of virtual clubs and attend as a guest here.](#)
3. Once you've attended as a guest, the club leader will get you enrolled and you can get started immediately.
4. Month-to-month memberships available, cancel anytime.

Express: Join an express club to fast track your communication skills! These clubs are accelerated, six month online training programs for women who want to grow their skills quickly.

1. Club size: 10 women
2. Enrollment is only open when a new club launches.
3. Meetings include structured mini classes at the start of each meeting and then a two-hour practice session for all members to give a 5-7 minute speech with tailored feedback.
4. Pay upfront (\$600) for the entire program.
5. [Learn more about Speaker Sisterhood Express and register here or get on the waitlist.](#)

Want to learn more about Speaker Sisterhood? [Check out our Introduction to Speaker Sisterhood video.](#)

I hope you love this workbook and refer to it often. It has everything you need to become a captivating, confident, and effective presenter. Have any questions? Email me! Angela@speakersisterhood.com. I'd love to hear from you.

To your speaking journey,
Angela