

# SPEAK FEARLESSLY



THE ORATORY PROJECT

MATT EVENTOFF

ILLUSTRATIONS BY:

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BOOK LAYOUT:

THIRUMOOLAR DEVAR

SPECIAL THANKS TO:

JUSTIN ZIEGLER

LUCY LI

IN SUPPORT OF THE COLLEGE SCHOLARSHIP  
LEADERSHIP ACCESS PROGRAM (CSLAP)

YOU STAND UP TO A PODIUM.



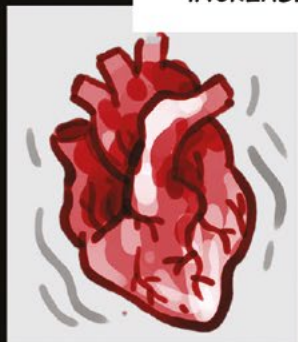
YOUR PALMS SWEAT.



YOUR PUPILS DILATE.



YOUR HEART RATE  
INCREASES.

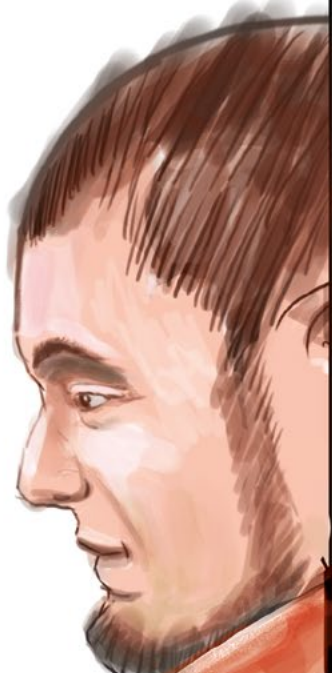


YOU START TAKING DEEPER  
BREATHS, FASTER.



WHETHER YOU ACTED IN YOUR  
FIFTH GRADE PLAY

OR PLAY PROFESSIONAL  
SPORTS,

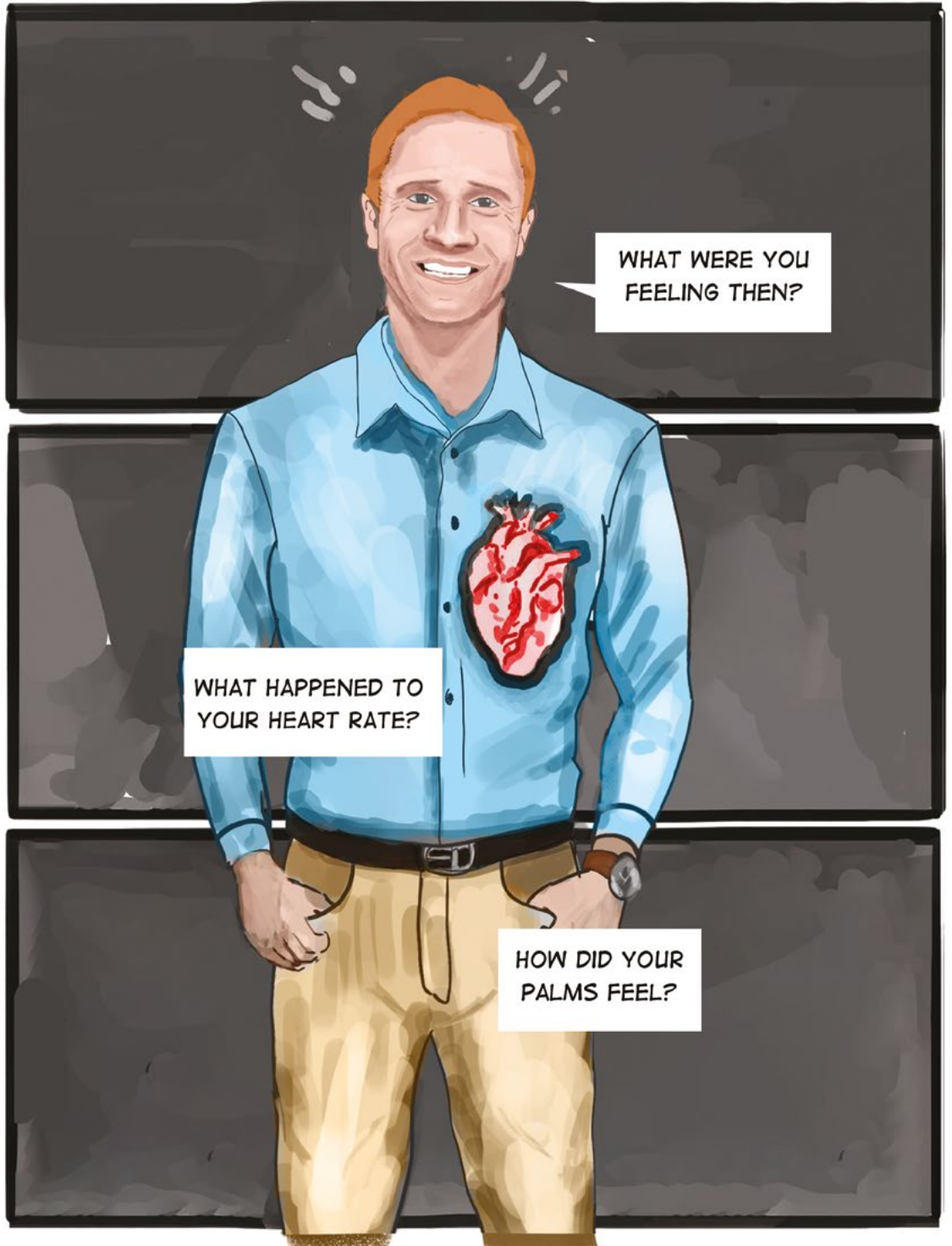


YOU'LL RECOGNIZE  
THESE SYMPTOMS.

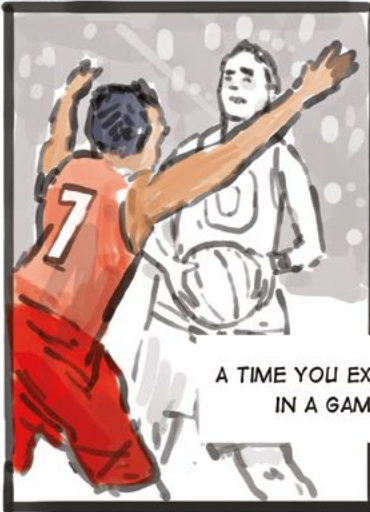
BECAUSE THESE SYMPTOMS ARE  
IDENTICAL.



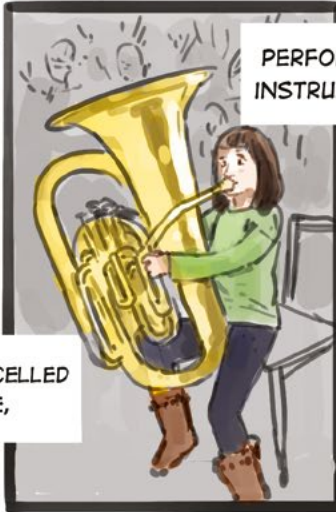
THINK ABOUT THE LAST TIME YOU WERE NERVOUS AND SPOKE IN FRONT OF AN AUDIENCE



NOW, THINK BACK TO A TIME WHEN YOU WERE **EXCITED** IN FRONT OF AN AUDIENCE.



A TIME YOU EXCELLED  
IN A GAME,



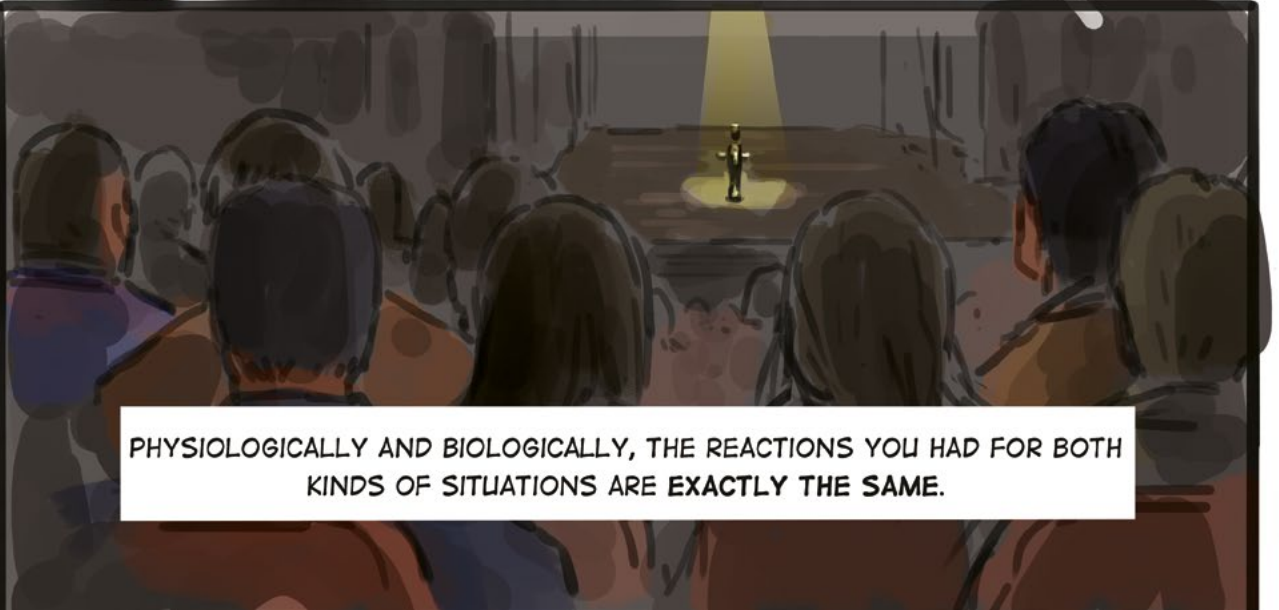
PERFORMED YOUR  
INSTRUMENT WELL,



OR ACTED YOUR  
HEART OUT.



THINK ABOUT THAT INSTANCE.  
WHAT WERE YOU FEELING THEN?

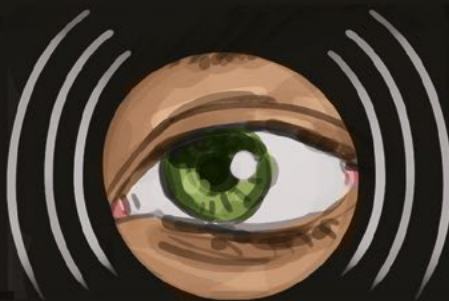


PHYSIOLOGICALLY AND BIOLOGICALLY, THE REACTIONS YOU HAD FOR BOTH  
KINDS OF SITUATIONS ARE **EXACTLY THE SAME.**

IF YOU TAKE THE ENGINE BETWEEN YOUR EARS, THAT IS TELLING YOU THAT YOU FEEL NERVOUS OR EXCITED, OUT... EVERYTHING ELSE IN YOUR BODY IS THE SAME.

YOUR INTERNAL  
ORGANS SLOW.

BRINGING DIGESTION  
TO A HALT.



YOU GET A BIT OF TUNNEL VISION.

THIS IS YOUR BODY'S  
WAY OF PRIORITIZING.

HELPING YOU FOCUS  
MORE INTENTLY ON  
THE TASK AT HAND.

PREPARATIONS %99

PHYSICAL  
AND MENTAL  
PREPARATION  
COMPLETE

STOMACH	✓
INTERNAL ORGANS	✓
DIGESTION	✓
BLOOD RUSH	✓
FOCUS	✓

✓  
READY  
TO SPEAK



WHILE THESE SYMPTOMS ARE  
OFTEN ASSOCIATED WITH  
ANXIETY OR NERVES.



THEY ARE YOUR BODY'S RESPONSE TO  
HELP YOU ACHIEVE PEAK PERFORMANCE.



THIS IS A  
GOOD THING.

THAT'S RIGHT,  
A GOOD THING.

NERVOUS ENERGY PROPERLY CHanneled MAKES FOR A MORE IMPACTFUL PRESENTER  
AND PRESENTATION.

THE KEY IS UNDERSTANDING WHAT IS HAPPENING...



OUR ACUTE STRESS RESPONSE,  
OR FIGHT OR FLIGHT RESPONSE,  
IS KICKING IN.

DR. JEREMY JAMIESON, A PROFESSOR OF  
PSYCHOLOGY AT THE UNIVERSITY OF  
ROCHESTER AND AN EXPERT ON SOCIAL  
STRESS,

DR. J HAS SHOWN THROUGH HIS ACADEMIC STUDIES THAT WHEN YOU:

REALIZE THIS IS PREPARING YOU  
FOR PEAK PERFORMANCE,

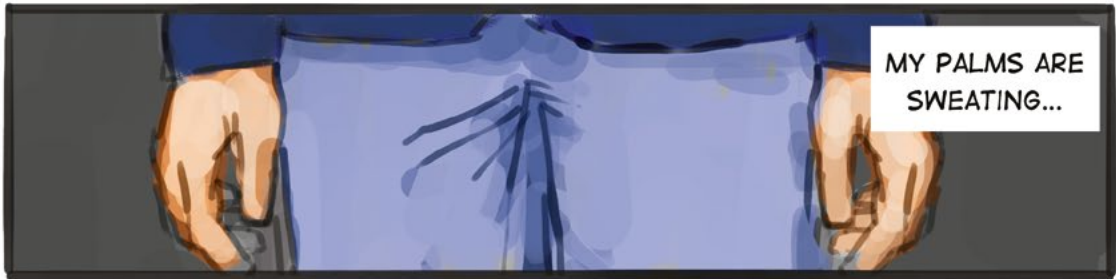


YOU GIVE  
A BETTER  
SPEECH AND  
APPEAR LESS  
NERVOUS.



NEXT TIME YOU SPEAK,  
THINK OF DR. J.





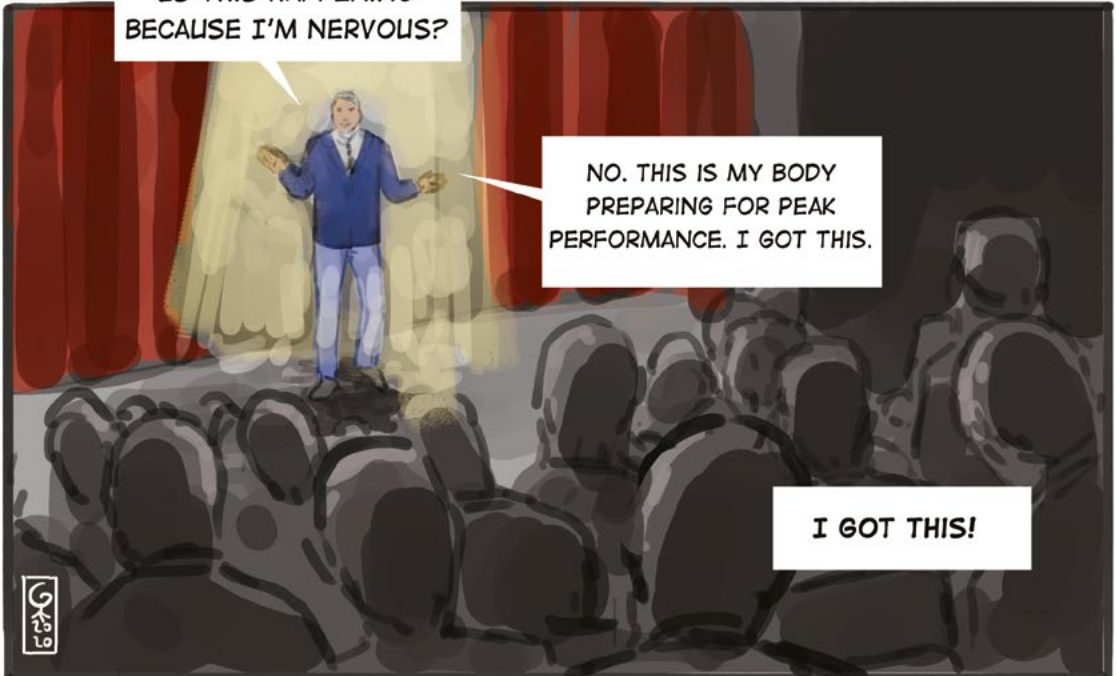
MY PALMS ARE  
SWEATING...



MY EYESIGHT IS  
NARROWING...



MY HEART IS  
BEATING FASTER...



IS THIS HAPPENING  
BECAUSE I'M NERVOUS?

NO. THIS IS MY BODY  
PREPARING FOR PEAK  
PERFORMANCE. I GOT THIS.

I GOT THIS!

OKAY, RIGHT NOW, YOU'RE  
PROBABLY SAYING TO YOURSELF,



"THAT'S ALL WELL AND GOOD  
-- BUT I'M STILL NERVOUS."

... THAT'S OKAY... THAT'S  
WHERE YOU SHOULD BE.



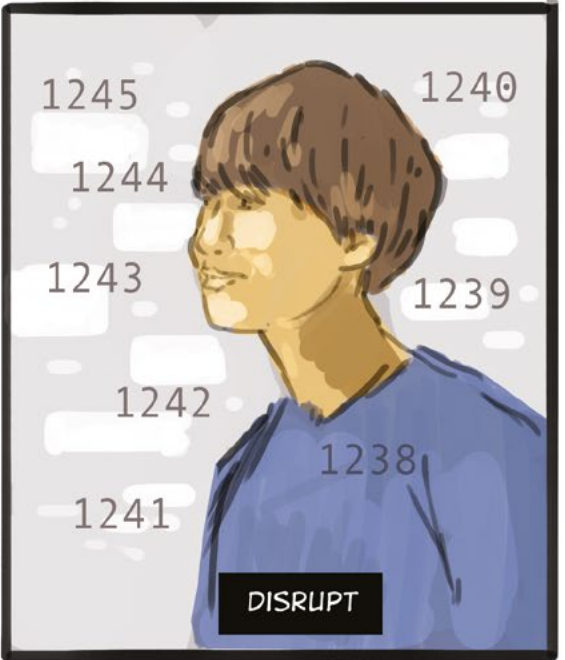
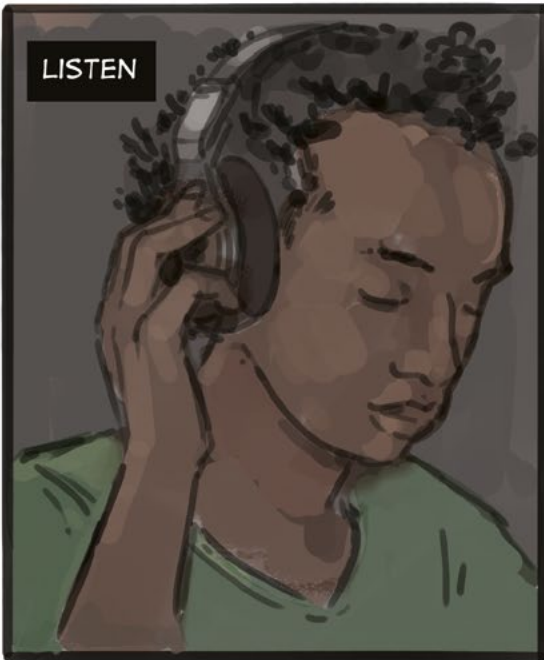
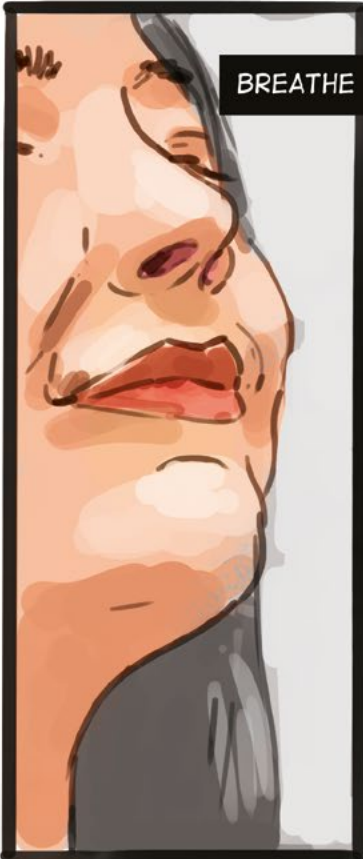
LET'S NOW TAKE A LOOK AT SEVEN WAYS TO PREPARE AND ENGAGE THIS FEAR,  
ULTIMATELY USING IT TO OUR ADVANTAGE.


VISUALIZE




MOVE







MANY OF THE MOST FAMOUS PROFESSIONAL  
ATHLETES IN THE WORLD DO THIS...



SOCCER PLAYERS RIGHT BEFORE THEY KICK  
IMAGINE SENDING THE BALL PAST THE GOALIE  
AND INTO THE NET.

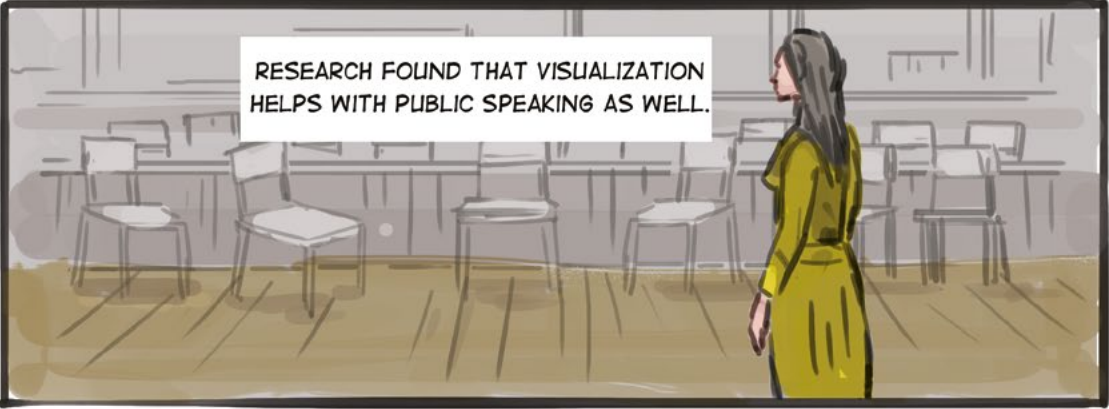


BUT IT STARTS BEFORE THAT.

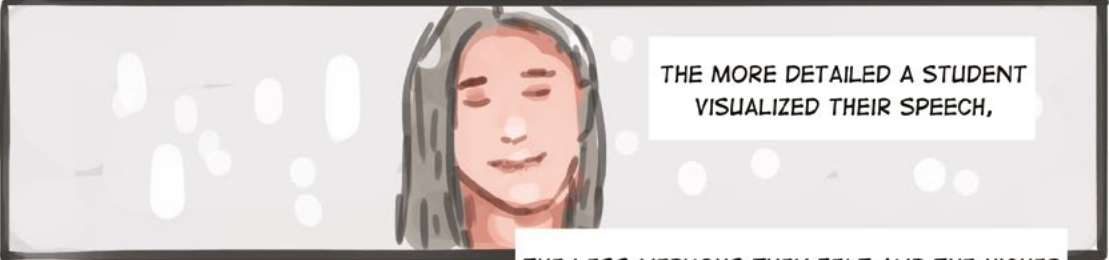


### Visualization tips

SOCCER PLAYERS OFTEN SIT QUIETLY DAYS AND WEEKS EARLIER VISUALIZING HOW  
THE BIG GAME WILL GO. THAT'S THE MENTAL SIDE OF THINGS, A CEREBRAL KIND OF  
PREPARATION.




RESEARCH FOUND THAT VISUALIZATION  
HELPS WITH PUBLIC SPEAKING AS WELL.




THE MORE DETAILED A STUDENT  
VISUALIZED THEIR SPEECH,

THE LESS NERVOUS THEY FELT AND THE HIGHER  
THE AUDIENCE RATED THE SPEECH.



NEXT TIME YOU SPEAK,  
VISUALIZE FIRST!



PICTURE THE ROOM,  
THE AUDIENCE, AND EVEN  
THE SHOES YOU'LL WEAR. 😊

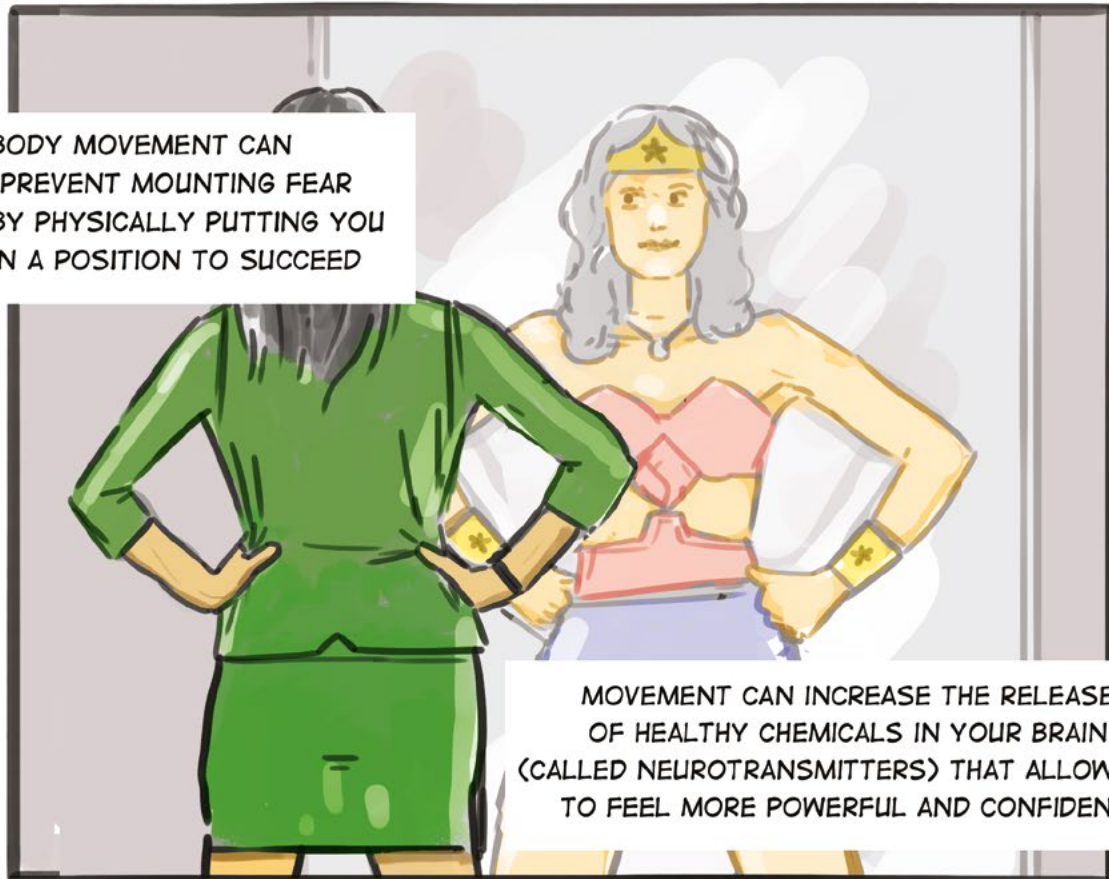
FOCUSED MOVEMENT PREPARES OUR MIND FOR A STRESSFUL SITUATION. IF YOU PLAY AN INSTRUMENT, MOVE YOUR HANDS AS IF YOU'RE PLAYING YOUR FAVORITE PIECE.

### Movement tips

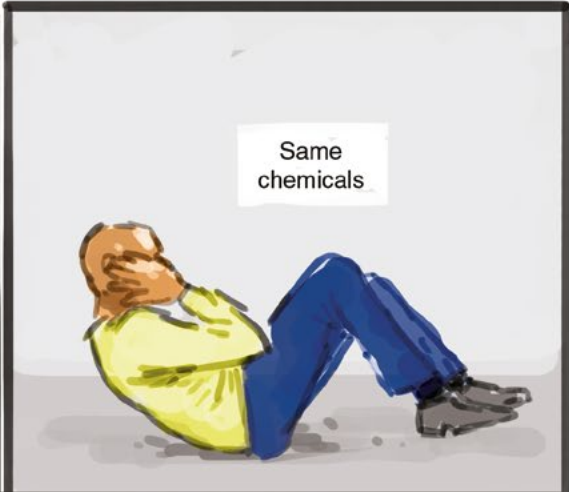


IF YOU PLAY SPORTS, RE-ENACT AN IMPORTANT PLAY YOU MADE. YOGA, TAI CHI, SHADOW BOXING, OR EVEN A FEW PUSH-UPS CAN HELP REDIRECT YOUR THOUGHTS, RESULTING IN A CALMER YOU ON STAGE.

BODY MOVEMENT CAN PREVENT MOUNTING FEAR BY PHYSICALLY PUTTING YOU IN A POSITION TO SUCCEED



MOVEMENT CAN INCREASE THE RELEASE OF HEALTHY CHEMICALS IN YOUR BRAIN (CALLED NEUROTRANSMITTERS) THAT ALLOW YOU TO FEEL MORE POWERFUL AND CONFIDENT.



SCIENCE TELLS US THAT LAUGHING MAKES US MORE COMFORTABLE BY RELEASING SOME OF THOSE HEALTHY CHEMICALS WHEN OUR BELLY TIGHTENS. WE CAN CREATE THE SAME RESULT THROUGH SIT UPS! SINCE WE MAY BE DRESSED UP TO GIVE A SPEECH, WE CAN DO THIS STANDING UP.

### Breathing tips



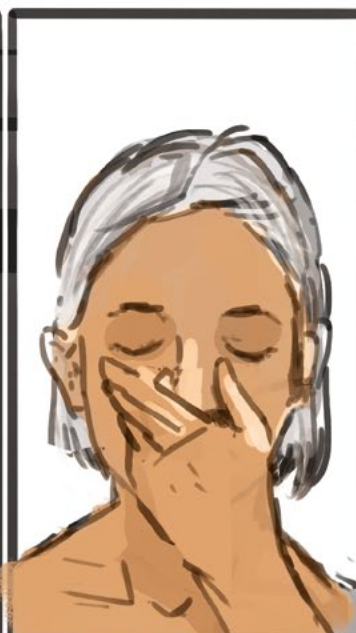
HOW YOU BREATHE PLAYS A SIGNIFICANT ROLE IN EMOTIONAL PREPARATION



BREATHING, MOVEMENT AND MEDITATION HELP REDUCE NERVES AND ANXIETY



WITH YOUR MOUTH CLOSED, COVER YOUR LEFT NOSTRIL WITH YOUR LEFT THUMB, AND SLOWLY AND DEEPLY INHALE THROUGH YOUR RIGHT NOSTRIL FOR TEN SECONDS.

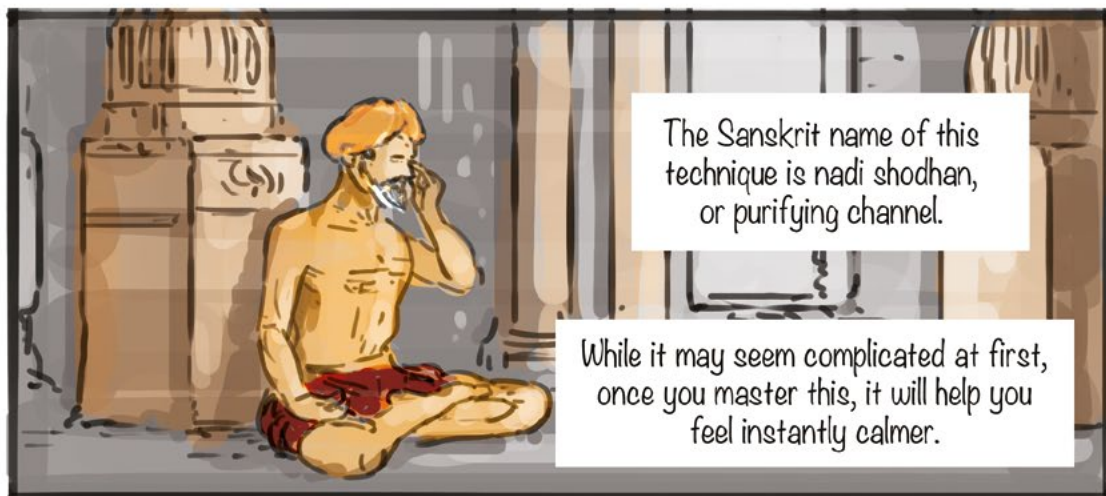


THEN, COVER YOUR RIGHT NOSTRIL WITH YOUR PINKIE FINGER, KEEPING YOUR OTHER NOSTRIL PRESSED CLOSED. HOLD FOR TEN SECONDS. YOU ARE NOW HOLDING YOUR BREATH.



NOW, REMOVE YOUR PINKIE FROM YOUR RIGHT NOSTRIL AND SLOWLY EXHALE.

WAIT TWO SECONDS AND REPEAT THE SAME TECHNIQUE, THIS TIME CLOSING YOUR RIGHT NOSTRIL WITH YOUR RIGHT THUMB. YOU WILL NOW INHALE THROUGH YOUR LEFT NOSTRIL---HENCE THE NAME ALTERNATE NOSTRIL BREATHING.



The Sanskrit name of this technique is nadi shodhan, or purifying channel.

While it may seem complicated at first, once you master this, it will help you feel instantly calmer.

## Recitation tips

I LEARNED THE POWER OF THE MANTRA FROM ONE OF MY FAVORITE ATHLETES, SCOTT JUREK, AN 'ULTRAMARATHONER' WHO RUNS RACES OF MORE THAN A HUNDRED MILES!



HE REPEATS OVER AND OVER BEFORE A RACE,



THIS IS WHAT YOU CAME FOR.

IT'S A PHRASE HE USES TO FOCUS HIS ATTENTION AND ENERGY

I USE MY OWN MANTRA BEFORE EVERY SPEECH. I REPEAT MY MANTRA MENTALLY AND EVEN OUT LOUD



IT'S GO TIME.



MY TIME.

GO TIME.

I ENCOURAGE YOU TO TRY ONE FROM A MUSICIAN, ACTOR, ATHLETE OR SOMEONE WHO YOU LOOK UP TO, OR CREATE YOUR OWN. THE MOST IMPORTANT THING IS TO TRY IT AND SEE IF IT WORKS FOR YOU.

### Investigation tips



FAMILIARITY BREEDS COMFORT,  
SO KNOW YOUR ENVIRONMENT.  
CHECK OUT THE LOCATION BEFOREHAND.



IF POSSIBLE, MEET SOME OF THE PEOPLE  
YOU WILL BE PRESENTING TO BEFOREHAND  
AS WELL... THEY ARE A PART OF THE  
ENVIRONMENT TOO!



MAYBE EVEN GET PEOPLE YOU KNOW  
TO BE IN THE AUDIENCE FOR YOUR  
COMFORT AND BENEFIT.

### Listening tips



LISTENING TO MUSIC HELPS ATHLETES AND PERFORMERS GET IN THE ZONE, ELIMINATE  
DISTRACTIONS, CHASE AWAY ANXIETY OR NEGATIVE THOUGHTS, GET PUMPED AND EXCITED. THIS  
WORKS VERY WELL BEFORE SPEAKING ENGAGEMENTS AS WELL. WHAT IS THE SOUNDTRACK TO  
YOUR LIFE -OR YOUR SITUATION?

## Disruption tips



WHEN YOU ARE LESS THAN FIVE MINUTES FROM TAKING THE STAGE, THE ANXIETY IS STARTING TO BUILD



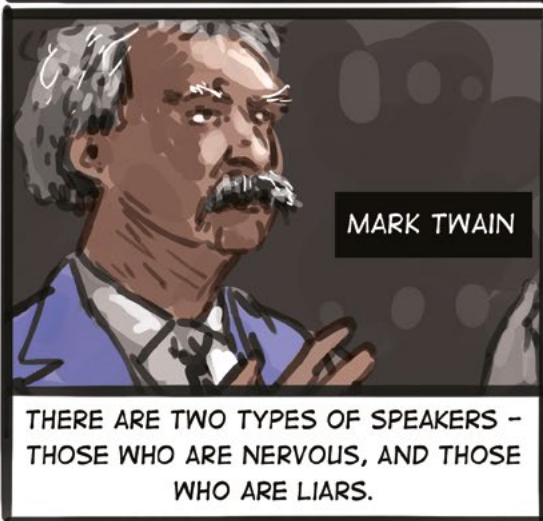
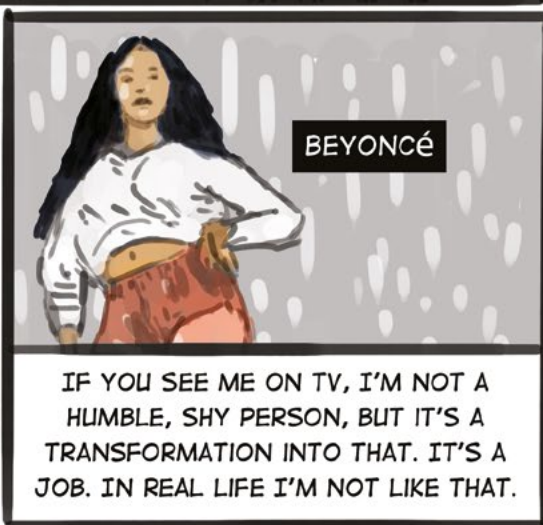
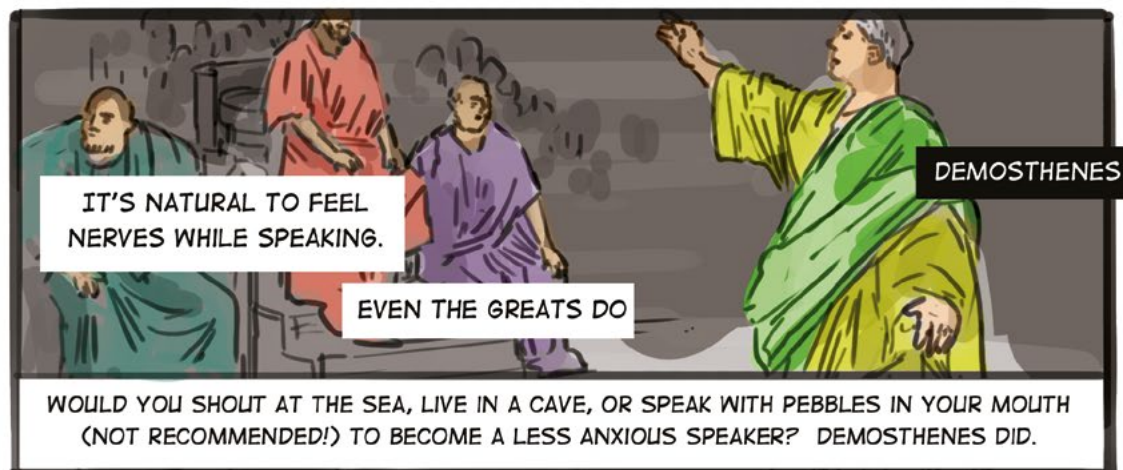
YOUR HEART IS POUNDING, AND YOU KEEP TELLING YOURSELF TO CALM DOWN.



ONE OF MY FAVORITE TECHNIQUES IS TO PICK A RANDOM NUMBER OVER A THOUSAND AND START COUNTING BACKWARDS.



THIS ALLOWS FOR 'THOUGHT DISRUPTION', ESSENTIALLY HALTING THE BUILDING ANXIETY. IF YOU'RE UP FOR AN EXTRA CHALLENGE, TRY COUNTING BY MULTIPLES OF SEVENS, NINES, OR ELEVENS.





Matt Eventoff is an internationally recognized communication and messaging strategist. He serves as a strategic advisor and communications trainer for leading organizations and diverse businesses across the world.

Matt is passionate about helping future leaders find their voices. He founded and operates “*The Oratory Project*,” which provides free public speaking training and workshops for at risk students. He is the author of *Speak Fearlessly* and co-author of *Speechless*. Both books aim to help children overcome the fear of public speaking and are offered for free.

Additional books authored by Matt include *Oratore: The Art of Communication*, *It Really Is As Simple As ABC: What Leaders Can Learn From Masterful Orators*, and the co-author of *History’s Greatest Leaders and You*.