

Why You Never Want To Turn Your Back On Your Audience When Giving A Speech

By Peter “The Humorator” Fogel NSA Member

There is a major 'problem' that a lot of speakers sometime fall into when using 'Power Point.' I call it upstaging yourself. 'Upstaging' is a 'technique' that stage actors have been using 'against' each other since Greek times. It happens when one actor moves up the stage which in turn makes the other actor turn his back to the audience so he can continue the conversation with the other actor.

Guess what happens? All the audience's eyes are focused on the 'other actor.'

That's why stage actors get miffed and tell their brethren, 'Please don't EVER upstage me again!' (Yes, actors sometime talk in CAPS!)

Well, you never want to do that with your audience when you're using 'Power Point' presentations.

You see, 'some' speakers (not you of course) when they run 'Power Point' have a tendency to turn their backs towards the screen so they can read to their audience what's appearing on that screen.

This is NOT a good idea. Why? Because 93 percent of your communication is done from posture, hand, head, eye movement and LOTS of facial expressions. The minute you turn your back to the audience - you guessed it... 93 percent of your verbal and non verbal communication is POOF - gone.

Fact! If you turn your back on your audience you will bore them. You bore them... you lose them. You should always - using the best of your ability - be in direct eye contact with your listeners.

The Humorator's Tip: Your audience wants to see you AND the screen. One technique to overcome this problem is to a) configure the room's aesthetics so you're able to be off to the side- but still be in view of your audience and

b) face forward to your audience and 'cheat' with a turn of your head so you can glance at the screen ever so often... hint: you can always use a hand out that mirrors the information that is up on the screen so you can keep your presentation going.

Don't forget: Power Point is to aid you... NOT lead you. It's so important when you're giving a presentation to your targeted audience NOT to confuse them.

Fact! A Confused Mind Takes No Action!

Remember: 'a confused mind takes no action.'

Well, the same should be when you present 'your persona' to your audience. Yes, you're perhaps selling a brand, (your company) your product or your services. But most of all you're selling yourself.

To give you an example: I am a motivational speaker/humorist for associations and corporations, also a reinvention expert (author of the book: If Not Now... Then When?) and full-time advertising copywriter. (No wonder I am exhausted)

In essence I have three businesses with three different cards. When I am speaking to entrepreneurs about copywriting and showing them how to write compelling and hypnotic copy... I make sure when they approach me after my presentation and inquire about my services NOT to hand them my corporate speaking or reinvention business card.

ONLY my copywriter card. Even if they ask me if I can speak on copywriting to their group I ONLY give them my business card that says, Peter Fogel - Copywriter (which says marketing consultant/speaker on it anyway.)

During my copywriting seminar...even though I instill humor through out my presentation... I am wearing the hat of a marketing consultant and copywriter.

Now, my three businesses feed off each other at times. They're all an income producers for me - but they're separate. People want to feel comfortable in doing business with someone who shows consistency.

Would You Do Business With This Person?

Imagine you're at a cocktail party, you meet an 'interesting fellow' and you both decide to exchange business cards. Then all of a sudden the chap WHIPS out seven of them. (Is he a Jack of All Trades? Or a Master of None?)

Yes, they clearly all represent the person standing beside you, but at what cost? (Does he have multiple personalities?)

Here's this guy standing in a corner shuffling his cards like he's Maverick at a poker table and mumbling to himself, 'Okay, do I give them the 24 hour plumbing service... the landscaper... Broadway producer ... or private deductive business card... oh, I know the chiropractor... hmm... what to do? ...what to do?' (BTW - this happens to me a lot at Hollywood parties.)

And you're thinking, 'Okay, I have to get away from this dude, like now.'

I think you see where I'm going with this. Make no mistake: People's perception of you is their reality! Focus on that with your speaking career every time you get in front of an audience and AFTER your presentation is over.

Because that's when the fun part begins. THAT'S when prospects approach and want YOUR business card. Once they do who are YOU at that moment? Remember to always spotlight the image you want to present to your audience. In the long run it could mean a lot of money to you!

Peter Fogel is the creator of **Peter “The Humorator” Fogel’s Guide To Effective Public Speaking**. For more information on it and to sign up for his **FREE 7 Days To Effective E-course** go to www.publicspeaklikeapro.com , www.fortune500comedy.com

~~~~~