

THE 4 STEPS TO FEARLESS SPEAKING



JUSTINE ARMSTRONG

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THE 4 STEPS TO FEARLESS SPEAKING

HOW TO NAIL YOUR PRESENTATIONS
WITHOUT NERVES

What if there was a way you could feel calm, confident, and in control giving any presentation in front of any group on any topic? And what if you could engage that audience and have a positive impact on them? And what if you could enjoy it, and receive the respect, the recognition, and the result you deserve?

Welcome to the 5 Steps to Fearless Presenting. In this guide, I will show you how you can do just that.

If you've been avoiding presenting or speaking in front of groups because of your nerves, this is for you. If you want to feel confident and comfortable speaking in front of a group, then pay close attention because this will be valuable to you.

We're going to explore how you can nail any presentation you give so you can receive the respect and recognition and the results you deserve, even if that seems impossible right now. We're going to talk about how you can start feeling confident about your presentations. Stop beating yourself up for having the nerves or fear and know your value. I know that might seem crazy right now, but I've got clients who were doing that, and I'm going to show you the exact process they're using to make that happen.

We're also going to talk about how you can virtually guarantee that your audience will buy in to your idea, your project, or your business. I'm going to show you how you can do all this without struggle, overwhelm, or self-doubt. I'm going to give you a step-by-step system so you can nail your presentations without the nerves. I know that might seem crazy right now, but I've got clients who are doing that and I'm going to show you the exact process they're using to making that happen.

THE 4 STEPS TO FEARLESS SPEAKING

Let's just clarify something. This is not about slick presenting. This isn't about cookie cutter presentation skills. This is about being authentic all the time. It's not about worrying what to do with your hands or where to stand onstage; it's actually about being comfortable. When you're comfortable, you don't even need to think about what to do with your hands or where to stand. It's also not about getting the glory or the fame. It's not about ego. If you don't enjoy helping other people, I can't really help you.

Finally, this does take effort and work. It's not a magic wand; my and my clients' results are the result of effort and energy that we've put in. But before we get in to all the good stuff, let me just do a quick check-in with you and see where you're at. Does this sound like you?

- Do you find that you avoid speaking in front of groups even when doing so would benefit your business or your career?
- Does the thought of making a mistake or feeling embarrassed or humiliated in front of others fill you with dread?
- Are you sometimes worried that your hands or voice will shake and give your nerves away? Or that your heart rate will be so fast that you'll barely be able to breathe?
- Does the thought of an upcoming presentation fill you with crippling stress?
- Do you sometimes see other people speaking confidently in front of a group and you just can't figure out how they do it?
- Do you sometimes secretly believe that you have more skills, experience, ability, and integrity than other people who are getting more respect and recognition than you, mainly because they speak confidently?

Finally, are you just sick and tired of you and/or your business suffering because you can't give a confident, persuasive presentation?

If any of those sound like you, then I've actually got good news for you. None of those things are the real problem. They're just the symptoms.

THE REAL PROBLEM.

The real problem is that you haven't made what I call the shifts. We're going to talk about what those are in just a second, but just know that once you make those shifts, all the user frustration and struggle you've been through will finally pay off. You'll finally feel comfortable in front of any group, and you will never feel derailed in a presentation again. It will be easy to design and deliver your presentations and you'll be so much more confident and have much more impact than you ever thought possible.

You'll also be able to present in a way that positions you as the authority in your organization, your field or your industry with the respect, the recognition and the results you deserve. For the first time ever, you'll be able to enjoy giving a presentation.

Now, before we go too much further, let me take two seconds and introduce myself so you know who I am and why you should listen to me. My name is Justine Armstrong, I'm a psychologist and educator and a mother. I went from having a debilitating fear of presenting in front of anyone to being able to speak comfortably in front of audiences of 10, a hundred, a thousand, and more. My specialty is helping professionals move beyond their fear to present powerfully and enjoy it. I've done this to thousands of people across six countries over about 25 years. I've helped people including senior executives, successful business owners, and CEOs of multimillion dollar companies. Let me tell you how I discovered these five shifts. I've been doing this for a long time. I've had lots of clients and I've got a lot of colleagues in this space. I started to realize there was a huge difference where some people seem to jump in and gain confidence and nail their presentations and feel great about them, completely free of their fear, and then other people continue to struggle with their fear and their nerves getting the better of them.

THE 4 STEPS TO FEARLESS SPEAKING

Over time, I started to look at what those top achievers were doing that the others weren't. I gradually realized there were three things these superstars were doing that everyone else wasn't, so I started incorporating them into my own presenting process. I found that my impact was a lot stronger and I felt more and more confident and enjoyed myself even more. Then I started sharing these with my clients and all of a sudden, they were receiving the most unbelievable results in a much shorter time frame. I've got many clients who now present with confidence and get the results they want and feel great about themselves in the process. It's been incredible for them.

The bottom line is this. There are five key shifts you must make if you want to nail your presentations, avoid feeling overwhelmed with nerves and fear, be confident, and present with ease plus enjoy them. I'm going to walk you through all five of them right now.

SHIFT 1

The first shift is this. Be totally congruent. Now, I know you probably want to learn all the cool presenting stuff, but believe me, we will get to that. We have to talk about congruence first, because without you being congruent in front of the room, nothing else matters. You won't stand out from anyone else, you'll end up being a cookie cutter presenter, you won't have anywhere near the impact that you could, it's harder, and you won't enjoy yourself. Let's talk a little bit about congruence. One definition of being congruent is this – it's being in agreement or harmony. What does that mean? Well, for example, it really means walking your talk. It means your words being in agreement or in harmony with your actions.

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THE SHIFTS

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SHIFT 1: BE TOTALLY CONGRUENT

The first shift is this. Be totally congruent. Now, I know you probably want to learn all the cool presenting stuff, but believe me, we will get to that. We have to talk about congruence first, because without you being congruent in front of the room, nothing else matters. You won't stand out from anyone else, you'll end up being a cookie cutter presenter, you won't have anywhere near the impact that you could, it's harder, and you won't enjoy yourself.

Let's talk a little bit about congruence. One definition of being congruent is this — it's being in agreement or harmony. What does that mean? Well, for example, it really means walking your talk. It means your words being in agreement or in harmony with your actions. That's congruence. Congruence also applies to being at the front of the room or being onstage.

THE 4 STEPS TO FEARLESS SPEAKING

For example, some people have what I call the charisma myth. They think that when they stand up in front of a roomful of people and present, they need to have some sort of magic charisma that they don't normally have. That is unnatural. It's not true, and in my opinion, who you are onstage should be exactly who you are offstage. Who you are offstage should be who you are onstage. There should be no difference, and that's the meaning of congruence and true authenticity, and that's where your impact actually lies.

Mahatma Gandhi said, "Be congruent, be authentic, be your true self."

Even though you might be wondering how you're going to do that and have the impact you want, trust me, this is the very first step. Let me explain it this way. Brendan is the founder and CEO of a multimillion dollar company, and he needed to present regularly in front of investors, business partners, and staff. Every time he needed to present, he would feel his heart pounding, his hands were so sweaty and shaky, he couldn't even pick up a cup of coffee. He tried to avoid speaking in front of groups as much as he could, but in his business and with his role, that just is not realistic.

What I was able to help him to do was to realize that just by being totally himself, he would be so much more relaxed and more comfortable in front of the groups he was speaking with, and it would feel better. He would get better results.

Now, Brendan has a great sense of humour, he's an extremely genuine person, and so when he was able to really tap into that and move past the fear of it not working, he was able to be completely confident and relaxed speaking in front of the room. He recently told me he can even see himself giving keynotes now, and that is something he never in a million years would have considered remotely possible before. Public speaking is just a non-issue for him now.

So the first shift is: be totally congruent. That's where your impact lies.

SHIFT 2: BEFRIEND YOUR FEAR

Let's now talk about the second shift, and that's what I call befriend your fear. I want you to think about fear as something that you can actually befriend. It's not your enemy. It's not something to conquer or get rid of. Here's the truth about fear.

Most people are fearful of public speaking, in 75% in fact. It's not just a few people that are afraid of this, it's not even half. It's 75%, three quarters of people have the same fear that you do about public speaking, and it's normal. I want you to know, there is nothing wrong with you for feeling any degree of fear about public speaking. That's really important if you're ever to dissolve your fear.

Jerry Seinfeld put it this way. He said, "To the average person, if you have to go to a funeral, you would rather be in the casket than doing the eulogy."

I think that is so true. Most people would rather not be alive than actually standing up in front of a group and speaking.

Here's something to think about. You've probably been conditioned to think that your fear is bad, unpleasant, it's something to conquer, it's something to get rid of, but it hasn't helped you to think that way. You might have been told to feel the fear and do it anyway, but that probably hasn't helped you either because you don't know how to feel the fear in a way that makes sense. Mostly, fear feels uncomfortable, it feels unpleasant. We don't like it and so the temptation is, the habit is to want to get rid of it.

THE 4 STEPS TO FEARLESS SPEAKING

Angela is a general manager with a construction company. She felt fine talking one on one, she was great presenting one on one, but she felt very nervous every single time she needed to stand up in front of a group and talk, even if it was in front of people that she knew.

She absolutely hated uncomfortable she felt, but once she actually learned that her fear was normal, that there was nothing wrong with her for feeling her fear, once she developed the approach of befriending her fear and she applied the dissolving fear strategies that she learned, she felt like not only was she managing her nerves much better, but she actually started to feel comfortable presenting.

Recently, Angela gave a presentation in front of 300 people, and she said that once she was up there, she actually enjoyed herself. She told me to be honest, she was disappointed when she had to stop talking. Even better, she is actually looking forward to her next opportunity to present. So the second shift you need to make is to befriend your fear.

SHIFT 3: THINK EASE NOT STRUGGLE

Here's the third shift. I want to encourage you to think ease, not struggle. Now, at first this might be because you're so used to feeling bad about presenting or speaking in public, and it feels familiar to you. You might even find it hard to believe that it's possible for it to be easy. But let me ask you this — what's the cost of continuing in this way? What's the continuing with the fear, the struggle, the stress, and the frustration? Perhaps for you, it's the cost of lost business or future income, or even the respect or recognition that you could gain from your peers or your industry. Perhaps it's lost opportunities. More importantly, it can result in lower self-esteem, worry, and massive emotional toll, stress on yourself and your relationships.

Because when you're stressed about presenting, it affects everything. When you're in that high degree of stress, how can you be really present with your partner or your kids or your colleagues or your family?

Let me ask you this. How much has it cost you already in lost opportunities or lost business or income? For most people, the cost is massive, and I believe you've struggled enough. Just because it felt hard before doesn't mean it has to continue that way, and I want you to think systems, not stress.

Here's what I mean by that. For any of you in my generation, you'll remember getting in a car needing to go somewhere new, you didn't know how to get there so you got out your map or your street directory. Very often, you'd be looking for a street, you'd be on one page of the directory and lo and behold, you'd have to turn 10 pages or 15 pages to get to the corresponding street in the directory. You were flipping pages and driving and trying to get somewhere. It was often very frustrating, but we didn't know any other way. That's just how things were done then.

Until someone created a new system, and here it is, the GPS. That makes getting somewhere new in a car so much easier. Instead of flipping and flapping through all the different street directory pages, we just plug in to a GPS our destination. Even phones these days have GPS. The GPS shows us the way to get there without flipping through all those pages, without stressing about what we're doing and looking at the road while we're looking at the map. Very often, the GPS would tell us the most efficient way to get there. Sometimes the GPS will even incorporate traffic conditions.

That system has completely revolutionized getting somewhere new for hundreds of thousands of people.

THE 4 STEPS TO FEARLESS SPEAKING

Here's the system.

STEP 1

The first step is you must be able to dissolve your fear. Don't think about conquering it, don't think about feeling it and doing it anyway. Think about dissolving it, befriending it first.

STEP 2

The second step in the system is to have absolute clarity. Most people are actually not clear about the purpose of their presentation. They think they are, but in reality they're not. They're not clear about many, many different aspects of their presentation, and the clearer you are, the clearer your audience will be.

STEP 3

Once you're clear and you've designed your presentation, the next step is you must be able to connect with your audience with ease. If they don't feel that they trust you, they like you, or they respect you, they will not buy into your ideas. It doesn't matter how clear you are, it doesn't matter how good your presentation is, you must be able to connect with your audience.

STEP 4

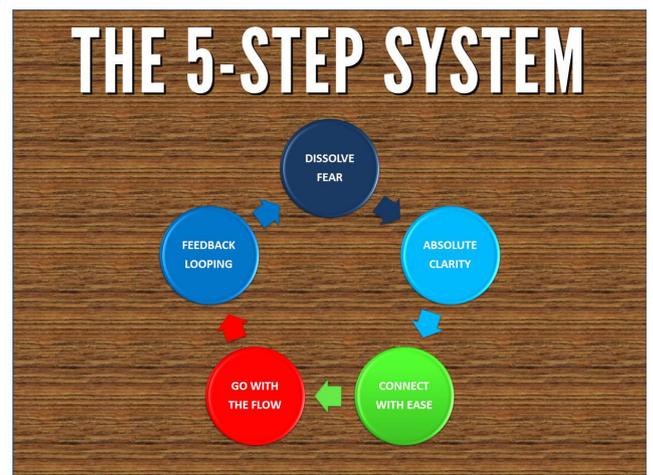
Once you've got your great presentation and you're connecting with your audience, you're at the front of the room and you're speaking, the next step is you must know how to go with the flow. Because the unexpected will happen. Things will probably go wrong at some point in time, and if you're derailed by that, if you don't have a system or a strategy for how to deal with what happens, then you will find that your presentation goes a little bit off the rails. If anything untoward happens, you have to know how to manage it. That's what I call go with the flow.

STEP 5

Then the final step in the five-step system is what I call feedback looping. Here's the thing. Most of my clients are either perfectionists or, as I like to put it, recovering perfectionists like me.

They look at what they didn't do well, what they should have done better, what they didn't say, what they could have said, and most people end up beating themselves up after a presentation, and they feel worse at the end than they did at the beginning.

This doesn't help you do better presentations next time, it doesn't help your audience, it's wasted energy which just results in you feeling bad. There are ways of giving yourself feedback where you do improve every single time and you feel good at the same time. You can keep looping around that five-step system, and you'll find that it will cover every single aspect of your presenting. That should take a lot of the stress out of this. There's a system and a template for absolutely every single part of the presenting process.



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THE OLD WAY:

PRACTICE MAKES PERFECT - DOESN'T
IT?

Now, let's talk about the old way of doing things. In the old way, we were told that practice makes perfect. Here's the thing, if you're practicing something that doesn't work or that's wrong, you're just going to be perfecting this that doesn't work. It's not going to be to your advantage to do that.

Now I'm not saying that practice is wrong, of course I'm not. Practice is critically important. However, there are skills and distinctions that you need to be able to make in order to present well, and that's what you should be practicing. Practice on its own, without knowing the skills and strategy, is not enough.

Now, again, if you're in my generation, you may remember being told to picture your audience naked if you were nervous. I don't know about you, but that did nothing to make me more relaxed at all, and I don't know how you feel about it but I just don't think that's a very practical tip.

So let's move on to the next old way of doing things which was fake it till you make it. Now that's a really common one, I've heard a lot of people say that, and I was taught that at one point too, but here's the thing with that. People can see through fake. It's hard work to fake something. It's much easier to be natural. It's much easier to just be yourself. It might not feel like it now, but trust me, faking it takes energy and effort and people can see through it. If you're someone who wants to present authentically, then that is not the best advice for you.

We've talked about the old way of approaching fear, to conquer it or to feel it and do it anyway, those ways that haven't actually helped you. Because if they had, you wouldn't still be fearful. The old way talked about what you do with your hands, where to look when you're onstage, where to stand when you're onstage.

Those things all take you away from being present with your audience, being present with yourself, and they don't teach you how to be comfortable.

THE 4 STEPS TO FEARLESS SPEAKING

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When you're comfortable, you don't even need to think about what you do with your hands.

Let me ask you this. The last time you were talking with a colleague or a friend in a café or in the office, how many times did you stop and think, "Oh my gosh, what do I do with my hands now?" I will practically guarantee that you've never thought that. Why? Because you're actually comfortable speaking with them.

It's exactly the same at the front of the room. When you're comfortable, you just do not need to think about that stuff.

The old way also tended to use tricks to lure your audience, in language and all sorts of other things. I believe that's manipulative, and I would rather get buy-in from my audience based on my authenticity and what I'm offering them rather than some sort of trick which is going to do nothing for my long-term credibility and gaining respect.

The old way was also about planning, having a structure like this. You just put your introduction, your body, and your conclusion in there, and you shove your information and you include as much as possible, and you're done. A lot of people think that it's their information that's the most important thing, and I believe that that is not true. I believe that it's your message that's the most important thing.

So that's the old way of doing things. I believe it's cross your fingers presenting. It's old and it's dead, and when you do it the old way, you don't gain the credibility, you're not being authentic, it doesn't feel enjoyable, and you don't generally get the results you could get or the impact you could have. Does this make sense?

Now let's talk about the new way and what you do instead. As I mentioned, there's a simple five-step system which if you follow, you will impact every single aspect of your presenting. You won't need to waste time and energy wondering how to stand or how to speak, how to move your hands, what others will think of you. You won't need to struggle with what to include, that will become absolutely clear.

Monica is the founder and director of a very successful public relations company, and she always felt overwhelmed and nervous whenever she needed to present in front of a group.

One of the things she loved most was how easy and enjoyable it was to learn how to design her presentations, to learn that there was a system for every single aspect of presenting. There's a template for every single aspect of presenting, and it completely took the stress out of it for her.

Not only is she so much more confident presenting now in front of her clients and staff and peers, she is also now enjoying speaking at industry events and she's nailing them.

We've covered three shifts so far: be totally congruent, befriend your fear, and think ease not struggle.

THE 4 STEPS TO FEARLESS SPEAKING

SHIFT 4: FIND A MENTOR

Do you ever have thoughts like, "What if I make a mistake?" "What if they don't like what I'm saying?" "I'm worried I'll forget what I'm going to say." "I'll look like an idiot." "They won't respect me." Not one of those thoughts is helpful to you. Not one of those thoughts makes you feel more confident, and not one of those thoughts will help your audience.

The truth is, if you're worried about any of those things, you're actually more concerned about yourself than your audience. That might sound really harsh, but that's the truth. If you're worried about yourself, how you sound, what you look like, what they'll think of you, how can you really connect with and engage them? The answer is you can't. The more you focus on yourself and try to be perfect, the less effective you actually are.

Here's what I want to tell you. You don't have to be perfect. In fact, it's not even possible to be perfect. Perfect is some idea in your head which doesn't exist, and if you ever did achieve it, you're mind would come up with some other yardstick to reach. You'll never get there. It's a complete waste of time and energy. It's not the answer.

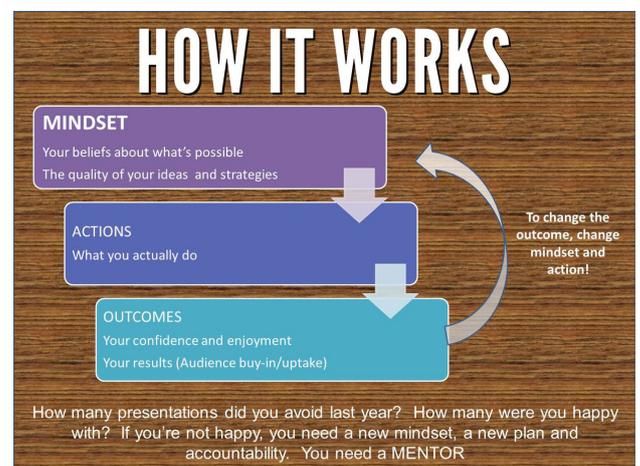
I want to encourage you to think of being effective and not perfect. If you change your focus from yourself to your audience and what they think, what they need, what they want, you will actually start to feel better. You'll notice a difference in your presentations in a few months or even weeks.

Let's look at the fifth and final shift, and that is to find a mentor. In my opinion, every professional person should have a mentor. That's because a mentor helps you with three things — new ideas, new skills, and accountability.

You might have already had at least one new idea in your head just reading this short guide. But here's what a mentor actually does. They help you impact your beliefs of what's possible. The quality of your ideas. That's your mindset. That's where it all starts, because those things impact your actions and what you actually do.

A mentor will help you refine your actions, refine what you're doing. That is what will help you have the outcome you want, the confidence you want, the enjoyment you want, and the results that you want, in audience buy-in or uptake, whatever it is, that's how you get there.

To change the outcome you have, to change the outcome of your presenting, you will be changing your mindset and the action that you take.



THE 4 STEPS TO FEARLESS SPEAKING

DOCTORS AND OPRAH WINFREY

Think about this. Doctors earn about \$200,000 a year, and they train for around 10 years. Now, if you can present and speak effectively in front of other people, you will have the potential to earn up to 10 times or more what a doctor earns. But, trying to do that without proper training is crazy. It's just as crazy as a doctor thinking that they can just Google how to be a doctor, a few tips and tricks of being a doctor and then operate on people. They need the proper training and it is exactly the same with presentation skills.

Personally, I've invested well over \$100,000 on training and mentoring, and every single time, it was a big decision. But now that investment pays for itself, so I just want to encourage you not to go it alone. Find the best mentor out there for you and spend what it takes to work with them. A good mentor has the training and experience to help you achieve your confidence and presentation goals. They can also see things in you that you can't see in yourself. They can help you bring those things out in the most positive way possible. They encourage you, they challenge you, they support you at your pace, and a really great mentor will have you enjoying the journey as well. Someone that I really admire,

Oprah Winfrey, said that she has four coaches or mentors at any one time. This is one of the most influential women in the world. Four mentors. That's a clue.

A client of mine - I'll call him Roberto for purposes of privacy - is founder and director of an incredibly successful company. He is often asked to speak on panels and at really huge industry events with lots of movers and shakers and media present, and it's crucial that he feel comfortable and confident about what he says.

He also needed to be able to think and structure his thoughts well so he could express himself in a way that engage the audience. Roberto wasn't comfortable presenting in public and he felt he didn't have as much impact as he would have liked. The thing is that he has got so much experience and information in his head that it was really hard for him to distil it in a way that made the most sense for people listening to him.

What I was able to do was help him to tease out all these ideas, this knowledge that he's had, his experiences, and I was able to help him structure his thoughts in a different way, and to put them into things like formulas or bite-sized chunks that people could understand immediately.

He's a much more confident and impactful speaker now because he feels he can give the audience more of what they want, and that's what drives him. In the process, Roberto is also further building his credibility and his brand. So I want to encourage you not just to find a mentor, but to find a mentor that is right for you.

Now we've covered the five shifts, and here they are. One, be totally congruent. Two, befriend your fear. Three, choose ease not struggle, and I showed you there's a system for actually nailing your presentations every single step of the way. Four is to shift your focus from yourself to your audience. Fifth is to find a mentor, someone who can help you move where you want to go and do it seamlessly.

THE 5 SHIFTS:

LAYING A SOLID FOUNDATION

In my opinion, these five shifts alone are enough to propel you to a totally new level of confidence in your ability to present. I know that many of you will be thinking, "I wanted some more tips, I wanted something practical, I wanted ... you know, what to do in this situation or that situation."

Just trust me, these are the foundation that all those other things come on top of. Without these shifts, without these foundations, you will never have the impact that you could have. You will never have the confidence that you could have.

I promised you that we'd talk about how to nail any presentation you'd give so that you could finally receive the respect and recognition and the results that you deserve, even if that seemed impossible. I promised that we'd talk about how you can start feeling confident about your presentations. Stop beating yourself up for having the nerves or fear, and start to know your own value.

We've talked about how you can virtually guarantee that your audience will buy into your idea, your project, or your business by focusing on them and taking their focus off yourself. I told you that I would show you how you could do all of this without struggle, overwhelm, or self-doubt, and that's through a system and a mentor.

NOW YOU HAVE A CHOICE

Now you have a choice. You can either take the information I've given you today, or you can forget all about it. You can keep struggling with your nerves and fear, you can keep feeling worried about what people will think of you or about stuffing out. You can keep struggling with not being able to design your presentations easily. You can keep not getting the results you want and not having the impact that you want to have.

Or, if you want to start feeling confident and comfortable in front of any group, and you want to nail any presentation and boost your business, the respect you're receiving, your recognition, your results, then here's what I have for you.

I've set aside some time in the next few days to speak to you personally about how you can apply these ideas to your presentations, starting today.

Whatever your biggest challenges are, I've seen them and I know how to overcome them. What I'll do is I'll get on the phone with you for about 40 minutes, and in this session, I will work with you to craft a step-by-step game plan so you can hit your presenting and public speaking goals for this year whether that's speaking in a boardroom to 20, or onstage in front of hundreds, it doesn't matter, and for enjoying it.

The cost? Absolutely free. But, here's the catch.

This is not for everybody. Here's who this is for.

This is for you if you offer a proven product or service. You must have a solutions-focused, take-action, and success-oriented approach to your professional life. You must hold yourself to the highest standards of integrity. You must be willing to invest the time and effort needed now, to implement what is recommended to you.

If that's you, book your session now.

WHY I AM DOING THIS

Here's why I'm doing this. It's been my passion for over 30 years to help people enhance their confidence and express themselves powerfully. I believe we can all benefit from hearing more people speak authentically.

I also know you may want my help to give confident and captivating presentations and if so, we can discuss it and we can see if it's a good fit for both of us.

If you want to book your call with me, go to www.fearlessspeaking.com.au/apply.

That will take you to my calendar page and you'll see the available appointment times, so just grab whatever works for you.

After that, you'll be taken to a really short application, five or six questions; you'll fill it out really quickly, and I will get on the call with you at the appointment time that you pick, and it will be the best 40 minutes that you've ever spent in a targeted way on your presenting and public speaking.

Go to www.fearlessspeaking.com.au/apply to book your appointment right now.

I just want to share one other thing with you.

This is a story of my client Marty. When he came to see me, he was like absolute jelly in front of any group over three people. His brain froze up, he would forget his words, he would feel uncomfortable the entire time.

What happened was, within a few short months, he was not only confident presenting in front of a group of 3, 4, 5, 10, 45, 100 and more, but he found he was letting himself really enjoy the process, even to the point where he was goofing around. Even in his shareholder and investor meetings, and he was enjoying himself, and the whole atmosphere changed to a much more enjoyable one for everyone.

This is just one of the benefits of mastering this process.

Go to www.fearlessspeaking.com.au/apply, and I look forward to speaking with you very soon.

Best wishes,

Justine.

WWW.FEARLESSSPEAKING.COM.AU