



FEAR PUBLIC SPEAKING?

WHY YOU FEEL THE FEAR
AND HOW TO DISSOLVE IT

BY JUSTINE ARMSTRONG

**FEARLESS
SPEAKING**



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WELCOME

**IT'S EASIER THAN YOU
THINK!**

I'm so glad you have taken a positive step towards creating and delivering confident and captivating presentations, whether they will be in front of 10 people, 100 or more.

It doesn't matter whether you are planning a wedding speech, a department report, a business pitch or a networking presentation, the foundational skills of presenting fearlessly are the same.

I hope you enjoy, use and benefit from this brief guide and wish you all success on your presentations journey.

Justine.



THE REASONS YOU FEEL THE FEAR

After working in this area for over 30 years, I believe there are three reasons that people feel fear of public speaking or giving presentations. They are:

1. Past experience
2. Perfectionism
3. Negative mindset

In order to begin to loosen or dissolve this fear, you must understand each of these reasons and how they relate to you.

Past experience

Many of my clients (including myself) have had a negative experience in the past, of speaking in front of a group. It may have resulted in a feeling of embarrassment or humiliation. A feeling of 'I'm not good enough' or 'they didn't like me'. It may have resulted in a negative consequence – maybe you didn't get the result you were hoping for – or the job or client or business. It could be something else that was uncomfortable or unpleasant for you at the time. And from that moment, the fear of speaking in front of a group was born.

Perfectionism

In my experience, many people who fear public speaking are high achievers, people who are great at what they do, usually respected by others, with high standards for themselves. They want to do a good job and certainly don't want to let anyone down. In their minds, if they can't do it brilliantly, or perfectly, or have everyone love them, they think they can't do it at all. And the fear kicks in. Some of this is unconscious, so it feels very natural. It feels like we have no control over it. But we do. There are many ways to loosen the grip of perfectionism, but one tip is: aim to be effective, not perfect!

Negative mindset

The majority of people who feel nervous or fearful of speaking to a group have a negative mindset around it. What I mean by that is, they tell themselves negative, rather than positive things, for example, 'I'm going to forget what I'm meant to say', 'what if I stuff up? Everyone will think I'm a loser', 'the boss is in the room - If I don't get this right, I might stuff up my promotion chances', 'What if they think I'm boring? I'll never get this new business', 'The last client didn't sign up, so why should this one - I'm hopeless at presenting and I'll never be any good at it'.

And on and on and on. The negative thoughts are limitless. Maybe you are aware of one or more of yours.

Which of the three do you relate to?

Which of these three reasons do you most relate to? Just one of them? A combination? That is a good start. Now you can begin to understand more about fear itself and its specific role for you.

ABOUT FEAR

You may be surprised to know that it is NORMAL to fear speaking in front of a group. And in fact over three quarters of the population is just as nervous and fearful as you. You are not alone and there is nothing wrong with you. You just haven't learnt the skills of presenting or public speaking, and you haven't yet learned how to dissolve your fear. And that's all it is – learning a new set of skills.

I'm a psychologist and it took me four years of university study to learn the theory and some very basic skills. Then it took me another few years of learning on the job. Then there were further years of training, where I chose to boost particular skills that I hadn't learned in my degree. Finally there were decades of practice. I'm not saying you need to spend decades on getting over your fear; in fact I teach a process where it can take 90 minutes or less to do so. But I am saying that for everything that you are good at in life, it takes learning a set of skills and practice. Being confident and competent at presenting is no different.

DISSOLVING FEAR

I use the term 'Dissolve Fear' rather than conquer fear or remove fear, as I think it's a more accurate way of describing what is actually involved.

Many public speaking experts tell people to 'use' the adrenalin of the fear, or to just feel the fear and do it anyway, but they don't tell them HOW exactly to feel the fear or HOW to do it anyway. And that, in my opinion, is one of the main missing links.

I believe there is a very unique and specific way of working with fear to allow us to enhance our presentations and make them comfortable and even enjoyable.

Firstly, you must understand how your brain works to come up with fear in the first place. This is not just about fight or flight but about YOUR specific response to the thought of speaking to a group. There are very good reasons you feel this fear. What is your fear telling YOU? There is a way to ask yourself questions that help the answers come more easily, but this is a good start.

You must know what this fear means to you and what its impact is.

You can then learn how to neutralise the sensation of fear in your body – this is so simple – it's just that we never learned how to do this in school or elsewhere. But it is not hard. Once you can do that, your mind becomes calmer and clearer and you can perform better. There are different methods of doing this – body relaxation is one way. Choose what works best for you.

I teach this fear-dissolving process in a 90 minute masterclass and once you know how to do it, it can take you less than 1 minute to dissolve your own fear anytime. Not just in relation to public speaking, but anything at all.

WHAT IS ONE THING YOU HAVE READ SO FAR, THAT IS HELPFUL TO YOU?

If you have read even just one thing here that has made an impact on you, or stood out for you, that is a good start. I believe in making things simple - one step at a time. I hope this has been a helpful introduction into the reasons you may feel fear of presenting or public speaking and that you now feel positive about the possibility of being able to dissolve it.

FOR MORE INFO OR TO DO THE MASTERCLASS

If you would like more information about the 90 minute masterclass, "The 3 Steps To Dissolving Your Fear", please go to www.fearlesspeaking.com.au/bookclass.

It is a practical video tutorial that you can do in your own time. It is a step-by-step lesson that will equip you to dissolve your fear the second you complete the class. And you will have an actual experience of dissolving it during the class as well.

I believe that some of the best minds, with the best ideas are often too shy or fearful to present them. I am passionate about encouraging and equipping all people who want or need to speak to groups, to be able to do so with the results and success they desire - and end up enjoying it too.

Justine Armstrong

Fearless Speaking.
