

TOP 10 TIPS FOR

# PUBLIC SPEAKING

# SCIENCETELLING™ BOOTCAMP

1

## IDENTIFY YOUR AUDIENCE

Speaking to your peers is different than speaking to a general audience. Replace career-specific jargon with words that make sense to everyone.

2

## DEVELOP YOUR ELEVATOR PITCH

Create a short, concise synopsis of what you do, and how people you meet can help. Practice it often so it's ready to go any time you need it.

3

## MAKE THEM CARE

Tap into why you do what you do. If you can't tell people why you care about your project, how can you expect other people to care?

4

## START HOT AND END WITH A CALL TO ACTION

Start your talk by grabbing the audience's attention with a colorful anecdote, amazing fact, or pivotal moment. End your talk with what you want your audience to do.

5

## SPEAK IN HEADLINES

Just like headlines in a newspaper, short, to-the-point sentences are great for interviews and talks.

6

## USE MEMORABLE LANGUAGE

We live in a world filled with sound and imagery. Use colorful and detailed language to show your audience what's unique about your world.

7

## SMILE AND RELAX

Over 50% of your impact as a speaker is influenced by your body language. So smile, free up your arms to gesture, and open your stance.

8

## USE ANALOGIES & METAPHORS

Using analogies and metaphors allows a speaker to take a complex or unfamiliar concept and make it relatable. It's also useful to talk about scale without measurements (e.g., as big as a 747, as small as a coin).

9

## SIMPLIFYING ≠ DUMBING IT DOWN

Talking at the same level as your audience is not the same as dumbing it down. It's about making your language more accessible to reach more people—and what's so dumb about that?

10

## PRACTICE MAKES PERFECT

It sounds like a no-brainer, but many people just don't put in the time required to prepare for their talks. Practice with your friends, colleagues, and family, or in front of a mirror. If you have a video camera, record yourself.

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