

# HOW TO MAKE YOUR "BUTTERFLIES" FLY IN FORMATION

Nervousness, speech anxiety, stage fright, platform panic - it's known by many names, but it's a problem every speaker must confront. Actually, feeling nervous before a speech is healthy. It shows your speech is important to you and that you care about doing well. But unless you learn to manage and control nervousness, it can keep you from becoming an effective speaker.

Following these tips will help your butterflies "fly in formation":

- ▶ Recognize that you are not alone. Even top entertainers get nervous before a performance.
- ▶ Realize people want you to succeed. Your audience will be pulling for you.
- ▶ Prepare thoroughly. Nothing reduces anxiety like preparation.
- ▶ Concentrate on the message. Focus your attention away from your anxiety and focus on the message.
- ▶ Turn nervousness into positive energy. Your nervousness can be an asset. Harness it and transform it into vitality and enthusiasm.
- ▶ Remember this is an opportunity to gain speaking experience. Being a good public speaker is an asset and this is your opportunity to build that skill.

