

# Finding Your Speaking Style

All of us are public speakers.

All of us have a voice.

Let's start using it –  
our world needs your voice more than ever.



Jesse Jones  
[MySpeakingStyle.com](http://MySpeakingStyle.com)

The background of the slide is a faded, light-colored photograph of a lecture hall. On the left, a man in a dark suit is standing and speaking into a microphone. On the right, an audience of people is seated in rows of red chairs, facing the speaker. The ceiling of the hall has a series of parallel wooden slats.

# FINDING YOUR SPEAKING STYLE -WORKBOOK-

This workbook is to help guide you through the course. Take the time to reflect, discover and celebrate your unique (and awesome) speaking style.

Use it. Don't use it. Totally up to you.  
Mark up, write all over and destroy this workbook. You can always print it out again...

Let's discover your speaking style!

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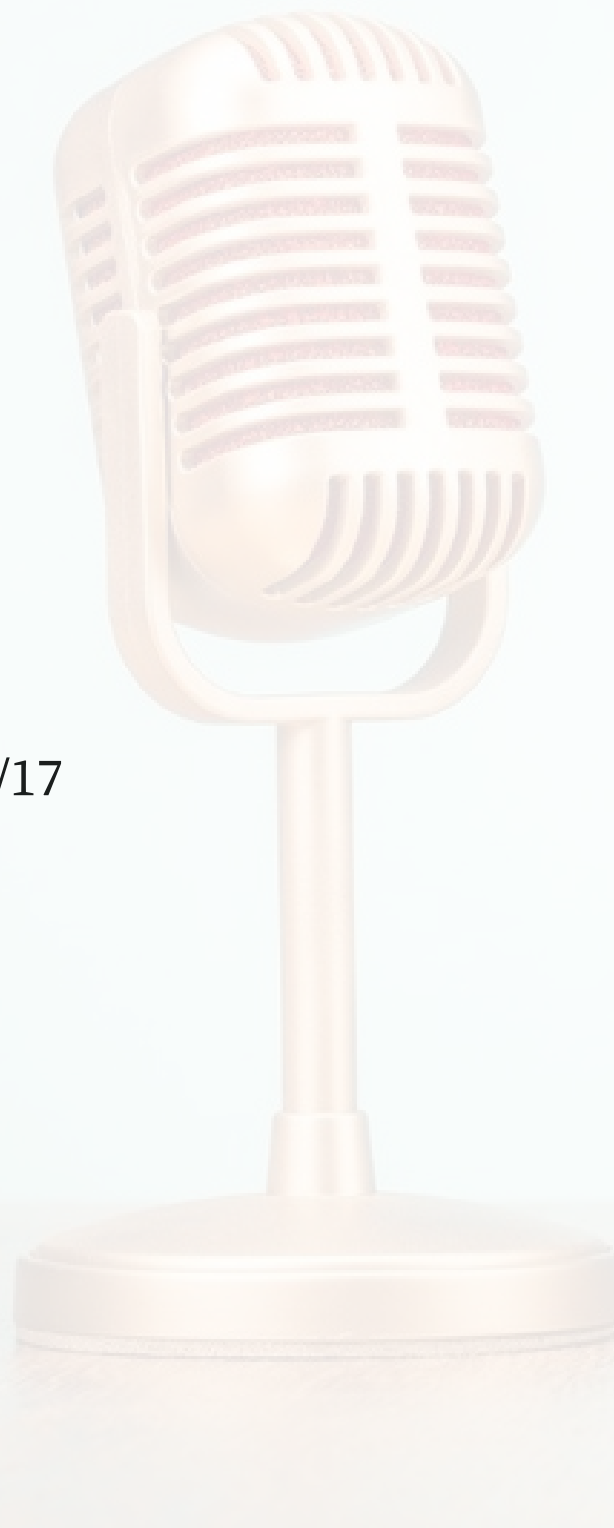
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INSTRUCTOR  
JESSE JONES



# Hey there!

The one page I will talk about myself. Because this is about you. Your voice. Married my high school sweetheart, and have two crazy kids who keep us laughing and exhausted. My day job is marketing/fundraising for a mental health advocacy nonprofit.

Outside the day job, I have performed in everything from community theater to television commercials; have performed and taught workshops on improv, stand-up, and sketch comedy; have emceed hundreds of events from workshops to weddings, gala fundraisers to a zombie beauty pageant; I have delivered countless presentations, speeches, a maid of honor speech, and even a eulogy.

A shocker to no one who knows me, I was voted most school spirit in high school and I bring that energy to everything I believe in - **And I believe in you.** Hope you are ready for me to be your biggest cheerleader - let's do this!



# MY THEORY

## **All of us are public speakers.**

We are socially conditioned to think that only certain people can be great "public speakers," but we speak every day. Public speaking (to me) is when you are speaking to anyone else besides yourself.

Dating, networking, interviews, leading the meeting, giving presentations, making toasts, delivering sales pitches, yelling at your kids on the playground - all of it is public speaking.

## **Public speaking is not a skill, it's a style.**

A **skill** is a developed or acquired ability.

A **style** is a way we do something.

Since we have already established that we technically speak in front of people every day, we know we have the ability, we just need to discover, own and celebrate our style. The differentiator is that the "great public speakers" accepted (and began polishing up) their style much sooner than most.

You will see I compare your speaking style to your fashion style, as you have clothing that fits you and your lifestyle. You wear your clothing without regret, and sometimes you need to go formal or keep it casual - Same goes for your speaking style.

## **Discovering your style will set you free.**

The world needs your voice more than ever.

Whether it is on that first date, at the staff meeting, or at a protest, your voice matters to someone else. By breaking down the walls of public speaking anxiety, busting the myths of what society says public speakers need to look/sound like, and confidently celebrating our unique speaking style - we are changing our world.

Every opportunity is an opportunity - Please be open to this one.



# THE SCIENCE

**Glossophobia: a fear of public speaking**

**Ostracism: exclusion by general consent from common privileges or social acceptance**

**Shaking, dizziness, accelerated heart rate, sweating, nausea** - Is this what you begin to feel when approaching a networking event or it's your turn to present and they slide the PowerPoint clicker thingy over to you?

**You are not broken or crazy.** Human brains instinctively fear things that could threaten our lives or force us to be kicked out of the tribe. Your brain is telling your body a threat is approaching, something that could kill you or force your removal from the group that is keeping you safe from predators. It is fueling up your body with hormones to either fight this threat with your bare hands or run away from it. But because we (usually) don't have to hunt for our dinner - humans have now found other things to equate to fighting a predator or being thrust into the jungle to fend for ourselves.

That's right. Our brains have taken the idea of simply speaking to another group of humans and put it on the same shelf as hunting and being hunted.

**But our brains were beautifully created** to combat these fears with the rational frontal cortex. Once your brain realizes you are not going to die, and that if your PowerPoint craps out, society will not banish you, the hormones that trigger those symptoms begin to slow down.

Cool - Great - Now what?

**Step one with anything is awareness.** We gave it a name, we now know it is our brains trying to protect our bodies, and hopefully, we have begun to realize we are not going to die or be cast out of society. So then how do we combat this? Meet it face to face, acknowledge what is happening in our bodies, and let that rational frontal cortex do its thang.

Those whom you would consider great public speakers, experienced comedians, and professional sales folks, still feel these symptoms, their frontal cortex just knows to kick on earlier--because time and time again, they have proven to themselves that **speaking does not equal death or banishment**. You will get there too, a lot quicker than you realize.





# BEAT THE SCIENCE

**When you are asked to speak, present or talk to new people, what scares you the most?**

- ☐ That I will embarrass myself, my team, my family, etc.
- ☐ That I will lose control of my body (ex: throw up, pee my pants, pass out, sweat profusely, etc.)
- ☐ That I don't have anything special or interesting to say
- ☐ That I will be judged unfairly or harshly.
- ☐ Other \_\_\_\_\_

**What are the physical responses you usually feel?**

- |  |   |
|--|---|
| <input type="checkbox"/> Nausea                    | <input type="checkbox"/> Shortness of Breath    |
| <input type="checkbox"/> Increased Heart Rate      | <input type="checkbox"/> Shaking/Jitters/Chills |
| <input type="checkbox"/> Sweat                     | <input type="checkbox"/> Foggy Brain            |
| <input type="checkbox"/> Throat Closing/Tightening | <input type="checkbox"/> _____                  |
| <input type="checkbox"/> Tight or Numb Hands       | <input type="checkbox"/> _____                  |

**What are the negative thoughts that enter your brain?**

- |  |  |
|--|--|
| <input type="checkbox"/> I am going to die         | <input type="checkbox"/> Everyone is going to judge me   |
| <input type="checkbox"/> I am going to mess up     | <input type="checkbox"/> I look or sound funny/different |
| <input type="checkbox"/> I am not worthy           | <input type="checkbox"/> It doesn't matter what I say    |
| <input type="checkbox"/> I am not an authority     | <input type="checkbox"/> _____                           |
| <input type="checkbox"/> I will trip over my words | <input type="checkbox"/> _____                           |

Now that we have met this fear face-to-face, and know full well,  
that **we will not die from public speaking**,  
are we ready to discover, own and celebrate our speaking style?

Your voice matters. Your thoughts matter.  
You may or may not "mess up" but **you will not die from public speaking**.

Someone out there needs you to speak up. Now let's learn about YOU!

# 6 QUESTIONS

There are no wrong answers here, just YOUR answers.

**-01-**

**Do you find it easy to project loudly  
OR are you a little soft-spoken?**

ANSWER \_\_\_\_\_

**-02-**

**If I asked you to give a 3-5 minute speech,  
would you prefer to have a paper or cards in  
your hand OR be mostly memorized?**

ANSWER \_\_\_\_\_

**-03-**

**In this same speech, would visual aids help you  
feel more at ease OR more stressed?**

ANSWER \_\_\_\_\_

**-04-**

**When telling a story, do you find yourself  
sharing lots of details OR just the main points?**

ANSWER \_\_\_\_\_

**-05-**

**Do you make jokes easily?  
(That people actually laugh at?)**

ANSWER \_\_\_\_\_

**-06-**

**You're giving a presentation and something  
unexpected happened – do you naturally recover  
quickly OR does it take you a moment or two?**

ANSWER \_\_\_\_\_





# ANSWERING THE QUESTIONS IS KEY!

---

These questions are the biggest step in the right direction to discovering and owning your speaking style. The simple act of answering these questions (while knowing the whole time that there are no wrong answers – only YOUR answers) will PROPEL you forward.

**Do you find it easy to project loudly OR are you a little soft-spoken?**

**If I asked you to give a 3-5 minute speech, would you prefer to have a paper or cards in your hand OR be mostly memorized?**

**In this same speech, would visual aids help you feel more at ease OR more stressed?**

**When telling a story, do you find yourself sharing lots of details OR just the main points?**

**Do you make jokes easily?**

**You're giving a presentation and something unexpected happened – do you naturally recover quickly OR does it take you a moment or two?**

## BONUS QUESTIONS TO PONDER

**Do you talk with your hands?**

**Do you naturally make a lot of facial expressions?**

**When presenting on a stage, would you prefer to walk around the stage OR stay at the podium?**

**When nervous, do you find yourself speaking faster OR slower, OR stuttering?**

**Anything else that is unique to your speaking style?**

**ALL OF YOUR ANSWERS ARE TOTALLY AWESOME AND PERFECTLY FINE!**

01

**Do you project loudly OR are you a little soft-spoken?**

If in-person, you can sit closer or farther away depending on if you speak louder or softer. If online, you can sit closer or farther away from your computer, or try using headphones with a microphone to amplify your voice.

02

**Do you prefer paper in hand OR to be mostly memorized?**

If you like having something in hand to reference and remind you or just to clutch on to, print out your resume, an example or two of your work, and perhaps the answers to the top 2-3 questions you know they might ask like "why are you interested in this job?" or "what are your greatest strengths?"

If you prefer to be memorized, because papers become a distraction or crutch, just do a thorough look-through of these documents before your interview OR practice some questions with someone or with your phone voice recorder.

03

**Do visual aids help you feel more at ease OR stressed?**

If in-person feel free to bring copies of your resume, examples of your work, or charts that show how your work has improved sales/donations/productivity/etc. If online, prepare them so you can easily screen share. But if visual aids stress you out, look through these ahead of time so you can accurately describe their contents. Perhaps, you can include them with your cover letter or leave them with the interviewer.

04

**Do you share lots of details OR just the main points?**

An interview is a chance to showcase YOU. So if you are a person who tends to skip on details, while it does save time, be sure to include a little on your contributions to your last job. Perhaps putting them in your resume or cover letter would help for reference. If you love sharing details, cool - just be sure to check the time, they have a list of questions to get to, and try not to stray from the original question too much.

05

**Do you make jokes easily?**

Jokes can break the ice and show personality but it is in no way a requirement in order to be a great speaker. If jokes don't come naturally, don't force them. Being authentic is always better than being funny. A small sense of humor goes a long way though. Accidentally muting yourself, make a small joke about nerves or that your mute button officially works and move on. Jokes can be a great accessory, but too many accessories can ruin an outfit - if you naturally add humor, by all means, but remember the focus of the job interview - is the job - not the jokes.

06

**Something unexpected happens - recover quickly OR need a moment?**

You spill your coffee, a loud ambulance drives by or you forgot your resume - snafus happen, acknowledge them quickly, and move on. Some of us have had this happen and perhaps realize they are small in comparison to the big picture. But knowing this about ourselves, we know how to face them and get back to the purpose. Plan ahead so as to avoid problems but know one is probably coming no matter how much we plan. And what a great way to show your adaptability!

“

There are only two types  
of speakers in the world.

1. The nervous and
2. Liars.

- Mark Twain



**Friendly Reminder:** Every speaker gets nervous, but they have accepted their speaking style and know the fear is not rational.

**In your family, friends, workplace, place of worship, or extra activities, who do you know that has embraced their speaking style? What is their speaking style like? Do you think they became a "great speaker" overnight or did it take time and practice?**

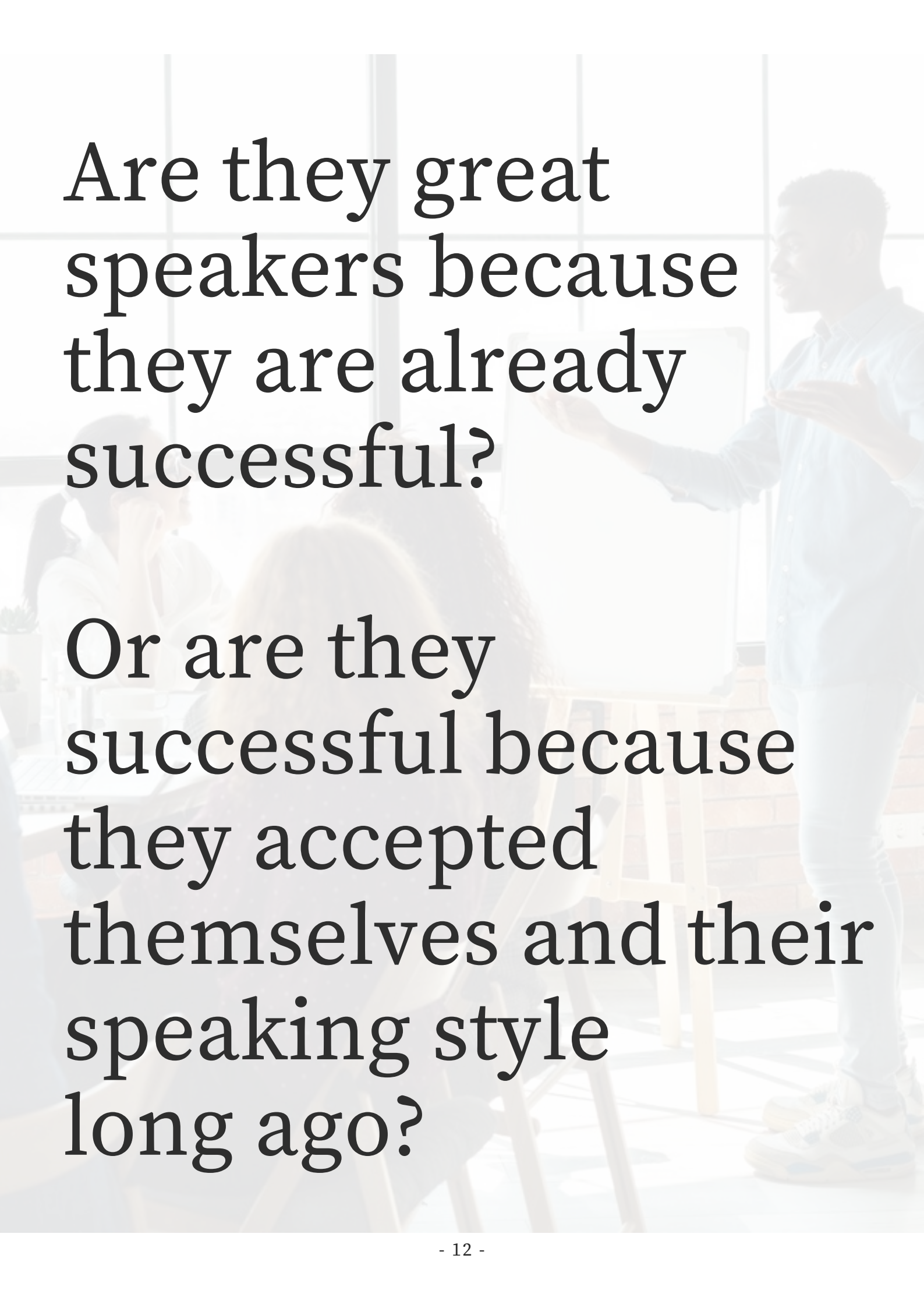
If it helps, write their names as inspiration:

○ ————— ○

○ ————— ○

○ ————— ○





Are they great  
speakers because  
they are already  
successful?

Or are they  
successful because  
they accepted  
themselves and their  
speaking style  
long ago?

# The Outfit

## aka The Speech

**Tailored to the moment, the audience, and your style**

### **TOPS = PURPOSE**

**What is the purpose of your speech/presentation/meeting?**

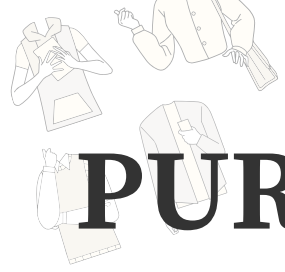
### **BOTTOMS = WORDS**

**How can we best say what needs to be said?**

### **ACCESSORIES = PERSONALITY**

**How can we use your unique speaking style?**





# PURPOSE

**"Efforts and courage are not enough without purpose and direction."**

**- John F. Kennedy**

**Are you trying to sell, change an opinion, inform, entertain, or make a new connection?  
If you are not clear on your purpose,  
I will not be clear on what I am taking away...**

**Questions to ask that  
help determine purpose.**



**What are the 3 take-away thoughts  
you want everyone to have?**

**What are the emotions you want  
them to feel? Will they change  
throughout?**

**Get in their heads, what are they  
expecting to see, learn or observe?  
How will you meet or challenge  
that?**





# PURPOSE WORKSHEET

**What are the 3 take-away thoughts you want everyone to have?**

1

2

3

**What are the emotions you want them to feel?**

**Will they change throughout the speech?**

happiness	lonely	worried	frustrated	Add Your Own:
love	heartbroken	doubtful	peevied	_____
relief	gloomy	nervous	contrary	_____
contentment	disappointed	anxious	bitter	_____
amusement	hopeless	terrified	infuriated	_____
pride	grieved	panicked	irritated	_____
excitement	unhappy	horrified	mad	_____
peace	lost	desperate	cheated	_____
satisfaction	troubled	confused	vengeful	_____
compassion	miserable	stressed	insulted	_____

**Get in their heads, what are they expecting to see, learn or observe from you? How will you meet or challenge that?**

They are probably expecting \_\_\_\_\_.

I will meet/challenge that by \_\_\_\_\_.



# WORDS

"I know nothing in the world that has as much power as a word. Sometimes I write one, and I look at it until it begins to shine."

- Emily Dickinson

Linking the right set of words together can create inspiration, desire, laughter, shock, curiosity, and change. But you have to actually say them for their power to work - Where to start?

## Helpful exercises to get words flowing...



**Brain Dump:** Just put everything down on paper, don't try to censor or structure it, just get it out of your brain, then go back and find a pattern, a theme, etc.

**The 3 Game:** Divide your speech into 3 sections, then give the 3 main points under each of the sections, then give 3 sentences for each of the main points.

**Talk it Out!:** Give yourself a time limit of 1-5 minutes, and simply record yourself just saying stuff, it won't be pretty - but who cares? Go back and listen and find the themes or main points your brain is trying to make.



# WORDS WORKSHEET

**Brain Dump:** Set a timer for five minutes and put every single thought down on paper, post-it notes, or a blank screen. DO NOT try to censor or structure it, just get it out of your brain! Go back and organize your thoughts. What did you discover? Any themes or patterns? Any taglines, factoids, or soundbites you want to use later?

**The 3 Game:** Divide your speech into 3 sections, then give the 3 main points under each of the sections, then give 3 sentences for each of the main points.

Introduction:\_\_\_\_\_

Section 1 Theme:\_\_\_\_\_

1st main point:\_\_\_\_\_

- 1.\_\_\_\_\_
- 2.\_\_\_\_\_
- 3.\_\_\_\_\_

2nd main point:\_\_\_\_\_

- 1.\_\_\_\_\_
- 2.\_\_\_\_\_
- 3.\_\_\_\_\_

3rd main point:\_\_\_\_\_

- 1.\_\_\_\_\_
- 2.\_\_\_\_\_
- 3.\_\_\_\_\_

Section 2 Theme:\_\_\_\_\_

1st main point:\_\_\_\_\_

- 1.\_\_\_\_\_
- 2.\_\_\_\_\_
- 3.\_\_\_\_\_

2nd main point:\_\_\_\_\_

- 1.\_\_\_\_\_
- 2.\_\_\_\_\_
- 3.\_\_\_\_\_

3rd main point:\_\_\_\_\_

- 1.\_\_\_\_\_
- 2.\_\_\_\_\_
- 3.\_\_\_\_\_

Section 3 Theme:\_\_\_\_\_

1st main point:\_\_\_\_\_

- 1.\_\_\_\_\_
- 2.\_\_\_\_\_
- 3.\_\_\_\_\_

2nd main point:\_\_\_\_\_

- 1.\_\_\_\_\_
- 2.\_\_\_\_\_
- 3.\_\_\_\_\_

3rd main point:\_\_\_\_\_

- 1.\_\_\_\_\_
- 2.\_\_\_\_\_
- 3.\_\_\_\_\_

Concluding Thoughts:\_\_\_\_\_

**Talk it Out!:** If you have a voice recorder or one on your smartphone, give yourself a time limit, (1-5 minutes) and simply record yourself just saying stuff, it won't be pretty - but who cares? Go back and listen and find the themes or main points your brain is trying to make. You may want to have a notebook, post-it notes, or a blank Word doc ready, listen a few times, and jot down everything.  
(This works great in groups too!)



# PERSONALITY

**"The note of the perfect personality is not rebellion, but peace"**

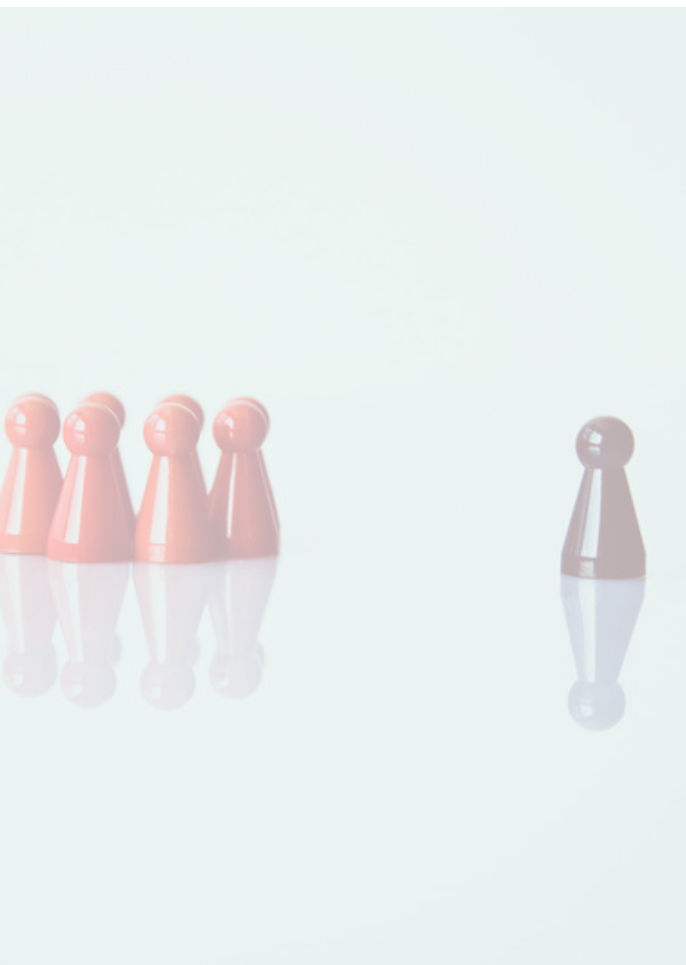
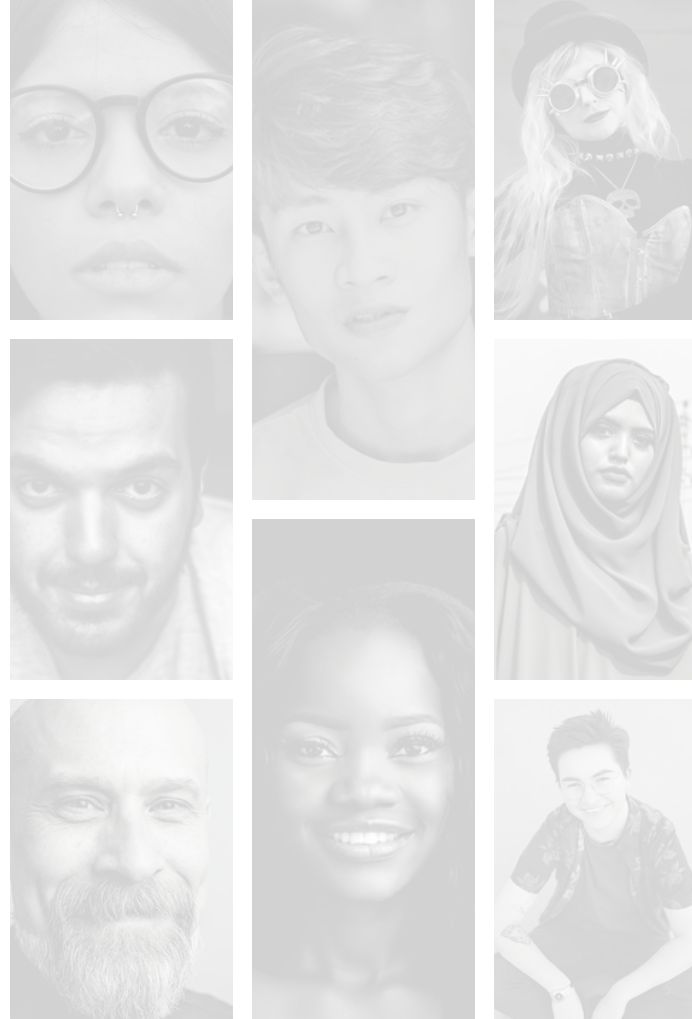
**- Oscar Wilde**

**"Personality begins where comparison ends"**

**- Karl Lagerfeld**

**"The most important kind of freedom is to be what you really are."**

**- Jim Morrison**



**Confidence comes  
with being Comfortable.**

**Comfortable comes  
with Acceptance of your Style.**

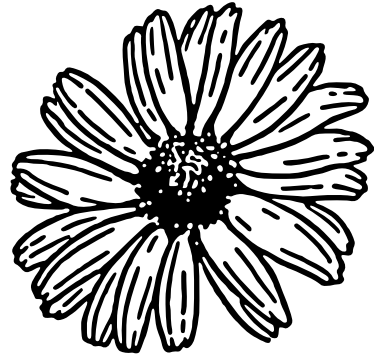
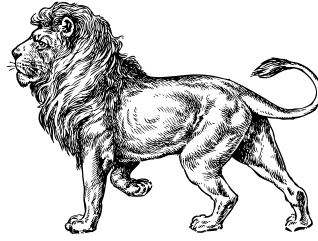
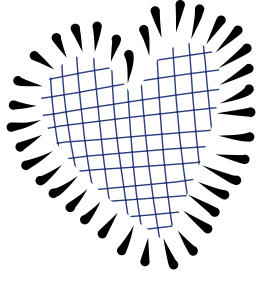
**Acceptance comes  
when you rid yourself of  
Expectations of what you  
think you have to be.**

**Confidence**  
**comes with being**  
**Comfortable.**

**Comfortable**  
**comes with**  
**Acceptance of your Style.**

**Acceptance comes**  
**when you rid yourself of**  
**Expectations of what you**  
**think you have to be.**

And now as a coloring page... because you deserve it!

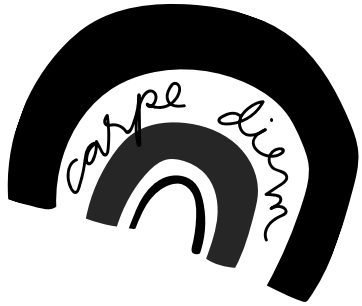


Confidence  
comes with being  
Comfortable.

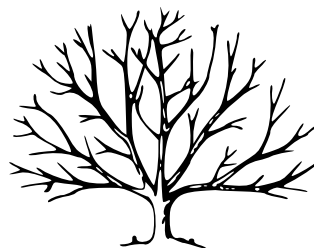
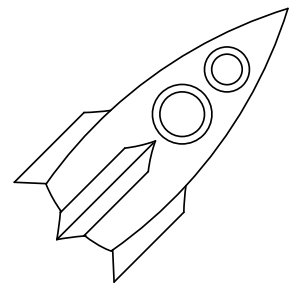
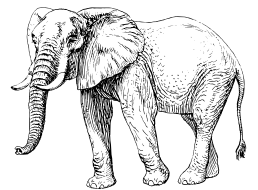


Comfortable  
comes with

Acceptance of your Style.



Acceptance comes  
when you rid yourself of  
Expectations of what you  
think you have to be.





# ACCESSORIES

Accessories are often chosen to complete an outfit, complement the look, and to further express an individual's identity and personality. But too many can ruin the outfit. Use them to enhance, not distract and they can turn your speech/presentation/meeting from good to great!

## Jokes

Great for breaking the ice, finding common ground with the audience by joking about something "we have all dealt with, am I right?", a joke at oneself can show vulnerability and build trust, and can help break the tension after a serious or solemn moment.

## Visuals

Whether it is a prop or a PowerPoint, the right visual can really bring the message home. An emotionally driven photo, using the weight or height of an everyday object to explain your point or a chart/graph that visually proves your point - All spectacular ways to enhance the presentation.

## Repetition

Whether it is a website, a specific statistic, or a tagline you want to catch on to or be known for...When you want folks to remember something, repeat it at least three times. Use this one carefully as it can get old really quickly, but if done right really goes a long way!

## Body Language or Gestures

Sitting, standing, walking around, crouching down to paint the picture that you were talking to a child, hand on the heart during a heartfelt moment, goofy facial expressions with bodily movement to match... These can be very powerful accessories and don't need to be dramatic. Simply how you sit and present yourself in a job interview speaks volumes. Try to think of your body language as you present your words as well.

## Pauses

For dramatic or comedic effect, or to simply let the audience absorb a visual aid or a key point that was said when pauses are used purposefully it shows the audience a polished well-thought-out speech.

## Audience Interaction

Surveying the audience, pulling up a volunteer or two, or using the size of the crowd as a way to demonstrate your point... Audience interaction is a bold exciting way to make your speech memorable. Note: Audience interaction can happen in small meetings or interviews too, engaging with your audience, is a powerful tool.

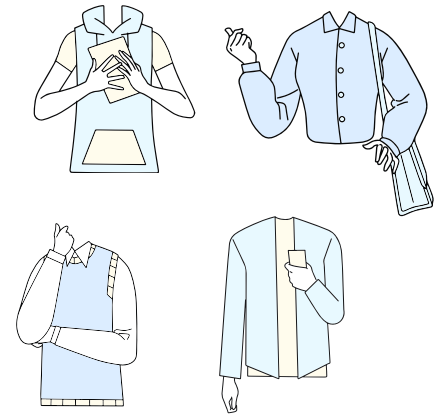
# PUTTING TOGETHER AN "OUTFIT"

Say you have a job interview coming up...Well, you bet with 99% certainty, one of the first questions they will ask is "Why don't you tell us a little bit about yourself and why you are interested in this job?"

## TOPS = PURPOSE

What are the 3 takeaway thoughts you want everyone to have?

1. That I am personable, friendly, and would fit with their culture.
2. I have worked very hard to get here and would be an asset to their team.
3. I have the passion and skillset for this work and would excel if given the chance.



## BOTTOMS = WORDS

Introduction: "Hello my name is Jesse, and thank you for this opportunity..."

Section 1 Theme: A little on me and why this job...

1st main point: I have always had an interest in...

1. Growing up I...
2. Always had a knack and skillset for...
3. In school I always...

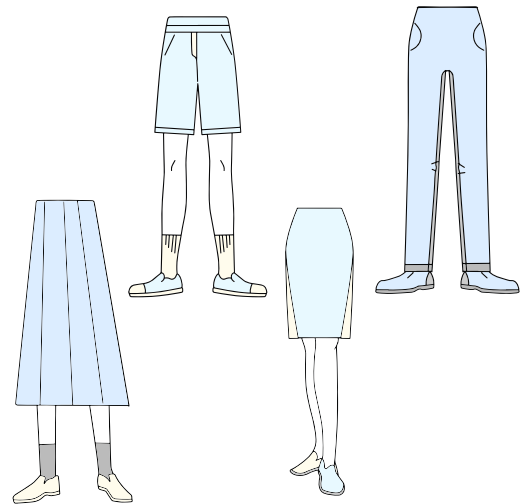
2nd main point: This work is my passion...

1. I really enjoy...
2. My first job was...
3. This opportunity is exciting to me because of the impact...

3rd main point: On a personal note, on weekends I...

1. I volunteer with...
2. I also have a passion for...
3. And a final fun fact is that...

Concluding Thoughts: I am excited to learn more...



## ACCESSORIES = PERSONALITY

**Jokes** - Maybe share that funny story from my first job...

**Visuals** - Ask if I can share a marketing piece I am proud of, that also became very useful to the organization.

**Speaking Style** - Remember to stay succinct, I tend to get long-winded, talk a little fast, and share lots of (probably unnecessary) details.



# RANDOM SPEAKING ADVICE

Here are some speaking tips that even the pros need to be reminded of, time and time again.

**Remember the audience is usually on your side**

**Smile**

**Speak up**

**Speak Slowly**



**Know your audience**

**Know your space**

**Don't distract from your words**

**Play the part**

**Celebrate your speaking style**

"Too many of us are not living our dreams because we are living our fears."

-  
Les Brown

Dear super amazing brave person who just took this courageous journey,

I truly hope this course served you in some way.

Whether you discovered more about your speaking style, stashed away a few speaking tips for that job interview, or even had a giggle or two--By signing up and taking this course you are telling yourself (and the world) that you have a voice and plan on using it more in the future.

This course and workbook are yours to return to when you need a pep-talk, refresher, or reminder that what you say matters.

Please stay in touch and let me know what you thought of this course, and what you found especially helpful so I can fine-tune some materials in the future! This course came about because a few people believed in me, and I believe in you. I now challenge you to pass this knowledge to someone else so they know you believe in them.

Every opportunity is an opportunity.

Always in your corner,

Jesse Jones

