

SPEAK LIKE YOU BREATHE

STRAIGHT TALK TO SAY WHAT YOU MEAN,
BE HEARD & GET NOTICED



KAREN DONALDSON

Karen is the secret weapon behind successful senior executives, politicians, professionals and entrepreneurs worldwide when it comes to owning their voice whenever they speak. Now you can too!

Straight Talk to Say What You Mean, Be Heard & Get Noticed

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DEDICATION

This book is dedicated to team Karen D which includes my hubby Sebastien and my freaking amazing three kids; Rischan, Jahnyl, and Jaylan who remind me that anything is possible because you declare it to be so, and who make me think bigger because they're willing to think bigger too.

It's also dedicated to my book coach extraordinaire and business bestie, Vickie Gould www.vickiegould.com who always pushes me out of my comfort zone. It's because of her this book was written in 14 days.

I'm sending everyone who reads this positive light, love and energy always,

Karen D xoxo

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THE KAREN D CONFESSION

This is not your typical public speaking book. My intention is to disrupt your current perceptions about public speaking altogether and help you reset what speaking publicly means to you.

If you're looking for stylistic tools, or how to use alliterations and rhetorical questions, you can move on. This book is not about that. I train on that too, but we're not covering that in this edition. We are going to talk about speaking publicly in the rawest possible way so you can receive it, use it, and get different results.

Here's how I want us to begin; we are going to stop using the term "public speaking" altogether. aaaaaaaThroughout my book, I'm going to simply use the word '**speak**'. I want to remind you of some things that you already know, but have forgotten or have buried underneath the "I'm not good enough" internal conversation.

This is the reality, speaking is not new to you; you've been speaking from just a few days old. It started out with a cry, it moved to asking questions and sharing your opinion about everything as a toddler, and throughout your adolescent years the molding began. You were taught to not speak out of turn and told that your ideas were imaginary and to stop thinking like that. During your pre-teen and teen years,

THE KAREN D CONFESSION

for many, your goal was to make sure you didn't say something that's wrong in the presence of others. You ensured that you didn't speak out of turn or, god forbid, you share an opinion that was opposite to that of the masses, your intention was to NOT stand out. Right now for many people, you've learned to fear judgment and our voices, unfortunately, go unheard.

By the time adulthood comes around, that's when I normally enter the picture. I'm hired by mid and senior managers, entrepreneurs, and politicians to help them find their authentic voice, and learn to better impact and connect with people.

Here's the beautiful thing, you've always had an authentic voice, and you were born knowing how to connect with people. My goal for my clients and for you, is to show you how to reclaim who you have always been. That person who was born as a unique one of a kind being, with opinions and ideas that are worth more than dollars and cents, and a powerful voice that needs to be heard. From the bottom of my heart I welcome you to *Speak Like You Breathe: Straight Talk to Say What You Mean, Be Heard, and Get Noticed.*

1 THE KD “JUST SPEAK SYSTEM”

“There is no other voice like yours out there in the world,
the time to stop whispering is now.”

Karen Donaldson

I have a system that I use for myself and that I teach to all of my clients. This system helps them move from a place where they feel like they're not confident to speak up and their voices aren't being heard, to a place where they feel comfortable in their own skin and can speak up powerfully. I call it my "Just Speak" system. I'm going to touch on it here in this chapter, but we will be digging in deeper in the following chapters.

The KD "Just Speak" system.

It has 3 parts:

- 1. Re-friend Speaking.**
- 2. The CA factor.**
- 3. Move beyond just thinking about what you want to say and truly say what you're thinking.**

Let's talk about each one.

1. Re-friend Speaking

I want you to think about all of the times you've spoken today. It hasn't been a couple of times, you've spoken thousands of times today.

Speaking is something we naturally do, something we were born to do. We are born conversationalists and it's our main mode of communication.

So why do so many people get so rattled when it comes to speaking publicly? Is it subconscious programming, or is it a choice? For many it's subconscious programming (we'll dive deeper into this in chapter 5), however here is the most powerful thing that you'll read in this book...it's a choice, that you have 100% control over to alter!

Unfortunately, too many people are not making the choice to choose how they see, feel and respond when speaking publicly. By the end of this book, speaking will be a closer friend of yours. One that you're super comfy with.

2. The CA factor.

It comes down to confidence and being assertive. First let's be clear on something; being assertive does not mean being aggressive, and confidence does not mean being cocky. Asserting ourselves and sharing what we really think can be really tough sometimes.

Here's what I want you to remember: you're completely entitled to voice your opinion. Your opinion is just as valid as anyone else's, regardless of your pay scale, the amount of certificates or degrees you do or don't have, whether you work full time, part time or are a stay at home parent. None of that matters. What matters is that you believe in what you have to say. (We'll be disrupting and resetting how you define confidence in chapter 6).

Your communication with other people is transformed when you learn how to effectively express your opinions, beliefs, ideas, and emotions through your verbal and nonverbal communication. Throughout this book you'll be able to arm yourself with easy to use tools and knowledge.

3. Move beyond just thinking about what you want to say and truly say what you're thinking.

I remember attending one of my first parent council meetings for my eldest daughter. At that time I was a young single mom, but a single mom who had been running a small event planning company while attending university. I had read the last set of parent council meeting minutes and saw that they were looking for sponsorship ideas for their upcoming fundraiser. I went into this meeting ready. Ready to share half a dozen ideas I had used with previous clients. I knew exactly what I was going to say and how I was going to say it. I felt super confident as I walked to the meeting, I knew my stuff, I had experience doing it, and I was ready to show up!

But here's what happened...

I got to the meeting, I made my rounds and introduced myself to the other parents, and then in a split second everyone moved into their cliques, and I was left sitting at the table on my own. In that moment I started to second-guess sharing what I had to say and self-doubt started to kick in.

It said; “maybe they know more than you, what if they think your ideas are stupid, maybe you should just observe and talk next time”. Unfortunately, I bought into my self-talk and when they asked if anyone had any new ideas to share, I didn’t say a word. At the end of the meeting as I walked home, I felt like crap; crap for chickening out when I knew I had something great to share. But, let me tell you, that never ever happened again at the parent council table.

At the next meeting I asked for 5 minutes on the agenda. I made the decision that my thoughts and ideas were just as worthy as anyone else’s, and I was going to stand in my worth and share it. I was confident in what I had to say. What they chose to do with it, was in their hands, but I was going to share what I knew, and I did. I remember leaving that meeting feeling empowered - feeling freaking amazing. Amazing that I made the choice, influenced by no one, to speak up.

When it comes to saying what we really think or what we really feel, it can sometimes feel impossible. In that moment we might be afraid we’ll say the wrong thing, make someone mad, or we might just hate disagreeing with someone because we believe it leads to conflict. We freeze up based on our fears.

Saying what you really mean in conversations is an extremely important and powerful skill set to have, for both personal and professional interactions.

Here's the reality...

People who make the choice to voice their authentic opinion get noticed, and they stand out for the right reasons.

They aren't seen as less likeable, they are seen as more likeable because they are doing what so many people wish they could do. They are more respected for speaking up.

I want you to start thinking about it this way; what you know has the capacity to help other people or a particular situation. Many have a self-belief that they should keep their thoughts to themselves. I want you to ask yourself these two questions;

i) Why would I keep my thoughts to myself when I could potentially help so many people or better a situation?

ii) Why wouldn't I want to help?

Here's the reason, it's because you're being selfish! Yes I said it, you are being selfish, and I am calling you out on it. I promised you straight talk and here it is.

Now before you close my book or swear at me, allow me to explain what I mean. We are so concerned and absorbed with ourselves, that all we can see is us. How we look, how we sound etc. We are consumed internally instead of externally.

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We have to get over ourselves and get over our egos. We have to focus on the possibility of all the external good that what we have to say could potentially do. When we speak, we must speak from a place of service, a place of wanting to help. That's how we stop allowing our ego to keep us from speaking up.

Yes, our natural inclination is to keep it to ourselves, but our natural inclination also keeps us playing a small game in our lives.

If you can relate to any of what I've just shared or you're just sick and tired of not speaking up, keep reading. We are just getting started with your speaking transformation.

****REMEMBER****

Start using the KD Just speak system today.

1. Re-friend Speaking

Speaking is something we naturally do, something we were born to do. We are born conversationalists and it's our main mode of communication.

How you perceive and experience speaking is a choice, that you have 100% control over to alter!

Start to change how you think about speaking, you are a born communicator you do it every day, you're already an expert.

2. The CA factor

Be confident and assertive

Start voicing your opinion when you have one. Your opinion is just as valid as anyone else's, everyone has a powerful voice including you. What matters is that you believe in what you have to say.

3. Moving beyond just thinking.

No more being selfish. What you know has the capacity to help other people or a particular situation. Be the person who is willing to give of themselves and help through speaking up.

2 LADY TALK

“Never forget... you are enough and there is never any comparison.”

Karen Donaldson

I'll be speaking to the ladies in this chapter, but, gentlemen this is a must-read for you too. It will help you just as much as it will help my ladies.

Ladies it's time for a real upfront conversation. What you'll read are conversations that I have had with myself and that I have had with my Speak Confident coaching clients. It's a mix of new knowledge that will help you leverage your feminine assets instead of pacifying them, and information that will help you show up with more confidence and more power.

Ladies when it comes to commanding attention when we speak, there's a handful of things we must think about as women, that our male counterparts don't have to consider. There are a number of things that we alone as females face that our male counterparts can't even conceptualize.

Before "we go there", my question to you is this; Are you ready to stand out, stand up, and have your voice be heard whenever it needs to be heard?

Seriously speaking, are you ready?

Are you ready to take ownership over your ideas?

Are you ready to speak up - especially when it goes against the grain of what everyone else is thinking?

Are you ready to stop keeping quiet because you don't want to rock the boat?

Are you ready to receive credit without saying, 'oh it was nothing'?

Are you ready to say no, so you can yes to staying focused?

Are you ready to say 'no I can't' without over explaining why you can't?

Ok, let's get started.

When it comes down to verbal and nonverbal communication, as females there are a handful of things that we do and say that work to our benefit. In addition, there are a handful of things that we subconsciously and consciously do that reduce our impact.

A lot of what we read says that women have to be less attached and less emotional if they want to be seen as leaders. Here's what I have to say to that: That is a bag of crap and is only real if you choose to believe it's real. We don't have to lose our emotional and maternal nature at all, we just have to know how to leverage it the right way.

Our emotional, maternal nature allows us to easily connect and engage with people. We don't have to be masculine to be a leader, we don't have to lean toward masculine tendencies to be heard, it's just not true. It's only true if you believe it to be true.

Here are a few things that many women subconsciously do that reduces our impact when we speak, lead, or when in a conversation. Below are some key things that we need to stop doing and tips on what to do instead.

Excessive Head Nodding

What we do and why we do it:

This usually happens during a conversation when a woman wants to show agreement, and/or demonstrate a united front attitude. We continually nod our heads as the other person is speaking. This is actually a sign of submissiveness, a sign of a passivity, a sign of weakness.

What to do instead:

Be intentional when you nod your head, nod to show agreement and understanding only when you mean it. No more automated over nodding.

Hands-on Self Love

What we do and why we do it:

As women we have more “ASSETS” than men. When I refer to assets I mean we have and wear more outwardly tangible assets. We’ve got the hair, we wear jewelry, and we simply have more accessories. Now, generally speaking, no matter what your sex is, male or female, as humans we touch ourselves when we’re nervous. It’s a subconscious form of self-comfort.

As females it’s so easy to touch our assets because we have so many of them. What the touching of our assets does is it showcases that we’re nervous and it displays low confidence. Ladies, simply stated, we can’t show up powerfully or be taken seriously if we’re flicking or twisting our hair or fondling our jewelry.

What to do instead:

If you do find yourself nervous when speaking, find something to ground yourself. Choose to occupy your hands with something other than your assets. Holding a pen in your hand or holding on to the side of the podium or desk are two alternatives to self-touching.

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Exposing Our Wrists

What we do and why we do it:

When both men and women don't know something, there is a subconscious action that we all do. With our elbows tucked in to our side, we hold our hands up in the air, palms facing the ceiling and wrists exposed. The "I don't know pose". Any one looking at that pose can read that the person does not have a clue. As women our natural nature is to be inclusive of everyone and we often use this exact pose when we say things such as;

What do you think?

Well?

And,

Maybe.

Here's the fact behind the matter - an exposed wrist is a sign of submission. If your aim is to command attention and increase your impact in various settings, then exposed wrists are a no-no.

What to do instead:

Ensure your palms are facing down when speaking, unless you're intentionally using it as a power cue. We'll be covering power cues in a later chapter.

Bag Lady Syndrome

What we do and why we do it:

As women we travel with a lot more items than men do. For us, it's usually a purse that may contain any assortment of items, from our wallet, to our cell phone, make-up, lip gloss, a tissue, and even a pack of mints. For men it's super simple - they carry a wallet.

It is what it is, and as women we just have more stuff. At times, in addition to our purse we may carry a light sweater in case it gets chilly in the room, our laptop or notepad and a pen.

In any ordinary situation it's ok situation to travel with all of those items. However, when it comes to showing up with power, people who carry more than one item into a meeting or into a setting where decisions need to be made, are seen as unorganized and forgetful.

What to do instead:

Ladies we walk with a variety of items, it is what it is. So what, who cares. All I'm saying is this; when walking into these types of decision-making settings, walk with only the essentials. If it's a laptop, allow it to only be a laptop. If it's a notepad and a pen, allow it to only be a notepad and a pen. Leave all other items in the car or anywhere else except in the meeting room with you.

Stop Being Small

What we do and why we do it:

As women we innately want to make room for all and are over-accommodating. We also subconsciously take up less physical space by crossing our legs and making ourselves compact. This in turn makes us appear weak, and ladies we know we are far from weak.

What to do instead:

Own your space ladies! Walk with intention and don't quietly inch into the room. When standing, stand with feet further apart. Claim your space.

Now let's talk about the 'B factor'.

Yes I'm going there, I'm talking about the bitch factor. No one ever wants to talk about the elephant in the room.

Ladies, have you ever had someone refer to you or another woman as being a bitch and/or aggressive simply because she was confident, concise and assertive?

Well if you haven't, let me tell you that it happens all of the time. Women in the workplace, female entrepreneurs, and females overall have to deal with something that I refer to as the 'B Factor'.

B Factor Definition:

“You want me to show up confidently, but when I do I’m deemed as aggressive and a bitch.”

Ladies, owning our voice and confidence does not equal aggressive and bitchy. Those who are the name callers are the ones who have something to sort out with themselves, not the confident female.

Sadly, the callers are not solely men; they are often other females as well. It’s a ridiculous gender bias that exists and is unfortunately all too familiar for some women.

This conditioning actually starts at a young age. When young girls show aggression it’s viewed as a big issue and is then translated into bitchiness. The aggressive girl is the mean girl, whereas an aggressive boy is simply just being a boy. I’m not talking about bullying here, I’m talking about actively owning and sharing your opinion and voice.

The truth is, it’s seen as a non-issue when our male counterparts are concise and confident when they speak and show up. But as a female, showing up in the same manner often has us dealing with the ‘B Factor’.

Here’s the good news ladies, the ‘B Factor’ only exists along as you allow it to dictate what you do and don’t do, and how you do and don’t show up.

I remember working for one of the largest health charities in Ontario and one of my roles was to represent the foundation at various partnership tables. This particular day, I attended a monthly partnership meeting for the first time. I walked into the room and received a hearty welcome from the chairperson, which went something like this: ‘Welcome, you must be the new summer student from the foundation.’

I responded no, and he continued with, ‘oh I apologize, you must be the new intern’. I was neither. I was the senior health partnership specialist for the foundation. Once I corrected him he apologized profusely, and that was that for that meeting. Now, fast forward a few months later, I had a few meetings under my belt and I began to develop strong relationships with all of the players around the table. At this specific meeting, we were covering a controversial topic and there was a moment in there where I stated my opinion (which was opposite to most) and I stood my ground on my belief.

After that meeting a female colleague came up to me and asked me why I was so aggressive. Her question completely caught me off guard. We were 2 of the 3 women who sat at this partnership table with 12 men. I asked her if she found the others who shared their opinions aggressive as well and she stated no. In that moment I was so disappointed. I told her that if she perceived my confidence as aggressive, then that’s something she needs work on internally, because I was going to continue to show up as who I am and make no excuses for it.

Ladies, someone else's perception of you has nothing to do with you, it completely has do with them and their personal experiences. If your confidence offends someone then that's a telltale sign that there's something going on with them, not you.

Change for no one and never dim your light to make others comfortable, it's ok to be you.

Leverage Your Intuitive and Emotional Side, Don't Hide It.

According to a 2011 study in the American Journal of Political Science (<https://journals.aom.org/doi/abs/10.5465/255695>), "Female leaders are seen as more accommodating, more invested in interpersonal dynamics and more likely to reward good work than male leaders."

Who doesn't like to be or feel rewarded?!

In our ever-changing world where we have a mix of GenX, GenY, baby boomers, and millennials, the one thing that is consistent is that everyone wants to be heard and feel like they're appreciated.

Ladies, that's our specialty. We are born listeners, and we are also born decision makers. The bonus is that we are empathetic listeners.

Many organizations are paying consultants to come in and strengthen the culture in their workplace, and some of the key elements is building trust, relationships, supportive environments, and supporting innovation.

Here's what I'm saying ladies: leverage your emotional and intuitive female assets to build and support teams, build relationships, and don't allow anyone to tell you any different. Being able to tune into our emotions is a plus, it's an asset, and it's a gift. Never allow anyone to tell you any different.

****REMEMBER****

The notion that woman have to be less attached and less emotional if they want to be seen as leaders is a bag of crap. It's only real if you choose to believe it's real.

Ladies, no more:
Excessive head nodding,
Hands on self love,
Exposing your wrists,
Bag lady syndrome.

To hell with the B factor

Own your voice and your worth
If your confidence offends someone know that it has nothing to do with you.
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3 MAN TALK

“Choose to be the one to make everyone around you feel
like someone.”

Karen Donaldson

To my handsome men, this is for you. I ask that you read this with an open mind and an openness to receive, so you can show up in a manner that's more powerful and more connected. Ladies, make sure you don't skip this chapter.

Here are some realities about men in general, it is what it is, and we love you guys for it.

Men are hardwired to be solution oriented. At the same time they don't often seek help and direction, whereas women are more likely to ask for and accept help. Men make decisions quicker than women and communicate in a manner that is more direct and concise, often said to be lacking emotion.

Yes I know, men have feelings too, they just express them differently. Unfortunately societal expectations have "taught" men not to display any emotion.

Gentlemen, gentlemen, gentlemen. It's ok to show emotion, you need to show emotion. It's not even about embracing your feminine side. By showing more emotion, I'm not saying that you have to reach out and touch someone every time they're upset (but you can), what I mean is being more invested in interpersonal dynamics. It's an asset, an asset to build relationships and in your communication. Sadly many male leaders push this to the wayside as they see it as being too soft.

Here is what I've heard from my many male clients when we have the conversation about getting in tune with your emotions, and building it into your communications style.

“Karen, I'll be seen as a”...

-Push over

-Sissy

-Soft

-Feminine

-Not manly

-A pussy (Yes I said it)

-A bitch (Yes I said it)

-I'll be emasculated

This is what I've heard from you, gentlemen. This is a mindset that you need to get rid of because it's not serving you.

The first step I take with my male clients is to help them reset how they define bringing their emotions into their communication style. I start by asking them this question, and to my male readers please ask yourself this question as well:

Do you have a problem showing up and being perceived as:

- Likeable
- Easy to get along with
- Supportive
- A leader's, leader
- A servant leader
- Real
- Genuine
- Caring

Being able to connect with people on an emotional level means exactly what's listed above. Let go of buying into the belief of my first list. It's only true if you believe it to be.

Why wouldn't you want to be easy to get along with; why wouldn't you want to be a servant leader?

I remember one of my first senior executive clients, he was a superintendent at school board and he went through my Speak Confident Coaching Program. He had profound presence, he was very articulate when he spoke, but, he also sounded like a drill sergeant. He wasn't able to connect with anyone in the audience to say the least. He commanded their attention (not in a good way) and delivered information in a way that was concise and cold.

He knew there was something missing but he didn't know what to do about it, he didn't know how to change how he spoke. He told me that whatever I do with him, he didn't want to be seen as a push over. The work we started out with was around changing his perception and mindset around what it meant to lead, what it meant to connect and what it meant to be relatable. You see you can't change what you can't acknowledge. We brought him from a place of being a cold callous speaker to speaking in a manner where he was able to build rapport in a genuine way within 30 seconds of him speaking. His colleagues noticed a complete transformation in how he spoke, how he showed up, and his ability to easily engage and connect with anyone and any group.

Here's how to show up with more emotion, be more authentic, and strengthen your interpersonal communication skills, without being "soft" (your term not mine).

Ask more open-ended questions.

When making decisions, intentionally make time for the input of others. When speaking, start with the other person in mind - try your best to put yourself in their shoes and figure out what their mindset might be, sensitivities, and how they may receive your words.

Listen as much you speak.

Actively listen. Stop filtering everything someone says through the lens of, "What can we actually do about this?". Learn to listen patiently and passively.

Choose your words thoughtfully.

The overall intention when you speak should be to build trust, rapport, deepen relationships and be heard when you speak. Don't choose words that offend people, choose words that include them.

In all truth we are trusted because of our way of being, not because of our polished exteriors or our expertly crafted communication. Who you choose to be is always a choice.

Let's talk about Alpha Male Body Language.

An Alpha male looks and acts in a certain way. When you behave like an Alpha you're perceived to be an Alpha, which also positively increases how you feel about yourself. It is both a mental and physical way of being. Alpha male body language is something that can be learned and mastered.

Here is the body language of Alpha males.

Hands in Pockets version #1.

Whenever you put your hands in your pockets, keep your thumbs out. When you do that, it signals confidence with a touch of cockiness. This is better used in social settings than professional ones.

Hands in Pockets version #2.

People trust you more when they can see your hands. Depending on your setting, you want to steer away from putting your hands in your pockets. It can have you appear as being nervous. People trust you more when they can see your hands.

How to walk like an Alpha male.

Your walk should look purposeful, controlled, calm, and unhurried. Take medium, shoulder-length steps. Too short and you'll look nervous and in a hurry, and too big a step makes you look awkward.

Sit up.

No hunching over and slouching when sitting, especially when at the computer or on the phone. Lean back comfortably, maintaining a posture that shows a readiness to have a conversation at any time.

Your stance.

Stand up straight with open body language. Open your chest when standing, feet slightly beyond hip width apart, head up and chin parallel to the ground to create an open, welcoming and powerful appearance.

Eye contact.

The alpha male holds strong eye contact with everyone. Don't flee from that first moment of eye contact and don't shy away during conversation. Maintain eye contact with the people you're speaking with at all times.

Confident movements.

Slower and more assertive movements allow you to appear reassured of yourself. Show up in a genuine way that allows you to stand out, get noticed, and be heard.

Dress Code matters.

When dressing, think about what message you're trying to convey. Power colours for both men and women are blue, dark grey, red and black. Wear blue if you want to establish trust, loyalty, credibility, and competence. Black displays formality, power, and professionalism. If you want to display strength, energy, and boldness, then red should be worn. However, you may want to wear red as an accent.

Gentlemen, a mix of emotion-based communication and Alpha male tendencies increase your ability to engage, inspire, and get noticed for the right reason.

****REMEMBER****

It's ok to show emotion it's an asset.

Reset how you perceive showing your emotions from being seen as a push over, soft and a pu\$\$y to that of being a servant leader and real. Stop being the person that people tolerate.

Show up more authentically with active listening. Stop pre-empting what you're going to say before the person is done speaking, asking more open ended questions.

Show up powerfully with Alpha male body language;

Hands in pockets (based on situation).

Sit up

Eye contact

Confident movements

Power colours

Your stance

Alpha male walk

Make sure to download my FREE Speak Confident app, I have an entire section dedicated to Alpha male body language, alpha males and dating and how to text like an alpha male.

4 REDEFINING WHAT IT MEANS TO SPEAK PUBLICLY

“Your fears will only exist as long as you choose
to live in them.”

Karen Donaldson

The Karen D Philosophy

Here's my philosophy about the fear of public speaking that I'd like to ask you to consider.

No one truly fears public speaking, it's a myth!

What people fear is the unknown, not public speaking itself. It's the plethora of 'what if's' we have allowed to consume our minds that create the infamous "public speaking anxiety" a.k.a Glossophobia.

The "what if's" are the "unknowns".

It's a matter of converting the unknowns to powerful knowns, and authentically standing in your worth so you can speak powerfully in any setting, on any platform, and in front of any size group. When you convert the unknown to powerful knowns, leverage the knowns, and bring forth your self-identified natural assets when speaking, your confidence and power when speaking will skyrocket.

What needs to happen is this:

The knowns need to be acknowledged, owned and strategically used to empower your current self.

For example, here are my knowns;

I know that I enjoy talking to people, and I can make just about anyone smile along with me. I know that I accept me and I am supposed to be different, and I ensure my differences shine every chance that I get.

Now, when I get up to speak, I'm not laser-focused on if they'll like me or not, I'm focusing on sharing a part of me, giving them me, with my unique style that is unlike anyone else's. I'm focused on sharing information that I know can make a difference in someone's life.

Some may like me, some may not, and that's ok. What's most important is that I like me. What's most important is that you like you. All of your perfections, imperfections and all. Don't worry about making mistakes, we're human, that's what we do. Make your mistakes and move on. The conversation in our head when speaking needs to encompass the language of self-love, self worth, and self-confidence.

It's ok to be you...that's more than good enough!
Take a minute and watch my video: "Your Fear Of Public Speaking Is BS"

<https://www.youtube.com/watch?v=ynAm8bj-oEU&t=18s>

Judgment Redefined

Have you ever been judged?

Have you ever gone somewhere, and as soon as you walked in the room, people's heads turned and you knew you were being judged in that instant? An even bigger question for you, have you ever judged someone else? Even before you knew them?

We're all guilty of this, we're human. We know we shouldn't judge a book by its cover but it happens from time to time. We judge people based on how they appear. We judge them by what they're wearing, what they look like, what they do or don't say, by the speed in which they enter the room, and the list goes on.

We all know it's wrong and we all know that it will continue to happen; and because we know it will happen again, there is something that we can do about it.

I have to tell you, I love being judged! Here's why: no matter where you go the only thing that you can control is you.

If we know one thing, it's that wherever we go, we will be judged. This is never going to change. You've probably already judged me based on my picture on the front of the book.

Start walking into all settings and situations knowing that the only judgment that matters is what you think about yourself. Continually focus on the only thing that you can control - yourself.

What you have complete control over is what you believe about yourself. And you need to stop judging yourself based on someone else's standards. You need to not judge yourself based on how much money you do or don't make, what you do and don't drive, where you do and don't work, and where you do or don't live.

My friends, just love yourself, unconditionally as is. You are one of a kind, there is no one else out there in the world like you. By that virtue alone, judgment doesn't really exist, because there's no one else, and there never will be anyone else comparable to you. That's judgment redefined.

Be Authentically You When You Speak

A question for you: who is your favorite speaker? My next question to you is this: are you trying to emulate your favorite speaker?

If your answer is yes, you need to stop it, and let me tell you why. Whomever you admire and are trying to emulate, that person already exists. And the more you try to be like them, the more you'll fail. I'm so sorry if this sounds rough and tough, but my intention is to be straight with you.

In this day and age there's no reason for you to be a look-alike. There's only one Oprah Winfrey out there. There's only one Tony Robbins out there. There's only one Gary Vee out there. Whoever that iconic speaker is to you, you can never be them. The more time you waste trying to be like them, the more time you lose by not standing out.

We're not supposed to sound like anyone else. We're not supposed to stand like anyone else. We're not supposed to articulate like anyone else. We're not supposed to look like anyone else, and it's those unique little tidbits about you that allow you to stand out for the right reasons.

I've been speaking for over 20 years now, and I absolutely love it. I speak at conferences and tradeshows, and I do a lot of private organizational events and trainings as well. Speaking is my heartbeat.

Outside of me being known as a communication and confidence expert, I'm also known for my jewelry. If you've ever gone to my Karen Donaldson Inc. YouTube channel or have seen me speak live, it's quite clear that I LOVE big jewelry.

It's so much fun for me because there are a few organizations that I train at on an ongoing basis. One of the things that they love, outside of me giving value is that they can't wait to see what jewelry I'm wearing next. It's so funny because even the men are excited to see what jewelry I will have on that day.

We need to all stand in our own power, your voice is meant to be completely different than anyone else's. Choose to no longer try and fit into the shape of a box when you were meant to be a star.

****REMEMBER****

No one truly fears public speaking, it's a myth!

What people fear is the unknown,

The knowns are what make you the one of a kind person you are right now. Focus on the knowns whenever you speak.

We are always being judged, choose to take your power back.

By walking into all settings and situations knowing that the only judgment that matters is what you think about yourself.

Stop trying to sound like your favourite speaker the easiest way to stand out is to be yourself.

5 WORDS ALWAYS MATTER

“A belief is a thought I keep thinking”

Abraham Hicks

I'm about to give you a run for your money when it comes to your belief system and who you think you are. Hold on tight - it's straight talk time.

Your Beliefs

So many people think that they can't change the way they think or who they are, but that's a straight up lie. It's a lie they keep telling themselves, a lie they keep repeating and living in. It's simply what you choose to believe to be true for you right now.

Your beliefs are made up of your experiences. Your beliefs are patterns you keep repeating that then form a habit, a way of being, thinking, and acting.

Who you believe yourself to be right now is not necessarily who you are. Your current belief is simply based on what you know well. It's a habit, a subconscious way of doing things that you've adopted. But, it doesn't have to be that way forever.

You have full control to make changes to be whoever you desire, and show up as whoever you choose to be. It's all within your control.

I'm the youngest of 3 girls in my family, and for most of my life, my mom was a single mother. She raised us right we didn't have excess but we had exactly what we needed whenever we needed it. When we used to go grocery shopping one of the places that we always stopped at was at the reduced section. That was where they stocked the food items with reduced prices. It was a strategy my mom used to allow her hard earned dollar to stretch a bit when buying food for our family of four. It was done out of need.

Now, because I grew up shopping this way, it became my norm - it was my go to habit, simply because it was all that I knew. As an adult I was shopping and not leaving the grocery store until I stopped by the reduced section. Then, one day, I caught myself picking up a reduced item and I paused and asked myself 'what am I doing?'. I had more than enough money to not need to shop at the reduced section. That's when I realized that it was my default, I had inherited a habit that no longer needed to be mine. I then made an intentional choice to no longer visit the reduced section.

It took some focused effort the first few times. I used to pass the reduced section and look at it through the side of my eye. In those moments it was my default kicking in once again. Now, I no longer stop by the reduced section because that's what I wanted to create for me. Your decisions have to work for you.

Now let's get to changing your limiting beliefs. I call them limiting beliefs because you've convinced yourself that you're only limited to these thoughts, and limited to reacting in a certain way. I teach this same process in my Naturally Confident speaker boot camp, where people learn how to own their voice and increase their confidence when they speak in a matter of weeks .

Here's what you need to do:

1. First, acknowledge that you're ready to change how you experience speaking up or speaking in public. You can't change what you can't acknowledge.
2. Next, own what your personal smack talk says.
3. Write down all the 'what if's' that you tell yourself.
4. Read it over and take a look at what you've allowed yourself to believe and live in.
5. Read it over again and have a look at the not so supportive talk you've been serving yourself.
6. Now ask yourself this: what would I say to a friend that wanted to speak up about something or was about to present, and they said to you: what if I look stupid? What would you say to them? Write it down.

7. Now read out loud what you would say to them. It's pretty supportive right?

Why is it that we leave the supportive words for other people and hand ourselves the mean talk? It's because we don't intentionally speak to ourselves... and we have to!

We're talking to ourselves anyway (the wrong way), and it's not working in our favor. Now is the time to be intentional with what you say to yourself.

So here's where you take your personal smack talk, and turn it into your personal pep talk. I have a pep talk section in my Free Speak Confident app that has short 30- 60 second motivational and supportive audio clips for almost every situation. Getting ready to go into an interview, there's a pep talk for that, getting ready to do a presentation, there's a pep talk for that too. It's loaded with pep talks for social and professional settings.

Now, as you start to develop your own personal pep talk, start by writing down what you would tell your friend and use it on yourself.

Let's try it out with a few examples of personal pep talk:

You've got this

You're ready

You're so good at what you do

You'll be amazing

Make it happen

You shine every time you speak

They will love you

Make this list unique to you, by adding what you need to hear from yourself to be at the top of your game. And every time your personal smack talk shows up, you have to replace it with your personal pep talk.

I once did a mental toughness training session for a competitive soccer team in Buffalo New York. What was happening with them, was they would allow the smack talk of the other team to get into their head, especially when they were losing. They would start getting short with each other and their teamwork effort started to fall apart at the seams.

I walked them through this exact same exercise, they created their own personal pep talk and also a team pep talk. Their team pep talk was one word they all agreed on, and they added their own meaning to it.

So here's what they did, when things seemed like they were falling apart, they would start to chant that one word. That one word got them all to refocus and it gave them the motivation they needed to pull it together. This one word allowed them to turn their almost losses into wins.

That's what's possible for you too when you become intentional about acknowledging and releasing your personal smack talk, and creating your personal pep talk.

Anxiety Doesn't Exist

"A belief is a thought I keep thinking"

Abraham Hicks

I'm about to ruffle some feathers here, but that is my full intention.

Anxiety doesn't exist unless you allow it to. Here's what I believe about the word 'anxiety'. As individuals, we are either labeled by someone else as being anxious or we self-diagnose and label ourselves as anxious. When this happens we become committed to living in this manner.

Labeling yourself as anxious becomes a scapegoat for not facing fears, not trying something different, and not stepping into the unknown. It becomes our crutch. I recently listened to an audio where a woman shared that she just broke up with her boyfriend and was still in love with him.

She was committed to her label of OCD and used it as an excuse to creep on her ex. It wasn't OCD that was causing it, it was her still being in love with him that was causing it. If OCD was what was making her keep tabs on her ex, then about 99% of us in the world have OCD when it comes to relationship break-ups and having a quick look at what our exes are doing.

It wasn't until she chose to own that she was still in love with her ex and declare that she wanted a relationship with someone who treated her with respect, that she could stop living in her label. OCD was her crutch for staying stuck and continuing to do the same thing. Once she chose to believe that she deserved and wanted a new relationship, she was able to move forward. With that new belief, she was able to stop the creeping and attract the relationship that she dreamed of.

We believe that this ANXIETY is us. When we believe it's us, we only see and feel things that support our new label, and we become committed to acting in ways and making choices that support our label.

You see, a belief is just a thought we keep thinking. When you declare to yourself that "this is just who I am in this particular setting" (anxious), you can't have any other outcome outside of that.

What if we choose to look at things differently? When it comes to speaking, what if we chose to look at what DOES work when we are in a simple conversation with someone?

What if we chose to look at our speaking or conversational assets?

Assets like this

I like speaking to people about xxxxx

I'm pretty personable

I'm comfortable when I speak about something I know well

People are attracted to me because I'm friendly

I'm approachable

I have a gift for making people smile

What if you chose to change your belief around how you experience speaking publicly? Instead of declaring that you get anxious when you speak, you declare that "I'm only speaking about what I know because I can do that."

Or declare, "I know how to make people feel comfortable." Or declare, "I really enjoy making people smile and that's something I do easily and well."

Here's what happens: when you change what you're committed to, you start to alter what you focus on, you start to reset your thought process in this particular setting. You start to intentionally choose your thought pattern.

Remember, a belief is simply a thought we keep thinking over and over again, and that belief creates our habits. What I'm saying is that you have to choose the thoughts that support you to win, that support you to feel and do better. That is exactly how it works.

I remember back in university, I was convinced that I sucked in math. This was all based on the mid 60% marks that I received in math class in high school. I was committed to "Karen sucks at math." As soon as any numerical work came up in any of my courses, my pre-trained thought process (belief) kicked in.

I was committed to sucking in math, I declared it so I was it. Every time numbers showed up it was like I stepped back and gave 51% effort because my belief was that I sucked at math. It was my norm, my default, and I wasn't open to reacting in any other way because I was living in my label.

Back then, statistics was a compulsory course that I had to take to get my degree, and boy did I start pooping bricks when I went to my first class. I knew something had to change and it was up to me.

I decided to change the conversation with myself. I made an intentional choice to change the conversation with myself. So I let go of "Karen sucks at math", and started to work with 'I can do stats'.

I kept it simple. It was just a new conversation that shifted my focus, that shifted my thought pattern, and that shifted my belief around my experience with numbers, which then shifted how I showed up when numbers came my way. All of a sudden when I sat in stats class with my new conversation, I found myself giving 90% like I did in all my other courses. Every time I started to talk to myself it began with “I can do stats.” That little new intentional conversation allowed me to get an 82% in statistics.

I had no magic formula - there is no magical formula - it all comes down to what we believe about ourselves. It all comes down to realizing how we live in our labels. It all comes down to making the decision to choose to think differently.

It is that simple, if you choose it to be. My friends, it's time to stop living in the labels that are not serving you and embrace all of the possibilities that await you.

****REMEMBER****

Who you believe yourself to be right now is not necessarily who you are.

We are not creatures of our environment or of our past, we are creatures of choice.

Change your limiting beliefs by creating your personal pep talk

Identify and own your conversational assets.

Consider the possibility that anxiety doesn't exist. No more living in your labels.

6 KICK ASS CONFIDENCE

“Confidence is believing in what you can do.
Self-worth is believing in who you are.”

Deanna Danski

What Confidence Is and What It Is Not

One of the main confidence killers is fear. Fear of failure and the misunderstanding and belief that confidence is an emotion.

The Truth About Confidence

There are only 6 universal emotions that we experience:

Sadness

Surprise

Fear

Happiness

Disgust

Anger

Everything else is an amalgamation of these emotions, or a behavior.

When it comes to confidence, here's the truth:

Confidence Is Not An Emotion. It's A Behavior. A behavior that's fully within your control.

The word 'confidence' is a verb that over time has been misused and turned into a noun. Confidence is not about having the perfect anything, or being good at everything. It's a way of being, it's the way in which you act and react.

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Let's have a conversation about external and core confidence.

External confidence is when your level of confidence changes depending on what's going on around you.

Core confidence comes from within and is not dependent on external sources. It's not about competence, it's about experiencing yourself as competent.

Here's how **external confidence** works. Your environment presents stimuli, and then your brain processes it. Your mental make up, which is made up of past experiences and influences, processes the information to decide how to interpret it.

For instance, if you interpret a particular experience as an opportunity (or not) your brain creates a narrative of it being an opportunity, then it dictates how you will act upon it. Does your brain think that it's something you're confident about or not? Then you act according to that conclusion.

We assess what we observe as confident behavior or non-confident behavior, and based on others actions, we conclude if the people we are watching are confident or not. We watch people's behavior, because confidence is a behavior.

Here's how **core confidence** works. When we are confident from our core, we don't freeze in the face of new, uncomfortable, or unusual situations, and we don't base our actions on our fears of what others will think. Regardless of the situation, we know that we have something to offer, that we are worthy, and that we have been and are able to be successful.

Here is how you can increase your confidence in any and all settings.

1. Create your own definition of confidence.
2. Identify your core confidence.
3. Stop trying to live by someone else's definition of what it means to be confident.

Let's Re-Define Confidence on Your Terms by answering these questions.

What is confidence to you?

When do you experience the most confidence, in general?

What does it look like?

What does it feel like?

How do you act when you're confident?

What makes you feel confident? (I.e. the clothes you wear).

You have now redefined what confidence means to you. This is your personal blueprint on how to act confidently in any and all settings.

Take control of your self-confidence by doing things that will make you feel positive about yourself. This in turn will help you act with increased confidence.

I had a client who was in my Speak Confident coaching program; she's an amazing life coach who can work wonders for people.

When she's in a one-on-one setting, she is just magical. She completely owns her space and speaks confidently with no problem.

However when she gets up to speak and coach in front of a group of more than 5 people, she doesn't know what to say and often forgets what to say next.

As a part of the coaching program we identified what her belief was about speaking in front of groups. For her it was a debilitating "what if". "What if I don't know what to say next?" I had her choose her new belief about speaking publicly and re-define what confidence meant to her. For her, it was: "I know my stuff and I will give everyone here everything I know, and they will use it to build rock star lives." Her belief in her new language allowed her to act in a confident manner when speaking to any size group.

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All of this started with her deciding to make the choice to redefine confidence on her terms and choosing to act confidently in various settings.

Fear is the #1 Confidence Killer.

Here's what most people fear when they Speak Publicly:

Fear of ... failure,
Fear of... rejection,
Fear of... looking stupid,
Fear of... saying the wrong thing,
Fear of... doing the wrong thing,
Fear of... success,
Fear of... not being liked,
Fear of... messing up,
Fear of...looking too smart,
Fear of... shining in front of others,
Fear of... (YOU FILL IN THE BLANK).

The primary root of all fear is public failure - but what if you succeed? What will it feel like and look like when you succeed?

I promise you, almost no one can tell if you make a mistake when you speak, and if they do, you're not on their mind for more than a few seconds. We give our FEAR more energy and more power over us than we do our emphasis on succeeding.

When it comes to turning your public speaking jitters into confidence, it is not about competence; it's about experiencing yourself as a competent speaker. It's a matter of bringing that core confidence to every speaking situation.

Let's use an example. If I asked you to stand up and speak for 60 seconds about one of your favorite childhood memories, would you be able to do it? For almost all of us the answer is yes, because we know what we're talking about and we experience ourselves as competent in this area. No one can correct us, because this is what we know well. That's core confidence.

Do what you need to so you experience yourself as competent and confident. If it's dressing in your favorite suit - then do it. If it's doing push-ups before you go on stage - then do it. If it's baking muffins - then do it. Do whatever you need to, wear whatever you need to, and listen to whatever you need to **SHOW UP** with confidence.

Your core confidence is about you; it's never up for debate or discussion.

****REMEMBER****

Confidence is not an emotion. It's a behavior a behavior that's fully within your control.

Start relying on your core confidence and stop living, acting and reacting based on your external confidence.

Increase your self confidence by;

1. Creating your own definition of confidence.
2. Identifying your core confidence.
3. Stop trying to live by someone else's definition of what it means to be confident.

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7 BODY TALK

“Your body language clearly tells the world
who you really are.”

Karen Donaldson

A Bit About Body Language

What is body language and what's all of the excitement about?

Our body sends out signals without our being consciously aware of it, which in turn reveals our inner emotions. We all transmit messages through our gestures and expressions.

Our body language relays our attitudes, feelings, thoughts, and emotions. Whether you realize it or not, whether you're intentional or not, all of the physical gestures we make are subconsciously interpreted by others. This can work for you, or against you, depending on the kind of body language you use. Here's how it can work for you.

Positive Body Language Cues to Help You Show Up Powerfully.

Body Positioning

Align your body so it's parallel with the person you're talking to. It shows you're engaged in the conversation.

Lean in Slightly

This shows that you're listening attentively.

Sit with Your Legs Apart (uncrossed)

Open legs equal confidence. Ladies, when wearing a dress or skirt, keep your legs uncrossed and slightly lean your knees to one side.

Contained Gestures

Allow your gestures to be intentional and contained as opposed to sporadic and hasty. It exudes an impression of importance, confidence and superior self-control

Hand Gestures

Hand gestures come naturally to us humans and are actually a main component of how we communicate. Have you ever been to a country where you didn't speak the language, however, when you were looking for somewhere to eat you could easily communicate through using the hand pattern of eating? Hand gestures are able to break communication barriers, and is a universal language in itself.

Let's talk about hand gestures overall. What you may not know about me is that I'm a professional dancer, dance choreographer, and artistic director. I've been performing on stages from a very young age. Hand gestures above the waist represent you sharing something positive and exciting; and hand gestures below the waist represent you sharing something more serious.

Hand gestures increase the impact of what you're saying and allows what you're saying to be received easier by the listener.

Keep Them Where I can See Them

Keep your hands visible when you speak or are in a conversation. It shows that you're trustworthy.

Palms Open

Open palms signify openness, acceptance, honesty, and sincerity.

Hand Movements When Speaking

Use your hands to gesture when you're speaking. It improves your credibility and allows you to pace yourself better when speaking.

Clapping Your Hands Once

This action signifies a mind that's organized.

Hands over Heart

Signifies how important someone or something is to you.

Steepling Hand Gesture

Many men take pictures using the steepling hand gesture. It's when you connect the tips of your fingers and have your elbows out. People use it to appear knowledgeable and clever. I've shown my clients how to use this hand gesture to center themselves and regain focus.

Unity Hand Gesture

The all-inclusive hand sweep, where your palms are facing upward and arms are out at your side and you sweep them in toward your body.

Here are some Negative Body Language cues that you need to be aware of so you can reduce it or stop altogether.

The ‘Enough’ Hand Gesture

This one is the parental ‘enough’ hand gesture. Palms facing the ground, they start overlapping and then you do a quick outward gesture. This gesture is meant for your kids and kids alone, no one wants to be told ‘enough’.

The ‘You did it’ Hand Gesture

This hand gesture is where you’re intently pointing at someone with your index finger. That old school tattletale finger. This gesture can be belittling.

Self-Grooming

It shows disinterest in the other person. Picking at your clothes, fixing seams, and picking lint off of your clothes are all signals that you’re not paying attention and that what the other person is saying is not interesting.

Scratching or Rubbing the Backside of Your Head or Neck

This is a telltale sign of indecision and uncertainty. It can also be read as an indication of lying. Always aim to keep your hand away from your head when speaking with others.

Checking Your Watch or doing a Fingernail Check

Mid-Conversation

This signals that you're bored out of your skull. Never look at your watch or assess your fingernail situation when you're speaking with someone.

Covering Your Mouth

It signifies that what you're saying is not true.

Standing with Crossed Legs

Standing in this manner displays defiance and defensiveness.

Rubbing Your Chin While Looking at Someone

It says; "I'm judging you!" People often rub their chin during a conversation while they contemplate making a decision.

Blinking Too Much

Excessive blinking communicates that you're uncomfortable with the conversation.

Narrowing Your Eyes

This says, I don't particularly like you or what you're saying. Make sure to not make the mistake of narrowing your eyes while you're thinking.

Face Touching

Face touching, especially on the nose, is associated with lying. Keep your hands away from your face when you're speaking.

Crossing Your Arms

This is a sign of resistance or defiance. Some people may also interpret it as a sign of egotism. Always try to keep your arms open and at your sides.

Foot and Finger Tapping on the Floor or Table

This signifies boredom and impatience.

Micro Gestures and what Your Face is Really Saying

What if you could know exactly what someone was really thinking or feeling simply by watching his or her facial gestures? It would be kickass wouldn't it! Well, that's what we're about to get into now: micro gestures.

What are micro gestures?

They include micro mannerisms and micro expressions. It's when your emotions become so intense that you can hardly hide them. It's a quick, involuntary facial expression. Most of them are hardly detectable by the human eye. However, here's a list of ones we can see and what they mean.

Micro Gestures that display disagreement and dislike:

- Pursed lips
- Crinkled nose
- Closing eyes
- Squinting of the eyes

Micro Gesture that indicate nervousness and tension:

- Squinting eyes
- Biting your lip
- Corners of the mouth pulling quickly towards the side of the face or twitching

Use these cues to strengthen your non-verbal communication skills and also read what others are truly thinking.

****REMEMBER****

Our body language relays our attitudes, feelings, thoughts, and emotions. Whether you realize it or not, whether you're intentional or not, all of the physical gestures we make are subconsciously interpreted by others.

Use the body language cues in this chapter to show up powerfully and steer away from those that reduce your impact.

Make sure to download my Free Speak Confident app for more body language tips that you should know for social and professional settings.

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8 MOVING FROM UNHEARD TO NOTICED

“When you speak up for yourself and those around you,
that is when you truly impact the world.”

Karen Donaldson

Whenever we speak, the intention is to be heard. The worst thing is to be speaking and have no one listen, or worse, people not even notice that you've said or are saying something.

I've identified 6 common speaking types. We are either one of, or a mix of these 6 types of speakers.

Here are the 6 speaking types.

The Just Because Speaker

The individual who speaks simply because everyone else is. They're generally saying things like; yes, yes, I know, me too, or they give the over-agreeing head nod, but don't have much to add to the conversation.

The Tangent Speaker

You're jumping from one subject to another never finishing a thought altogether. It's usually hard for people to follow this type of speaker.

The Crutch Speaker

Your speech is filled with crutch words; um, ahh, but, so, ok. Excessive usage of crutch words leaves you sounding unsure.

The Superfly Speaker

Speaking at a pace that only you can understand, or where the listener is more focused on how fast you're speaking instead of what you're saying.

The Hush Speaker

Your speech is just above a whisper and people often say ‘pardon me’, because they can’t hear you or you get ignored altogether when you speak.

The Calm and Intentional Speaker (CI Speaker)

You own and share your ideas with clarity and poise. You speak at a good pace, pausing regularly to make sure what you’ve said is heard by the listener. You’re intentional about speaking with people instead of speaking at them, which allows you to easily engage with them.

The CI speaker is the one that you want to be. This ensures that when we speak, people who want to listen to what we have to say are hearing us.

There are 4 essential components that work hand in hand to help you become a Calm and Intentional speaker.

They are:

- I) Initiate
- II) Power pause
- III) Relate
- IV) Repeat

Initiate

Let them know what you're going to share or speak about and then stop talking, take a pause. This allows the listener to give you their full attention before you move on and gain clarity on what you're about to share. Too often we move from idea to idea too quickly, i.e. in a meeting. I've been thinking about this issue, and I have a strategy that I think would correct it.

Always start with an initiation sentence before you change topics. It also allows you to gather your thoughts.

Power Pause

This may take some work, but when you pause it allows the listener to receive and absorb what you've just said. It also allows you to command attention when you speak - when used correctly.

Relate

This is where we help those listening to us relate by using a story, example, or analogy. This allows the listeners to really hear and move into what you're saying. This where we make it relatable to them.

Repeat

Repeat what you've shared 2-3 times. Most people only catch things after we've shared it 3-7 times. However when you repeat it, reframe it slightly differently. It may seem like a lot, but is truly simple.

Let me help you keep it simple by thinking about it in this way. First of all, you want to put on the hat of the listener. As the listener, there are a few things going through your head. The 3 key things that a listener is thinking about is:

1. What's in it for me?
2. Why should I care?
3. What can you tell me that will help me in some capacity?

Selfish and self serving - yes, however, that's how we listen.

It's not the listener's job to sort through what you're saying to figure out exactly what you want them to take from it; it's your job.

When you implement these 4 components;

- I) Initiate
- II) Power pause
- III) Relate
- IV) Repeat

You start to become that calm and intentional speaker that we all admire.

How To Get Noticed

You get noticed when you are comfortable in your own skin. When you're comfortable in your own skin, everyone can see and feel that, and they in turn feel at ease.

Have you ever wondered how a person enters a room and without saying a word, they ooze confidence? Have you ever been at an event and someone enters the room without saying a word and everyone turns to see who it is?

That person has a powerful presence! They know how to enter a room and get noticed. It's intentional and it does not happen by accident. Here's the thing, any of us can make it happen.

Here's how you can enter any room and be noticed. It comes down to self-confidence, and owning your physical presence.

Step I.

When you enter a room, you want to enter with high energy. You have to be thinking positively to exude positive and high energy.

Step II.

As you enter, you are going to stand tall with open body language.

Step III.

When you enter the room, you are going to pause momentarily and confidently observe everyone and everything in the room.

Essentially, what you're saying is, "Here I am, I have arrived, I'm excited to be here". When you exude that, mentally and physically, everyone in the room can feel it. That's how you can enter a room with a profound presence. Now you have the tools to move from unheard to noticed.

****REMEMBER****

Out of the 6 speaker types which one are you?

The Just Because Speaker

The Tangent Speaker

The Crutch Speaker

The Superfly Speaker

The Hush Speaker

The Calm and Intentional Speaker (CI Speaker)

Own which speaker type you currently are and be intentional about using tips above so you can become that calm and intentional speaker.

Remember the 4 essential components that work hand in hand to help you become a CI speaker are:

I) Initiate

II) Power pause

III) Relate

IV) Repeat

A PERSONAL MESSAGE FROM KAREN DONALDSON

Now that you're finished reading my book, you may be asking yourself: I wonder if I can really do it, or who am I to speak up.

I remember one of the very first times that I spoke on a big stage, I was nervous as heck. I was excited to speak, but at the same time I didn't want to do it. My hands were sweaty, my pits were sweaty, I even felt sweat running down the middle of my back too. When I took the stage I froze, I looked into the audience of LOTS of people, the bright light shined into my eyes and I realized that they were all here to listen to me. I froze up like I had rigor mortis and I did not have a clue what I was supposed to say, and to make it worse the audience knew it. In that moment I did not know what to do; run off the stage or let the tears that I felt fall from my eyes. A few seconds later one person in the audience started to clap and cheer, and then the rest of the audience chimed in. Within seconds they were chanting; "you can do it". It almost brought tears to my eyes (the good tears), with their support I exhaled and started speaking. I did what I came there to do, but it was because of others that I succeeded. I didn't do it alone, in the time when I needed it the most, my audience became my cheerleaders.

I want to be that person to you, your Speak Confident cheerleader for the long term. I've shared a bunch of resources throughout the book and I've compiled them all here as an easy reference. Let's speak confident together.

Download my Free Speak Confident app. You can download it from the app store, so do that now.

One of the things that people ask me when it comes to body language is: can you show me exactly what to do when you say show up powerfully. I've created this special 'private' video that shows you how to have a powerful presence when sitting down. It's just for people who've purchased my book. Watch it here <https://bit.ly/2pjef6e>” <https://bit.ly/2pjef6e>

Visit my Speak Confident website for all of the resources mentioned www.speakconfident.com

Visit my YouTube channel:

<https://www.youtube.com/user/KarenDonaldsonInc>

My friends, NEVER fear the power of your OWN voice, stand in YOUR power and acknowledge that you are supposed to sound different, stand different, and be different BECAUSE you are different.

PERFECTLY DIFFERENT!

KD

ABOUT THE AUTHOR

“You’re a born speaker. You speak every day of your life. You’ve been speaking since you were born. Stop buying into the I fear public speaking more than I fear death thoughts.”

Often called the untraditional communication Coach, Karen has coached politicians, celebrities, CEOs, and hundreds of professionals and entrepreneurs worldwide. Helping and showing them how to truly talk beyond what’s on paper, how to talk from the heart, truly engage, and be themselves whenever they speak on any platform.

In this book, Karen shares the uncut version of how you can show people exactly how you envision yourself in your head, and how to stop chickening out when it’s time to get down to business.

Karen uses her “public speaking has very little to do with what comes out of your mouth” approach to get individuals to show up, talk and be heard, and truly share what they think from an authentic place - all while being comfortable in their own skin and owning any setting.

Whether working with politicians, or working with entrepreneurs online, Karen has the capacity to help people show up powerfully and create a powerful presence, increase their impact when speaking, and connect with anyone in less than 60 seconds. Her systems are tried, true and trusted across the world. She is a sought after coach and speaker for organizations, corporations and events around the globe.

Karen is the president of Karen Donaldson Inc. and the founder of the brands; Speak and Get Booked, which shows entrepreneurs how to add professional speaking to their business model and get paid their worth, and Speak Confident, which helps individuals own their voice in any setting.

Karen has spoken to thousands of people and has helped hundreds of clients worldwide through her seminars, online coaching, and online programs.

Karen holds a Bachelor of Applied Science degree, which has absolutely nothing to do with what she does now. However, she started to command the stage from a young age and has spoken worldwide. She's best described by her clients as "the person who reminds me how much I can shine and how much I have inside to give".

Karen shows you how to win!

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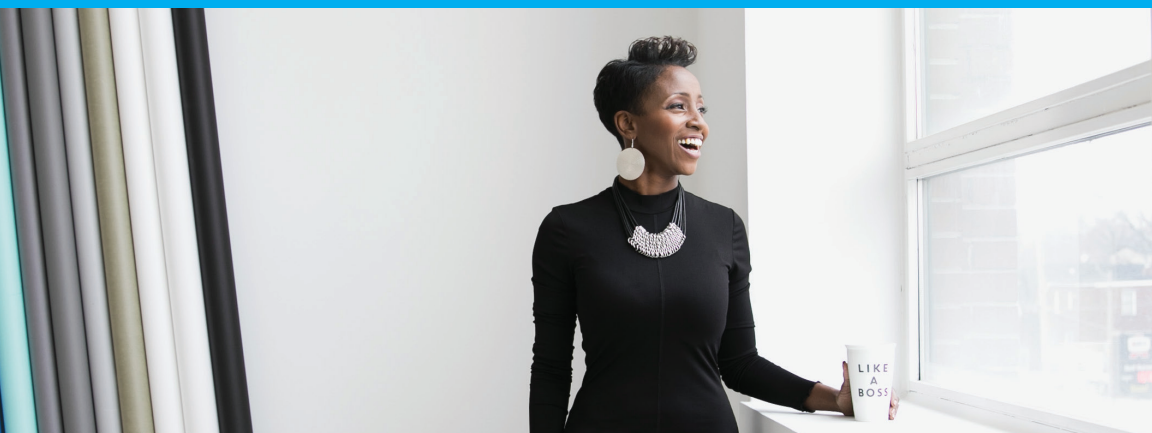
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www.speakconfident.com, www.speakandgetbooked.com
for more products, free tips and information about her
coaching programs, live events and products.



Public Speaking Speaking Philosophy

“Speaking publicly has very little to do with what you say, it primarily has to do with the conversation you have with yourself about yourself....

when you change that conversation, everything changes for the better!”

Karen D is three time best selling author of the books *Speak like You Breathe: 30 Lessons to Become a Naturally Confident Speaker*, *How to Live a Life with No Excuses: The Truth About Excuses, How to Stop Making Them and Start Getting Results*, and this, her new best seller.

Described as the untraditional Communication coach, Karen has coached entrepreneurs, politicians, celebrities, CEO's and thousands of professionals world wide.

Her unique approach around what it means to speak publicly has people, speaking up and standing in their own worth and voice with the utmost confidence.

The way Karen approaches “speaking” is like no other, it's raw, it's real, she calls you out, she reminds you of what's possible, and most of all she does it in a way that touches the soul.

As Karen says; “You're a born speaker. You speak every day of your life. You've been speaking since you were born. Stop buying into the 'I fear public speaking more than I fear death' mindset. You were born one of a kind and it's time to allow your voice to be heard.”