



AUTHORS: PRESENT YOURSELF WITH CONFIDENCE AND PROFESSIONALISM

TEN TIPS TO HELP YOU WALK INTO YOUR NEXT
AUTHOR EVENT FEELING EXCITEMENT, NOT FEAR



THE STORY YOU TELL YOURSELF IS WHAT MATTERS MOST . . .



SHIFT YOUR MINDSET

Make it a priority to reinforce your self-confidence every single day. Write your favorite affirmation or mantra, something like I'VE GOT THIS, or THE WORLD IS WAITING FOR ME, or simply I AM A BRILLIANT PUBLIC SPEAKER! Add these phrases to a sticky note and put it on your bathroom mirror or beside your desk, then every time you brush your teeth or start up your computer, declare how amazingly confident you are.

YOU'RE A WRITER, SO WRITE IT DOWN

Take your positivity a step further. Every morning, before you even get out of bed, write your mantra in a notebook, and not just once. Put the date at the top and fill up a page with it. Focusing on nothing but those important words while you write will make a huge difference to how you approach your day. Or, write yourself a short letter every morning reminding yourself how much you have to be thankful for and how amazing you are.



WHAT WOULD YOU DO IF YOU WEREN'T AFRAID?

Write down two goals—one personal goal and one professional goal—for this month, this year, the next five years, and the next ten years. Put them somewhere you will see them every day, and make sure that you choose goals that are just a little (even better, quite a lot) past the limits of your current comfort zones. That way, those boundaries will expand as you reach for and achieve your goals.

COMPETENCE = CONFIDENCE

Are you convinced that you could never give a speech, or do a TV interview? Is that because you just *couldn't*? Or because you're not sure how to? Well, if you know it would be wonderful to feel totally prepared and confident before any future public event, why not go find out how right now from a book/Google/YouTube? Better yet, take a course, or get a coach. Then don't wait for permission, JUST GO DO IT for the first time. Then all your next times will feel easier, I promise.



PREPARATION IS EVERYTHING . . .



NAIL DOWN YOUR INTRODUCTION

Before you ever walk into the room, you must know exactly how you will introduce yourself and your book. Like the proverbial 'elevator pitch', this intro will be the first impression your audience gets of you. Knowing that you can confidently introduce yourself and your book in around one minute—and without any *umms* or *aaahs*—will automatically boost your confidence *and* your performance.

IT'S NOT JUST WHAT YOU SAY . . .

Your manner and tone tells the audience more than your words. Sound confident and passionate, and they'll listen. Sound uncertain or recite from a script, and you will lose them in seconds. So rehearse (and then rehearse some more) in a mirror, or video yourself. Then, once you feel good about it, try presenting to other (friendly) people until you can deliver it naturally and without hesitation.



KEEP CONTROL OF YOUR TIME

As you prepare your introduction and your presentation/speech, time your rehearsals. If you know you only have ten minutes to speak, don't walk in with a thirty-minute presentation and try to get to the end by talking fast. Rushing through is too stressful for you and your audience. Having the right speech for the time-slot will keep you, and them, calm.

HAVE A PLAN B (AND C, D, E)

Gremlins can strike even the best-prepared speaker, and the more tech you rely on—slides, projector, microphone, audio, etc.—the more there is to go wrong. So work out your Plan B just in case the worst happens. Knowing that you'd be able to present *something* to your audience will settle your nerves and your audience will remember any speech given in total blackout long after they've forgotten all the rest.



B R E A T H E



FEET ON THE GROUND AND TOUCHING THE SKY: A GUIDED PREPARATION

In the few minutes before your presentation, prepare physically.

- Breathe. Take long, deep breaths to help slow your pulse and focus your spinning brain. Try Square Breathing: 'breathe in for four, hold for four, out for four, hold for four' as you imagine drawing a square in your mind.

Being physically ready will help you be emotionally ready too.

- Say "I am excited to do this." Fear and excitement can manifest with the same physical symptoms (shortness of breath, churning stomach, speeding pulse), so keep telling yourself that what you are feeling is excitement, not fear.
- Smile. If nothing else, smile to people around you or to yourself. Even forcing a smile onto your face will release happy chemicals into your brain.
- Stand strong and reach high. Plant your feet as if you are sinking them into the ground under you. Then lift your arms up until your hands meet in the middle over your head and hold this position as you keep breathing. Press your palms together then sweep your arms down to your sides, and shake your hands out.

To listen to the FEET ON THE GROUND AND TOUCHING THE SKY

Guided Preparation audio track, visit:

www.carolineleechwrites.com/resources-ground



SEARCHING FOR SAM: A GUIDED IMAGINING

Presenting to an audience, even a relatively small one, can induce anxiety in even the most extroverted author. However, it's important to remember that an audience, no matter what size, is not a single entity. It is a gathering of individuals, and they are there because they want to hear you speak, because they know they will benefit from what you are about to say.

This is not some random crowd of people, this is YOUR audience.

Even so, it can still be daunting to offer up even your best story to a crowd, so why not get into the habit of telling that story to just one person? With a little practice, and some imagination, you will be able to make every speech or presentation to a crowd feel like a chat with just one friend. But first, you have to find that friend—let's call them Sam—by searching for them in the crowd . . .

**To listen to the SEARCHING FOR SAM
Guided Preparation audio track, visit:
www.carolineleechwrites.com/resources-sam**



CAROLINE LEECH

I am a Scottish/Texan author, editor, and coach, who has been writing professionally for over three decades. Before moving to the USA, I was a Press & PR consultant and trainer in strategic press, media and presentation skills, working with performing and literary arts companies and arts trade organizations across the United Kingdom.



Photo: Tasha Gorel

Once in Houston, I began to write fiction, and my YA novels, *WAIT FOR ME* and *IN ANOTHER TIME*, are published by HarperCollins.

Through individual and group coaching, webinars and conference speeches, I teach authors and illustrators to present themselves and their books with confidence and professionalism at public events, in the media, and on social media. By preparing and implementing strategies for this work, they can better connect with their readers and impress their publishers, and be able to sell more books to both.

Are you looking to take your presentation and promotion skills to the next level? Then let's talk...

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LISTEN TO MY PODCAST

In *Authors & Audiences*, I chat to authors, illustrators, booksellers, publishers and other randomly fascinating guests, and I invite them to share the secrets of their public speaking confidence and their media/social media experiences.

I also share tips and strategies from own extensive knowledge of public relations, speech-writing and presentation, storytelling, event planning and developing media and social media strategies. So, if you want to feel sure you can present yourself and your books with both confidence and professionalism, you've come to the right place.

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