

# Jan Wallen

**Do you have Stage Fright before you speak before an audience?**

**Or before you call someone you don't know?**

**Or you have to put yourself out there to get more clients?**

Stage Fright happens to many people. You choose whether to let it get your down, or to use it as fuel to do your very best.

Frank Sinatra had stage fright every single night he sang, sometimes so badly that it was hard for him to go on stage. Liza Minelli had it, too. They learned to feel it and go on stage anyway.

The nerves you feel in these situations *show that you really care* – about your audience, and about helping and serving them.

Yes, I have stage fright, too – even though I've been a public speaker for over 10 years. I've learned to recognize it as something good – because it means I care about people I'm speaking to. And I use its energy to do and be my best.

Now I think of that time right before I speak as “getting the butterflies to all go in the same direction”. Use these tips before you go on stage for a presentation or before an important phone call or meeting.

Here are my **Top 5 Tips – My “Butterfly Solution”**

1. **Be prepared.** Devote time to preparing the best presentation (or phone call) you can. Know your audience. Ask the person who's bringing you in to speak several questions about the presentation and the audience members. Ask how many people will be there, what they most want to know, how the person bringing you in describes a successful presentation. Go to the meeting place early, and meet some of the audience members ahead of time. That makes it more personal for you, and you can think of having a conversation with a person, not a crowd.
2. **Practice, practice, practice!** (Yes, that gets you to Carnegie Hall, too.) Know your presentation so that you don't have to think about it. Practice in front of a mirror – your energy is better when you're standing, and it's almost like practicing in front of an audience. Remember that you're having a conversation with *one person* at a time, not 10, 25 or 50.
3. **Take a quiet 2-3 minutes to yourself** about 5 minutes before your presentation, phone call or meeting, if you can. If you'll be with people right before, go to the restroom and take a couple of minutes there. Grasp your left wrist with your right hand, so that your index finger and thumb are over your pulse. Hold your wrist like that and breathe slowly

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for 2-3 minutes. Visualize the success you've visualized every day before your presentation.

When 2-3 minutes are up, put your hands at your side and grasp your right wrist with your left hand so that your index finger and thumb are over your pulse. Hold your wrist like that and breathe slowly for 2-3 minutes. Visualize the success you've visualized every day before your presentation.

Take one last deep breath, and go onstage – or start your phone call or meeting.

4. **For speaking:** Look at the audience members – scan the audience, making eye contact with several of the people in each section of the room. Find someone who looks at you and nods, absorbing what you're saying. Make that person your “anchor”. Every so often during your presentation, look at that person and speak to them alone. That anchors you.
5. **For phone calls and meetings,** call someone you know and who is what I call a “chicken soup” person for you. They like you, want you to succeed, are friendly and understanding. You know you'll have a pleasant conversation with them. That preps both your mind and your voice for meeting someone you don't yet know. And remember one of my favorite sayings, “Strangers are friends you haven't met yet.”

**To learn more about Jan's *Speaking to Market Your Business* Group Coaching Program, call her at (203) 545-6104 or send an email to [hello@janwallen.com](mailto:hello@janwallen.com) with Speaking in the Subject line.**



**Jan Wallen** teaches coaches, business owners and new speakers how to be comfortable speaking to market their business, and how to start *Speaking to Market Your Business*. She has trained more than 1,000 professionals and salespeople at all career levels and technology experience in over 100 presentations — showing them how to get more clients and advance their careers.

After a highly successful career in corporate sales, marketing and technology, she combines her sales expertise with social media, and is the author of *The New Social Selling Revolution*. Jan is sought after and sourced by publications and the media including: NBC, ABC, Fox and CBS, Business Insider, Business News Daily, Smart Women Talk Radio, BlogTalk Radio, Significant Business Results Radio and Radio Jobline. She is a SCORE Certified Mentor and Board Member-at-Large for the Lifetime Learning Institute at Bard College.