



The ECHO™ — Your Weekly Presentation Tip

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Fool Yourself

When people prepare for a presentation, they often think of all the horrible things that could go wrong with the presentation. As a result, they talk themselves into being nervous and frightened. Don't be afraid to fool yourself into being a success!

For years, studies have shown that visualizing success improves performance. If you see your presentation being a success, you'll act as if it is a success-and odds are that it will be!

Visualization doesn't have to be a new age experience. Here are some practical tips:

- Find a quiet place.
- Close your eyes.
- Breathe slowly and deeply.
- Imagine who will be in the audience; actually try to "see" their faces.
- Start with the opening of your presentation and go through as much of it as you can by memory. See yourself as confident and sure of your material.
- Imagine smiling faces and applause (or a big check, if that's your goal).
- Now get up and rehearse the presentation just as you imagined it.

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