

How to talk to yourself before and after your presentation

One of the best ways to raise your Rate of Vibration is by carefully crafting, monitoring, and repeating positive words and phrases to yourself before and after every presentation.

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1026 words | 5 pages

When you read the title of this article, How to talk to yourself before and after your presentation, on the surface it probably seems silly. Or maybe even a little cheesy.

The truth is it's probably the single most important aspect of the mental side of making powerful, persuasive presentations.

When you break down and analyze what makes a presenter successful, most of their ability to persuade comes from their high level of energy, enthusiasm, confidence, belief, and clarity.

Most presenters are more caught up in the words they use in the one on one and opportunity meeting than they are in their ability to transfer their belief and enthusiasm to the prospect. Great presenters know that what they do goes far beyond the words they use. That's not to say they don't carefully construct and rehearse their presentations, because the great ones always do. But they also know that people buy on emotion, which means that they have to sell themselves, their product and their company through the use of emotion. At Gove-Siebold Group, we teach some of

the largest sales forces in America how to do this through the use of a system we call the Attraction Formula.

The philosophy of the Attraction Formula is that the higher a presenter's rate of vibration, the more impact he/she will have with the prospect.

In essence, the more attracted the prospect will be to the proposition. A Person's Rate of Vibration is not easily detectable on a conscious level, but is also picked up by the subconscious. This is the reason we say, "I don't know exactly what it is, but I have a good (or bad) vibe about that guy." Even animals can sense a person's rate of vibration. It's the reason you try not to show fear when confronted by a large animal.

Rate of Vibration consists of 5 components: Energy, enthusiasm, confidence, belief and clarity.

And one of the best ways to raise your Rate of Vibration is by carefully crafting, monitoring, and repeating positive words and phrases to yourself before and after every presentation. Positive self-talk programming is the single most effective way to build belief and raise your level of attraction to the prospect. Repeating these positive affirmations before your presentation will bring out your charisma and create help you create impact far beyond your words. Repeating your affirmations after the presentation will reinforce your positive behavior and help you build the habit of controlling your emotions.

Here's a list of positive, present tense affirmations you can say to yourself **BEFORE** your presentation:

1. "I'm prepared, polished and rehearsed for this one on one. I've done my homework as usual and I'm ready to make an impact on this prospect."
2. "I truly believe in what I'm presenting. It's changed my life and I know it can change hers"
3. "I'm feeling energetic and excited about this opportunity, and my excitement is contagious!"
4. "My enthusiasm always comes across in my presentations in a warm and sincere way"
5. "I'm totally confident in my ability to present and persuade everyone I speak to about this amazing opportunity"

Here's a list of positive, present tense affirmations you can say to yourself **AFTER** your presentation:

1. "Well, I did it again. Another great presentation. I just keep getting better all the time"
2. "That was the single best presentation I've ever made, and I'm not surprised. Success is a habit for me"
3. "I'd be surprised if this prospect didn't jump right in after that presentation"
4. "Another super-fantastic one on one. I'm so proud of myself and what I'm doing with my life"
5. "With the combination of energy, enthusiasm, confidence, belief and clarity that I just presented in that meeting, I'm going to be a giant in this business"

You can use these affirmation programs or write your own. Once you've finalized your affirmation selection, record them on a cassette or mini-disc player. Now all you have to do is listen to your affirmation before and after your presentation. Many people find this method easier and more enjoyable than simply repeating these phrases to themselves. Be sure to

repeat your affirmation phrases 2-3 times during your recording session. Speak slowly, clearly, and with enthusiasm in your voice.

Once you get the hang of this, I would recommend customizing all of your affirmations to the areas that you feel you need growth in. Also consider producing a BEFORE the presentation tape...and an AFTER tape, and customize them as well.

Try this and I think you'll agree that positive self-talk programming before a performance is the single most powerful tool you can use to bolster your energy, enthusiasm, confidence, belief and clarity in your presentation...and in yourself.



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Siebold and partners have built two companies from the ground up into national concerns. Mr. Siebold is considered one of the fastest rising professional speakers and consultants in the United States and Europe, in the field of Mental Toughness Training for salespeople.

Siebold's articles appear regularly in various publications throughout the U.S. His column appears monthly in *Networking Times*, an international industry trade magazine. Steve Siebold and Bill Gove met in 1996, and became best friends and business partners and formed the Gove-Siebold Group. From 1996 to 2001, they shared stages around the world and spoke to over 30,000 people.

Today, the company remains focused on helping people develop world-class performance skills to convert their dreams into reality.

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