



Public Speaking – Tip #1

10 Traits of Any Good Spokesperson

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Are you the Spokesperson for your business or organisation? Regardless of your topic, *here are the 10 traits your audience expects you to have:*

1. **Brevity.** The fewer words you use to share your message the better.
2. **Passion.** You have to be passionate about your product, service, company or org. and communicate that passion to your audiences, every time you speak.
3. **Clarity.** Lose the jargon, the big words and the complex sentence construction.
4. **Energy.** If you look & sound as though you just got up from sleeping, you cannot communicate the energy, excitement & enthusiasm your audience expects.
5. **Inspiration.** Always remember, you are selling a “dream” not a big rock. The best spokespersons inspire and motivate, then end with a call to action.
6. **Cooperation.** Don’t be “difficult” with journalists or event organizers.
7. **Concise.** Don’t take 20 minutes to say something you can say in 10 minutes. And don’t spend 3 minutes answering a question when 35 seconds will do.
8. **Vocal Variety.** This is how you create interest, excitement and emotion around your speech. Speaking in a dull, boring monotone will not help you with this!
9. **Expression.** Don’t be afraid to smile or show some emotion. Don’t be one of those speakers who adopt a “professional” expression which prevents you from connecting with your audience. If you don’t connect, not much else happens.
10. **Flexibility.** You may have to begin your carefully prepared speech somewhere in the middle. Someone may interrupt you to ask a question you had planned to answer later. Can you end your presentation early if the audience is restless? If you can handle these unplanned things...that’s flexibility.

Want to dive deeper? Try these [6 steps to a winning persuasive speech!](#)

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