

CHEERLEADERS ARE GREAT PUBLIC SPEAKERS

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Cheerleaders and public speakers have a lot in common. The following traits will give you a great start in giving memorable speeches.

1. **Cheerleaders entertain**

If you can entertain people you have a huge advantage. You will never have trouble getting public speaking engagements. When you lighten the burden of others lives you will be in high demand.

2. **Cheerleaders motivate**

Motivation is like turning the key in the ignition. You turn it on. You start the engine. You will be taking your audience on a journey. People need motivation to do things and who better than a cheerleader to do that.

3. **Cheerleaders have practiced and practiced**

Know your topic. If you know your material, speaking about it is easier, both for you to talk about and for your audience to listen to. People know if you “know.”

You don't have to show, you just know.

Just know and go...give your speech.

Cheerleaders are prepared at any time to say whatever they need to say.

If you know your cheers

You have nothing to fear.

4. **Cheerleaders use a loud voice to reach every audience member**

Loud and happy often equals passion. People pay attention to passion. They listen to passion. Reach the crowd. Talk strong. Talk loud. So your audience can hear your wonderful message.

5. **Cheerleaders use catchy phrases**

“Lend an ear, you'll get a cheer.”

People remember “easy to remember” things.

Got milk?

Show me the money!

Where's the beef?

Use these kinds of sayings in your speeches but make them appropriate to each speech.

6. **Cheerleaders attract and hold attention.**

You need people's eyes and ears. You get them by giving your audience your eyes and ears first. Give your full attention to your audience. Don't worry if your audience is paying attention. Be aware of whether you are attentive. If you focus on others, they will pay attention to you.

7. **Cheerleaders vary the cheers**

Monotonous does not work in public speaking. People like to play games because they don't know the outcome. They like the element of surprise. Mix things up. Be logical but keep them guessing, like a to-be-continued TV program. String things together so you don't lose people throughout your speech.

You can vary the beads on a necklace but they all have to match the theme.

8. **Cheerleaders use extra attention grabbers... like pom poms**

I heard a man giving a speech ask a question to the audience. Then he gave them a good "reason" for his answer. He threw them a "Reason" candy bar. Whatever your topic there is some wonderful attention grabber you can use.

Jim Doti, President and economist at Chapman University gives an annual Economic Forecast. To explain complicated economic terms like the money supply, he once used PVC pipe. Jim had the audience laughing, but also understanding. They will remember the pipe and it gives them a topic to talk about in the future.

9. **Cheerleaders use appropriate cheers at the appropriate time for the appropriate crowd**

Learn about your audience. If you plan a party, you find out what your guests are like. There are two "likes" to find out.

1. What they like.
2. What they *are* like.

There are also two "exes" What they *expect* and what you need to *explain*. This is a positive use of your people pleasing skills. Use that skill. Public Speaking is like being a host to a speaking party.

10. **Cheerleaders do something they love and they cheer about it**

This is passion again. Passion ignites other people's passion. Cheering is communicating positively. Let people know about what you love. What could be more positive than that? If you know something and don't tell anyone, how will they know? Usually, the more people know and understand, the more they will like you.

11. **Cheerleader's eyes are focused on the crowd**

Your eyes contain your light. Shine it on people. They will feel you. They will sense you. They will look at you. And you will have a better chance of communicating your message. Eye to eye. They don't say seeing "eye to eye" for nothing.

How many of you have stood in front of 1000 people or more and delivered a message? The first time I did, the thing that amazed me the most was the eyes. Thousands of eyes. A sea of eyes. They were like lights. You take all those lights coming at you, pour them back to the audience and magic will happen for both you and the audience because you have connected like an electrical current. For the audience's sake and for yours bring the audience into focus.

12. Cheerleaders have a message that is either uplifting or urgent and they get that message across

If you have something to say that you are an expert on, you can help others by sharing that information. Giving that message is a generous act. Be willing to do that. You have something to offer that people need. If you have a key and you can open a door for someone with it would you do it? You can. Each of you has some special key to the “mystery door of life” that others need. Maybe someone in that audience absolutely needs to hear the information you have to share. Share it. Open the door for them to new understanding. Let them see inside that doorway of yours, into the room with the view that only you can share.

13. Cheerleaders use vocal variety

In a good speech you don't have to talk in a sing-songy voice like my Nordic ancestors did, but if you use the full range of your voice, you reach many more people. You will have a much better chance of getting to the core of communicating.

Within our voices are many tones. If you take the Major scale C-B and test people's voices, many people are missing some of the tones. If your voice isn't as rich with all the tones, all the notes, it means your life isn't as rich as it could be either. That means the experiences connected to those tones aren't as developed. Your voice is a direct expression of who you are.

I had my voice tested and was shocked to learn that I was missing some key tones in my vocal range. A good vocal coach can help with this but you can also do this yourself. When I started developing those particular tones, doors in my life opened. Missing a tone is like missing a color. If you give a speech and it feels “black and white” imagine how much more you could reach and motivate your audience with rich vibrant tones in your voice. Color your speech.

14. Cheerleaders get the crowd involved

An interactive speech is an excellent way to perform, to learn and to connect. People love feeling like they are part of the action and being a cheerleader brings out the best in others. Use it.

15. If Cheerleaders forget a cheer, they just make something up

In any speaking career you will forget something, guaranteed. You will also remember much more than what you forget. When you forget part of your speech, expect it, welcome it. Say, “Hello. I've been expecting you and here you are,” and then make something up to fit the occasion. Kids do this all the time. They have fun making up a life as they go along.

*If you forget your lines
It'll be just fine
If in its place
You just replace*

16. Cheerleaders remember that no matter what you do, your heart is on display

You can't hide your heart. I believe that you can almost always tell the level of love someone is putting out into the world. If their words don't say it, their body does. Remember that your audience is seeing inside your heart. And that's what we all really want to see in others. If we could all see truly inside each other's hearts, this world would be an even more magnificent place than it is.

17. Cheerleaders have some standby cheers i.e. speeches, ready

Have a few jokes or stories that you know very well, ready at a moment's notice to talk about if you are asked to speak on a last minutes notice. We know the *Pledge of Allegiance*. Most of us know the *Our Father*.

For example, what if you told the story about how the neighbor kid took the blame and got you out of trouble once. Then you relate that story to something that is going on in the present. Back then it saved me a for certain punishment.

Your life stories, the ones that really stand out for you, are also the stories that will touch other people. Those are the stories that will connect. Those are the stories to tell. Develop a few of them and have them ready. Take a few of your main values. Do a story and relate them to your potential audiences. Make a simple formula and make it easy; something where you have a basic outline and can fill in the particulars..

18. Cheerleaders have something important to say

Like "Win!" That's pretty important for a cheerleader to say. My daughter listens to Ricky Martin's song, "*Cup of Life*" when she wants to get motivated. I asked her

"Motivated to do what?"

"Win" she said.

"Win what?" I said.

"The cup of life" was her answer.

When you go in front of a group with the purpose of communicating, picture that cup. Inside that cup is something that you want the audience to experience. Something that you will be serving to them. Make your point, theme or goal small enough to fit inside the cup and it won't overwhelm you. You won't spill it. Sometimes when I speak, I tell myself what I want out of this speech and what I want the speech to accomplish.

Examples:

Connect with the audience"

Show people that they can have an inner cheerleader

Speak 5 minutes as honestly as I can.

These are measurable things by your judgement. You will know if you have succeeded. Success is much more attracted to you when it knows exactly what you want. So set a goal.

19. Cheerleaders look great!

Let's face it, we like to look at someone who looks attractive. We can feel it when someone is giving and being their best. Not just outer, but INNER. Let that great inner you shine. Show it!

You say looks don't matter. I agree the inner you is more powerful than the outer you but I also believe that "as within, so without".

There are two rooms. One is messy. It smells. In the corner are some dirty clothes. They've been laying there for weeks. The chair is broken and missing a leg. It's dark and the curtains are falling off the wall. The paint is chipped. The heater's broken and it's freezing outside.

Another room is beautifully decorated. The fireplace is lit with a big stuffed chair sitting next to it. Tea or coffee is waiting on the table for you. Your favorite music is wafting in air.

Everything about you communicates a message to others. It is important, not superficial. We live in a physical world and a spiritual one for a reason. Do not turn your back on one or the other.

20. Cheerleaders catch your eye.

Picture a city skyline. Do you notice the sky or do you see the buildings, the people, and the planes? Is the sky just a backdrop, a silhouette for these other city elements? Now picture a sky when it is blazing with a brilliant sunset. The same airspace can be ignored or focused upon. It can even take people's breath away. You catch people's eyes with many things. Mostly with your energy. Keep your energy high to catch their eye.

21. Cheerleaders know we are stronger together

Their goal is to unite in a clear, strong message. That is the goal of most great speakers. You and I sharing words and emotions over this airspace that we occupy in this tiny bit of precious time we share together. Think of your time and your message as worth millions. Give that to your audiences.

The power of communication is amazing. What if someone had gotten clear evidence that five planes were about to attack the US on 9/11? With a ten-minute warning their frantic call reaches the president. He makes two calls, one to the towers and one to the pentagon. "Evacuate immediately" are his orders. His third call goes to the media with instructions to immediately interrupt every broadcast with this news. How many lives would've been saved by this important series of communications?

When we work together with the audience sharing a powerful message, the world gets better. It gets clearer. You and I are part of that. Involving your audience is one part

of this. Know that your audience is also part of your message. Without them it is not a message but a thought.

What they do with your message after you have served it to them is the biggest part of your success as a speaker. How will they take that message into their hearts and use the best of what you have offered them? How will they make their world and the people they touch better? We are stronger you and I...together. If you build that heart bond with the audience, you will raise the energy in the room and the world. Maybe the energy won't stay forever. Maybe time will erode part of it, but if it happened once, the potential is always there for it again.

Be strong

Help each other along

22. Cheerleaders smile most of the time and yet show concern when it is needed

You've got to think "white" when you speak and I'm not talking race. Show your pearly whites to that audience. Yes there are times for seriousness and concern, but most speeches will be delivered much more effectively via the enamel than the tongue. The smile connects like the beach to the shore. No matter how much you think you are smiling when you speak, it's usually less than 50% of what you think. Most people smile for pictures and stare for speeches. Be aware and don't stare.

IF YOU STARE INTO THE AIR
THE CROWD WILL LEAVE IN A STATE OF DESPAIR
YOU'LL HAVE A SPEECH THAT NEEDS REPAIR.
BUT IF YOU SHOW
THOSE PEARLY WHITES
YOU'LL FILL THAT CROWD WITH
PURE DELIGHT

Remember these little steps and you'll be able to say.

"P.S. I LOVE YOU. "

Public speaking, I love you!

Terri Marie

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