

## Want to improve your public speaking skills? Let Skyline Marketing show you how

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For many the mere mention of public speaking can instil fear claims [Skyline Marketing](#). For a successful career in business, learning to overcome that fear and be able to speak confidently to an audience is crucial.

About Skyline Marketing: <http://www.skylinemarketingltd.co.uk/about-us/>

Managing Director Jamie Talbot of successful sales and marketing firm Skyline Marketing regularly speaks at industry events; and understands that to be successful in business one of the most important skills to master is public speaking.

Skyline Marketing looks to coach its sales force on how to be confident in public speaking, to encourage exceptional brand representation. With daily product coaching and workshops to enhance skills, Skyline Marketing look to utilise their top performers and have them share their tips and guidance on what is making them successful. This public speaking on a small scale helps break comfort zones that over time can be enhanced to a larger scale.

Jamie Talbot shares some tips that work for him when he coaches public speakers:

### 1. Bring Out the Jazz Hands.

A speaker's body language is extremely important for determining a talk's success. By analysing specific patterns, the study, which was conducted by Van Edwards's company Science of People, found that the more hand gestures a speaker used, the more successful the talk. Van Edwards says prior research has shown that we have an easier time trusting people when we can see their hands. In addition, when speakers use their hands to explain concepts, people have an easier time understanding them.

### 2. Don't Be Tone Deaf.

Fluctuations in voice tone, volume, and pitch. The more vocal variety speakers are, the more views their talks received online.

"It is less about the content of your speech, more so the way in which it is delivered. A lively and emotional speech will attract attention and allow the speaker to engage with his audience better. Using variances in voice tone is an easy way to achieve this," says Jamie Talbot.

### 3. Smile, You're Looking Smarter.

According to Van Edwards's report, this finding is the only pattern that goes against current research, as other studies have found that leaders typically smile less. Nonetheless, her study reveals that the longer a speaker smiled, the higher his or her perceived intelligence ratings were.

### 4. You Have Seven Seconds.

"When you do smile, make sure you do it in the first seven seconds of your talk," says Van Edwards. The ratings revealed that people had already made their first impression of, and decision on, the talk within the first seven seconds of the video. Start the speech strong to capture the audience immediately.

Skyline Marketing is an [outsourced sales and marketing](#) firm based in Liverpool. The firm develops unique direct marketing campaigns that accurately represent their clients' brands and then takes them directly to consumers via face-to-face marketing methods. This one-to-one interaction helps to create long-lasting and personal relationships between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

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