

# Ken Mitchell's 17 Irrefutable Laws of Public Speaking

1. You must be in peak **STATE** and you must come from **CONTRIBUTION**.
2. Believe in your **MESSAGE** and believe in **YOURSELF!**
3. You must get your audience's **ATTENTION** right away!
4. You must have a clear SPS (**SPECIFIC PURPOSE STATEMENT**).
5. Be Prepared to speak **ALWAYS** and under any **CIRCUMSTANCES**.
6. Connect with your audience. Talk **TO** them not **AT** them.
7. Include **QUESTIONS in** your message
8. Eye contact, at least every **3-5** seconds
9. The floor is yours! **COMMAND** the Room and fill it with your presence  
(Mother Theresa)
10. Move **NATURALLY** (without **PACING**).
11. Use **NATURAL** and **LOGICAL** hand gestures
12. Make good use of ..... **SILENCE**.
13. Learn to stop saying "**uhms**" and "**duhs**" to unnecessarily fill you time
14. Increase your **VOCABULARY**
15. Speak as often as you possibly can
16. Use lists – the mind likes that
17. Be **ANECDOTAL** people love stories to illustrate a point