

Andrii Sedniev

Magic of
Public Speaking

A Complete System to Become a World Class Speaker



www.MagicOfPublicSpeaking.com

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Published by Andrii Sedniev

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Biography

Andrii Sedniev, MBA, is the founder and trainer of the Magic of Public Speaking system, which has helped hundreds of speakers worldwide to unleash their potential in public speaking in a very short period of time. Andrii's students say that the Magic of Public Speaking system is the most complete and powerful public speaking training that they have ever experienced.

At the age of 19, Andrii obtained his CCIE (Certified Cisco Internetwork Expert) certification, the most respected certification in the IT world, and became the youngest person in Europe to hold it.

At the age of 23, he joined an MBA program at one of the top 10 MBA schools in the USA. Being the youngest student in the program and at the age of 25 he joined Cisco Systems' Head Office as a Product Manager responsible for managing a router which brought in \$1 billion in revenue every year.

These experiences have taught Andrii that success in any endeavor doesn't as much depend on the amount of experience, but rather on the processes that you are using. Having dedicated over 10 years to researching and practicing a variety of different techniques, Andrii has created the Magic of Public Speaking system. This system is a comprehensive step-by-step program that will enable you to achieve in 2 months what most speakers never achieve in 10 years.

Why this book was written?

It doesn't matter what you do for a living; you won't be able to avoid speaking in public. You will need to speak publicly at some point in time. Having a master's degree in computer science and business, I regard my journey into the realm of public speaking as one of the most valuable experiences for both my education and career.

People judge you not on what you know, who you are or your accomplishments; they judge you based upon what they see and hear. When your management staff or customers hear you speaking from a stage, they form an opinion about you and your work.

When you become a more experienced, advanced speaker, you will start to notice a tremendous competitive advantage in anything you do. The sooner you learn how to speak in public, the more you will be able to accomplish in life!

When I studied at school, my math teacher said, "Andrii, you have learned how to solve problems, however you need to learn how to present that information, so that others can understand you."

I was a terrible speaker and every time I went on stage, a paralyzing fear overcame me. Over the past 10 years, I have attended more than 30 public speaking training sessions both in Europe and in the USA, led by one of the best public speaking coaches in the world. I have also read more than 50 books, watched thousands of videos of the world's best speakers and continuously tested all the techniques.

I developed the Magic of Public Speaking system based on the techniques utilized by the best 1,000 speakers in the modern world. As a result, the methods presented will work 100% of the time!

In this book, you will get very practical and simple instruction on how to create a speech that will keep your audience on the edge of their seats each and every time you speak. The Magic of Public Speaking did wonders for me, it did wonders for everybody who learned it, and it will do wonders for you!

When I attended my first training session for public speaking, I fell in love with this art form and wanted to learn to become one of the best-ever speakers. I remember my public speaking coach saying, "From the times of Socrates, nothing has changed in the world of public speaking."

I thought, "Hey, running competitions have existed for thousands of years since the Olympic Games in ancient Greece, but every year, new world records are set. Theater existed in ancient Rome, but new acting techniques are developed every single year and modern actors have become much more natural than the actors of the past. Isn't the same true for public speaking?"

In fact, public speaking has evolved dramatically, not only since the times of Socrates, but even within the past 20 years. My goal in writing this book was to assemble a collection of the best techniques and to create a complete system that included all modern innovations, not only in the art of public speaking, but also in adjacent areas such as sales, psychology, acting, standup comedy and improvisation. I hope that by the time you finish reading this book, your view on public speaking will have changed, even if you've been speaking on stage for many years.

Without further delay, let's begin our journey into the magic land of public speaking!

Sample speeches

Before we begin our journey into the world of public speaking, read 3 sample speeches that we crafted using the Magic of Public Speaking system.

Later in this book we will refer back to some moments in these speeches, which will serve as examples of various techniques.

When you're reading, take some time to analyze what is different and unique about these speeches. How are they different from the other speeches you've heard? What do you like?

Remember that the audience comes to hear a speaker primarily for his content and background. The Magic of Public Speaking system won't give you life experience, however it will help you to convey the information that you want to discuss in the most effective way possible.

Mother's advice

How would your life change if you could always get what you want?

When I was 9, I danced in the practice group of a Ukrainian folk dance ensemble. I danced for only a few months, but I had already decided to become a professional dancer.

I wish you'd been there in one of those classes with me so that you could hear the piano playing in the corner, smell the wood from the polished parquet and see my 26-year-old teacher, Helen, walking back and forth.

When she went forth, I tried to do my Grand plié really hard.

"Good plié, Andrii, great progress!" Moments later, Helen came back and I tried to do my Fencé move really hard!

"Straighten your legs a little bit more, but otherwise, much better!"

The more she praised me, the harder I tried. The harder I tried, the more she praised me and I felt successful.

At the end of the year we had an audition. Four dancers out of 30 were supposed to join the performing group. The essential step towards the big stage! This audition was also the first time I had invited my Mom to see how I danced.

The parents and my Mom would sit on the right side of the room and the judges on the left. I tried to do my Grand plié really hard. I looked at the judges – they had stone faces. I looked at my Mom – she smiled.

I tried to do my Fencé move really hard. I looked at the judges – stone faces again, I looked at my Mom – an even bigger smile. Then I tried to do my Grand battement move.

I looked at the judges – stone faces, I looked at my Mom – smile.

At the end of the audition, all 30 of us eagerly waited for the results to be announced. By the time the judges came to the fourth and final name, you could almost cut the tension in the room. I knew I'd be selected... but I wasn't.

I dressed myself, exited the building and stopped. I couldn't believe this had happened to me. I felt devastated and didn't know what to do.

My Mom approached me and said, "Don't worry about that audition. You'll have plenty of auditions in your life. Be a man. You hold your destiny in your hands and you can make it as you want." I didn't know what any 9-year-old man would do in my place – I cried.

My Mom tried to calm me down, the parents of the other kids tried to calm me down, but I cried even harder. Finally, Helen came out and asked, "Why are you crying?"

"I want so badly to dance in the performing group, dancing means so much to me!"

Unknown to me, Helen went to the head trainers. She convinced them to put me in the performing group and they did, but under one condition: I had to attend both the practice and the performing groups.

In a performing group, you've made it if you get to perform a solo. That was my goal too. For the entire year, I trained with dancers who started when they were just 4, but I didn't perform on stage. At all!

One day, Vladimir, our head trainer, approached us and said, "Now we are going to experiment with our Guculski dance a little and in addition to 20 couples on stage, we'll also have a group of 3 dancers who'll imitate playing musical instruments and energetically dance, entertaining along the way."

He gave a contrabass role to the oldest and most experienced dancer in our group – Dmitry. Dmitry stepped up and said, "I won't do this. It's a clown's role. Give me a real dancer's role in one of the 20 couples and I'll take it, but I won't be a clown."

Then Vladimir asked, "Who wants to be a clown?" I was the only one who volunteered.

He showed me how to improvise with a contrabass. He taught me some of his best moves with the musical instrument. I tried it, I experimented and I loved this role far better than any other stage role I could imagine.

Three months later, after our big concert at the Kyiv conservatorium, a mother of one of the dancers approached us in the dressing room and said, "Those three musicians were the highlight of the entire dance – and the highlight of these three musicians was you, Andrii, with a contrabass."

I didn't pass the audition at the first attempt, but I didn't leave silently. I was never given a solo role in my ensemble but I turned the supporting role into a solo act. I didn't get what I wanted in the way I wanted, but I didn't let these circumstances affect my life.

If you are not offered the job after your interview at Google, it doesn't mean you can't become a great programmer. If your wife laughs at you when you practice your Toastmasters speech, it doesn't mean you can't become a good speaker.

If my children are upset because they didn't get what they wanted from the first attempt, I'll tell them what my mother once told me: "Never observe your life from the sidelines. Take control over your circumstances. Make the most from opportunities. Create your own fate."

Subway car

What was the most difficult audience, you had as a speaker?

Imagine that you enter a subway car and you see 34 tired and bored passengers. They are reading books, listening to Mp3 players or just daydreaming. They don't know it yet but they are your audience. Your goal by the end of the speech is to shake hands with everyone in the subway car.

14 months ago my school friend Sergey and I were standing on the platform of the Kyiv subway in front of the train car's open door. To shake everyone's hand in the subway car was the task we had received on a sales training course to learn how to build rapport and connect with people.

"Sergey, there are too many people."

"Yeah, Andrii, let's skip this one."

About 10 minutes later another train arrived.

"Andrii, have you seen those 5 guys with shaved heads, in leather jackets, with beer? I don't want to be beaten up."

"Me neither. Let's wait for another train."

Seven trains later, we finally entered a car. Sergey was first.

"Hi, my name is Sergey. Could you please shake my hand?" "No? You don't want to shake my hand?"

"Good afternoon! Today is handshake day. Will you shake my hand?" "No? I see."

"Hi. Good afternoon! Could you shake my hand?"

"What's wrong with you, man? Do you have glue on your palm?"

Sergey approached every single person in the car and by the time he reached the end and turned, not one of the 34 people had shaken his hand.

How would you feel if 34 times in a row your hand hadn't been shaken? If you were with me and Sergey in that subway car you would feel how long those 3 minutes lasted. And the next train was my turn.

I thought, "What if I was a passenger, and a young guy entered a car and did what Sergey did, would he shake his hand?" "Probably...not."

While we were waiting for the next train on the platform I thought, "What should this guy have done so that I would have a burning desire to shake his hand?"

When the train arrived, I entered the car and voice announced my speech: "Ladies and gentlemen, please caution the doors are closing. The next station is ..."

"Good afternoon, my name is Andrii. I wish you all a good mood. Today I am here with my friend Sergey from the United States. He doesn't believe that we Kievers are friendly and welcoming. I have made a bet with Sergey that we are so friendly and welcoming that even all people in the subway car will shake my hand. Please help me prove that he is wrong"

The young guy smiled at me.

"Hi, I wish you all the best."

Then, I saw a 60-year-old gentleman that smiled at me from the opposite side of the car. “Have a nice day! I wish you a great weekend.”

The girl with pink hair and pierced nose jumped. “You forgot about me, you forgot about me!”

“Nice to meet you, I wish you all the best!”

I approached every single person in the car and even the people at the end, who hadn’t heard my pitch at the beginning, shook my hand, because they saw that everyone else before them had done the same.

When I reached the end of the car and turned, I saw that the young guy wasn’t listening to his MP3 player, the old gentleman wasn’t reading his book and nobody was daydreaming. Everybody was looking at me and smiled.

I realized that not only did I shake everyone’s hand, but also put all passengers in a good mood. Maybe some of them when they got home told their sons, sisters or friends: “I saw a wacky guy in a subway car today. He shook everyone’s hand and it was fun.”

That day, I learned that if you want to connect with people and to shake hands with everyone in a subway car, you need to make your speech interesting for your audience, be passionate and energetic and shake hands with those people who react positively to you first.

In public speaking it’s the same. If you want people to accept your ideas: make your speech interesting for your audience, be passionate and energetic and through handshakes or eye contact connect with people who react positively to you first. And others will follow.

This subway car was my most difficult and most easy audience. There are no difficult audiences. There are only audiences with which we do not connect.

Aunt Joyce

It was 1954. Little Ricky was driving to a sea resort for a 2 week vacation with his parents, sisters and Aunt Joyce. When they arrived, little Ricky opened the door, ran to the beach and stared at the sea. He was only 5 years old and he couldn’t swim.

Aunt Joyce patted him on the back and said, “Little Ricky, let’s bet for 10 shillings that you wouldn’t be able to learn how to swim by the end of our trip.”

“Aunt Joyce... I will!”

Many years later, little Ricky will become Sir Richard Branson – the richest man in the UK, a multimillionaire and owner of over 400 successful companies. But now, little Ricky faced the biggest challenge of his entire life.

For 2 weeks little Ricky floundered in the sea, swallowed salty water and fought with big waves, but he still didn’t learn how to swim.

“Little Ricky, don’t worry. Next summer you will definitely learn how to swim.”

The entire way home, Ricky stared through the car window and thought about his HUGE loss.

A few miles before they reached home, Ricky noticed a river through the window.

“Hey! We are not yet home, this means our trip is not over yet. This is my last chance to win the bet.”

Dad, stop!”

When dad pulled to the side of the road little Ricky opened the door, ran to the beach, jumped into the river, the fast stream picked him up, he went under the water, floundered as hard as he could, came back to the surface, pushed off the stone and ...swam.

He was swimming like a little dog. He was swimming in circles, but he won this bet! Aunt Joyce handed him 10 shillings.

Seventeen years later after the successful launch of “Student” magazine and a chain of music shops 22-year-old Richard decided to start his own recording company. He needed to buy a beautiful old house near London, where such groups like The Rolling Stones and The Beatles would hang around and record their best hits. It cost 30,000 pounds, an enormous amount of money in the 1970s.

Richard was proud of himself, because the bank lent him 20,000 pounds, much more than he had expected. But he still lacked 10,000 pounds and his last resort was his family.

He went to his father and said, “Dad, remember the money you have put in a trust fund for me and my sisters, so that each of us could get 2,500 pounds by the time we become 30? Can you give it to me now?”

“Sure son, I will give it to you, but where you are going to get the remaining 7,500 pounds?”

“Honestly, Dad? I have no idea.”

“That’s okay, Ricky. Go to Aunt Joyce for lunch. She might have some money for you.”

Ricky went to Aunt Joyce and she gave him 7,500 pounds. He bought this beautiful old house, which eventually became Virgin Records, one of the most famous recording companies in the world.

At that time, Richard knew that he would never be able to buy that house without the help and support of his family. The one thing Richard didn’t know was that Aunt Joyce didn’t have 7,500 pounds. She actually mortgaged the house where she lived to lend him the money.

Ricky went to Aunt Joyce and asked,

“Aunt Joyce. Why did you lend me that money?”

“Ricky, I wanted to lend you the money. I know you will return it to me with interest when you can. And about your persistence, I have no doubt. Remember that bet at the sea? You honestly won it!”

13 years later Sir Richard Branson founded his own airline, Virgin airlines. One day he was flying his own Boeing 737 to New York. His entire family was aboard. He was proud of himself and all his family was proud of him as well. He looked at his parents, at his wife and children, he looked at Aunt Joyce and thought, “I would never have been able to become who I am now without the help and support of my family.”

Let me ask you the same question: Would you have been able to become who you are today, without the help and support of your family?

Once we become parents, uncles and aunts we have others who need us! Believe in your children. Believe in your nieces and nephews. Help your relatives. Because the chances are, they will never be able to become who they potentially could become without YOU!

Triangle of a GREAT speech

Each time you go on stage, your success or failure depends on 3 components: setting, delivery and content.

Content is what you would write on a sheet of paper if I asked you to compose a speech. Content includes the stories you will tell, the structure of your speech, and the statistics, quotes and facts that you will use to support the message.

Delivery is what you do with your body and voice on stage. You can move. You can gesture. You can speak in different volumes, tones and with different emotions.

Setting is everything that happens before your speech and all the things that are beyond your control once you start speaking. Setting may include which room you speak in, whether you have keys or coins in your pocket, your mood, the thoughts that pass through the minds of your audience members before you begin speaking and the clothes you are dressed in.

Each of these 3 components represents one side of the triangle. The better you are in a particular area, the longer the respective side will be. Your success or failure fully depends on the area of this triangle. If the area is large – it's a success. But if the area is small, it's a miserable failure.

As you can imagine, if 2 sides of the triangle are large, but the third one is very small, the area of the triangle will be quite small also.

Some famous writers think that they can speak on stage because they are successful in writing content, but very often, their delivery is boring and eventually, people focus their attention elsewhere.

Some actors who were featured in movies think that they can speak well and deliver from a stage because they were successful in films, but when their content is mediocre, they fail.

Most people fail because they don't pay enough attention to the setting. Setting is the most important and yet the most neglected side of the triangle. This is where we will start our journey into the world of public speaking. Very few speakers can really change people's lives from the stage and you will become one of them after you grasp the whole Magic of Public Speaking system. This system will ensure that all three sides of your triangle are large and you're a well-rounded speaker.

Setting tips

If you want to become a world class speaker, you need to prepare the setting. If your content is wonderful and your delivery is amazing, but your setting is weak, you will fail to make an impact.

Don't speak to every audience

You shouldn't accept every single speaking engagement. Some audiences or topics simply will not be right for you as a speaker. You may think, "Andrii, how do I know which speaking engagements to avoid?"

Firstly, you should be excited about your topic. If you are not excited about the topic, it is close to impossible to make your audience passionate about your message.

Secondly, some audiences just won't benefit from your message. For example, if you are 20 years old and don't have any children, it's probably not a good idea to talk to 45-year-old women about parenting. You will not be viewed as an authority on this topic and as a result, your audience will fail to engage. These women may also lack interest in your subject because they already have adult children or even grandchildren.

If you know for sure that your speech topic just doesn't suit you, don't go on stage. You'll only be left feeling like your self-esteem was run over by a Hummer. It's simply not worth the trouble. You will spend too much time restoring your self-confidence, which is extremely important for any speaker.

Dress appropriately

Whether you like it or not, people judge you based on your clothes and appearance.

If you think you can come on stage with great public speaking skills and impress people no matter what clothes you are dressed in, you are right! However, clothes can either add 5% to the audience's positive impression of you or detract by 5%. Wearing appropriate clothing isn't difficult. Don't lose points in the eyes of the audience and make your life unnecessarily difficult by not paying attention to what you wear. Business attire is appropriate for virtually any audience and occasion.

The rule of thumb is that you should dress at least as well as the best-dressed person in the audience. For instance, if you're teaching people how to achieve success, you should look like a person who has already achieved it.

Another great benefit of a good outfit is that you will feel more confident during your speech and the audience will sense it. You can dress like a punk in your regular life, but when you go on stage, make sure that your clothing is appropriate for the audience, topic and occasion.

Speak just a little hungry

Schedule your meals so that you're just a little hungry before a speech. You will be at the peak of your energy and will perform your best on stage. If you eat within 2 hours before a speech, most of your energy will be devoted to digestion. Did you ever wonder why you really want to sleep after a heavy lunch? It's because all your energy is devoted to digestion! So avoid eating before a speech and

ensure that you're just a little bit hungry!

Send a video before the day of your speech

Very few people use this technique; however, if you want to become one of the best speakers in the world, you need to begin doing things others don't! In advance, send a short video to your future audience members with an invitation to hear your speech.

When you enter a room and people have already seen you on video, they will view you as a familiar person whom they already know. The video will build a connection between you and the audience members even before the day of your speech.

Remove empty seats

This is probably one of my favorite techniques in preparation for a speech because it is immense and effective. If people sit close to each other during a speaking engagement, they tend to be more engaged. They laugh more at jokes, they participate more actively and they enjoy your speech much more.

Why does this occur? It happens because laughter and excitement are contagious. If people sit very close to each other, even if only 10% of them find your joke funny, they will infect all the others with laughter and eventually, the entire room will be laughing!

On the other hand, imagine a room with only 20 people who are spread across 150 seats. If 10% of the audience members find a joke funny, they will chuckle slightly and that will be the end of the story. Close proximity is required for emotion and laughter to spread. The bottom line is that the success of your presentation highly depends on how the audience members are sitting. So what can you do about it?

Let's consider a real-life situation. The organizers of your speech have indicated that "100 people registered for the event. However, we will put 150 chairs in the room, just in case."

When you enter the room, people begin to arrive and sit randomly, though most opt to sit in the back rows. Eventually, 70 people filter into the room. What's on their minds?

They think, "It looks like far fewer people came than planned. There are 150 seats and only 70 people here. Maybe this speaker is not that good after all."

But you know that people should sit close to each other in order for your speech to be successful, so you encourage the audience to move up and sit together. You might say something like, "Could you please sit closer?"

You see that just one or two people move, so you try a different approach. "I won't speak loud, so please move closer to the front so that you can hear me!" And still, nobody moves.

What happens next? You are not a parrot, so you don't repeat yourself again; you will begin your speech in this setting. You will sweat and work harder than you usually do, but the audience members won't laugh at your jokes and will give you poor feedback in the end.

The most frightening thing is that this situation is not a hypothetical one; this occurs frequently!

Insight number one: once people have occupied their seats, it is close to impossible to get them move, no matter what you say or do.

Insight number two: typically, not everyone who has registered will show up for the event.

But all is not lost. There is a very simple technique that you can use.

If 100 people registered for your speech, place only 50 chairs in the audience. When the first 50 people arrive, they will occupy all the seats present.

When the rest of the audience members arrive, you can get an additional 20 seats from storage and let them sit. Those people will think: “Wow, there should have been only 50 people and 70 showed up. This speaker should be really awesome.”

This is a rule of thumb for speaking engagements. Even if you don't have anybody to help, it is much easier for you to move all the chairs by yourself than to speak to an audience that's thinly spread across the room.

I anticipate your question: “Andrii, what can I do if the chairs can't be moved and are built into the floor?” The solution is fairly easy: place handouts only on chairs in the front rows. This will significantly increase the probability that attendees will sit near the front of the auditorium. However, this method is still not as effective as bringing in additional chairs after the existing ones have been occupied.

As a bonus, I want to share another tip. Energy is not only transferred from person to person; it also bounces off the walls. So put a few people into a small room and place many people in a large room.

If you have a small number of people in a large auditorium, their reactions will be dulled; their responses will be enhanced in a smaller room. When you prepare the setting, make sure that people sit close to each other and use an appropriately sized room relative to the number of attendees.

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