

Break a Leg!

A: So are you ready for your speech tonight?

B: Oh my gosh no! **I am petrified.** What if the audience hates me and they start throwing things at me? **I don't like having the spotlight on me.**

A: I used to feel that way and then in college **there was a turning point.** I took a class where I had to give a speech every week and then things changed. I started to feel comfortable. Let me give you a few tips. What's your topic today by the way?

B: It's marketing in the new economy.

A: Oh that's perfect. You are an expert in that. First of all, **give them concrete examples.** Share your own stories of mistakes you have made and successes you have had. If you give them a fact or a statistic, follow it up with a story.

B: Ok I guess I can do that. I do have a lot of experience with this.

Key Vocabulary Phrases

1. **"I am petrified"**
2. **"I don't like having the spotlight on me."**
3. **"...there was a turning point."**
4. **"Give them concrete examples."**
5. **"Be genuine."**
6. **"Speak from the heart."**

Key Vocabulary Phrases

- 1. “I am petrified”**
- 2. “I don’t like having the spotlight on me.”**
- 3. “...there was a turning point.”**
- 4. “Give them concrete examples.”**
- 5. “Be genuine.”**
- 6. “Speak from the heart.”**

A: Also when you tell your stories, **be genuine. Speak from the heart.**

B: Ok I can do that too because I really care about this topic. People need to get the message that marketing has changed and the way we do business has to be different now.

A: So keep in mind that you are there to help people. It’s about them. It’s not about you. Just remember that and your speech will be a success.

B: Ok thanks so much. That helps. I have to go on stage now.

A: Ok break a leg. You can do it!