

and go to work! And remember, like anything else, the more you do it, the less uncomfortable it gets.

## Getting Started

### *What's Involved*

- *Your adrenals*

Those marvelous little glands that rise to any stress occasion are your key friends here. They'll charge up, don't you worry! They do that involuntarily, built to save your life when you need it. They'll send you the extra physical energy you need—no problem.

- *Your mind*

That part of you needs to gear up for heavy-duty thinking. It has to reach for the organization and sense of your message; to manufacture words as you go; to listen and critique as you speak, choosing what to say and what to delay or delete. It feels like it's blank at that moment because of the stress, but reassure yourself, you did bring it along and it's stuffed full of goodies, ready to produce.

- *Your audience*

*Their* energy and attention *also* has to get up to speed and you're the one who has to do it. You need to get them past the "stranger in our midst" moment, get them used to your speech tone, and rhythm, and start tuning into your message. Of course your great opening will take care of that. But they need one special thing from you to get started.

- *Your self-confidence*

Here's the key. You need to sit in your chair as a one-man cheering squad. You need to program your inner voice to say, *before* you get up, "You can do it. You're terrific. You really know your stuff and are fully prepared. Your material is good. Your message is important. Go get 'em, Tiger!"

Sounds artificial? Hokey?

Wrong!

I've already told you that the mind is like a computer. You program it with negative messages—"I can't do this. I'm awful at this. The speech is no good"—and it'll do your bidding. It's obedient, like any computer, and has no other choices than what *you* put into it. Your command is its only working system.