

Speak Like a Pro: Glossary of Key Terms

- **ABC:** Valuable public speaking advice. Stands for: Audience Before Content. [Lecture 4: Why Audience Comes First -- Always!]
- **Audience analysis:** The most important first step for any presentation. This involves knowing who's in the room, setting your 3-part speaking goal, and crafting your 12-word message. [Lecture 4: Why Audience Comes First -- Always!]
- **Four-square breathing:** An anxiety management tool in which you inhale for a count of 4, hold for 4, exhale for 4, and hold for 4. [Lecture 25: Calm Your Body with 4-Square Breathing]
- **Name Your Anxiety:** An anxiety management tool in which you name your anxiety and talk directly to it. [Lecture 26: Name Your Anxiety]
- **Power of 3:** A valuable tool that you can use to organize your ideas for presentations of any length. [Lecture 7: How the Power of 3 Will Change Your Life]
- **PREP:** An acronym for answering impromptu speaking questions. Stands for: Point, Reason, Example, Point. [Lecture 20: How to PREPare for the Unexpected]
- **Speaker Stance:** An effective stance for speakers that may not initially feel natural but can be learned with practice. [Lecture 15: Stand Like a Speaker]
- **Starbucks Stance:** A comfortable stance that doesn't work well for public speaking because it doesn't look confident. [Lecture 15: Stand Like a Speaker]