
Relax and Shine for the Spotlight

“You are the light of the world. A town built on a hill cannot be hidden. Neither do people light a lamp and put it under a bowl. Instead they put it on its stand, and it gives light to everyone in the house. In the same way, let your light shine before others, that they may see your good deeds and glorify your Father in heaven.”

— Matthew 5:14-16

The spotlight can unnerve the most experienced speakers and hosts. Among the most feared experiences throughout the world, public speaking ranks higher than death. Communicators might feel tempted to shrink behind desktops or at least cower behind notes on the podiums shoved in front of them. But our messages will lie buried in eternal silence unless we learn to share them well with our interviewers and audiences.

This workshop will delve into the main ways to compose an effective presence to media and audiences. We'll examine the purpose of communicating our vision through interviews and speaking events. Participants will learn mindset shifts and simple techniques which develop composure with peace and confidence. The final segment covers specific preparations for the most polished delivery. We'll include best practices as well as those to avoid.

Prepare your mind and professional toolkit with the means to shine in your next interview and speaking event!

WHY DO INTERVIEWS AND EVENTS?

Always start with *your* WHY.

- **W**ho you serve
- **H**ow you help
- **Y**our proposed benefits to those you serve

For each interviewer and event, discover:

- **W**ho they serve
- **H**ow they help
- **Y**our proposed benefits to those they serve

Identify how each interview or event enhances your ability to benefit **YOUR** why and **THEIR** why.

Sketch the ripple effects of each event to impact more people who need your message.



MINDSET SHIFTS



"Be strong and courageous, because you will lead these people to inherit the land I swore to their ancestors to give them ... Be strong and courageous. Do not be afraid; do not be discouraged, for the Lord your God will be with you wherever you go." – Joshua 1:6,9, NIV

- Courage definition
- Reframing your negative mindsets
 - Un-CAN'T Thinking
 - Turn "what if" into "even if"
 - Best possible outcome/Least possible outcome
- Focus on purpose and vision – Center your view on the help you'll offer at end of the bridge!



TECHNIQUES TO PRACTICE

- Prayer and meditation
- Consider media coaching.
- Power posing
- Voice preparation
- Breathe deeply to enhance vocal quality and relax muscles
- Appearance check for events and video (less than 3 minutes to avoid obsessing)
- Audio check
- Visualize the audience member
- Speak to individuals in different parts of the room
- Do not try to memorize
- Smile, even in audio-only interviews
- Include humor, or at least vary the tone
- Be personal and transparent (within reason)
- Honor the interviewer
- Hydrate
- Choose proteins
- Offer an opt-in

PRACTICES TO AVOID

- Hiding
- Filler words
- Short or rising skirts
- Villainous monologuing
- Reading a script
- Sweets, excessive salt, diuretics, or dairy
- Rushing out

AFTER THE EVENT

- Thank the host
- Follow up
- Continue engaging
- Inform
- Nurture community



INTERESTED IN PODCASTING OR OTHER MEDIA?

- Check out Spark Media, a collective of Christian podcasters founded and operated by Misty Phillip.
 - Start with a monthly membership
<https://www.sparkmedia.ventures/a/2147498347/EdfoGP9z>
- Join Christian Women in Media Association at <https://cwima.org/>!
 - New Members who join in October 2023 get free mentoring with a President's Club member!
 - [Elevate Conference](#) in February 2024 earlybird registration offers double discounts for members AND 1st 30 registrants get free headshots
 - National Religious Broadcasters Convention representation directly after Elevate
- [Text TINA23 to 33777 for more links, notes, resource list AND MORE!](#)

