



## Public Speaking Preparation

### Preparation: Be Confident, Get Comfortable

Speak as if you're talking with family and friends.

Speak as if you just learned something new.

Speak as if this is the only chance you'll have to talk with your audience.

Know who your audience will be. What will they already know? What will interest them most? What is the local context of your issue?

Know how long your speaking slot will be. Be ready for questions at the end.

### Talking Points

#### Prepare 3 Items:

- **Story** - Create a visual in the listener's mind, whether it's a personal story or the impact your community is facing, ex: cigarette butts littering your beaches.
- **Statistic** - Contextualize it for your audience. How does the number impact each resident? *Example:*  
There are 4.5 trillion cigarette butts littering our world each year.  
If that number seems a little hard to imagine, picture this: 600 cigarette butts for every single living person.
- **Soundbite** - A compelling, concise takeaway that intrigues and informs your audience.  
*Example:*  
California has led the way on protecting our residents and our environment from plastic waste, and it's time we extend that protection and prevent toxic cigarette butts from continuing to poison our environment.

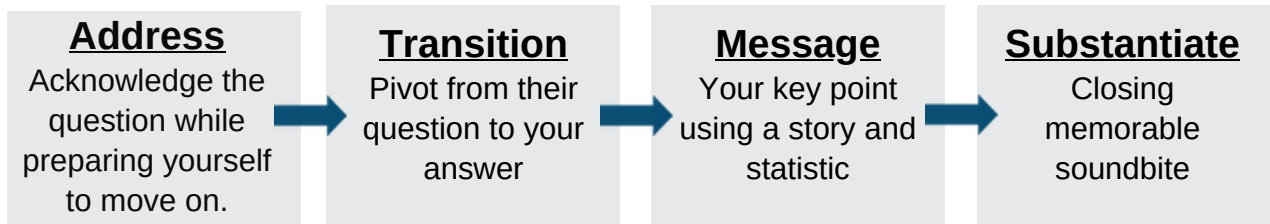
## Answering Off-Topic Questions

**Bridge & Pivot:** Use a phrase to bridge from the off-topic question and pivot to what you can answer that aligns with your messaging.

Examples include:

- That's a great question. What I can tell you is...
- What I do know is...
- It's important to note that...
- Keep in mind...
- Experts say...

## Apply the ATMs



- That may be the case, but...
- That's a good point, but the main consideration is...
- We all agree with that, but what's at issue is...
- That's not my area of expertise, but I can tell you...
- Yes. As I said...
- While \_\_\_\_\_ is certainly important, don't forget that...
- Perhaps. It's important to remember that...
- That's unclear. Let me tell you what we've been seeing...

- The important point here is...
- Let's remember that...
- There are three reasons why...
- Let me put it in perspective...
- That speaks to a bigger point...

- As attested by...
- We agree with \_\_\_\_\_'s assessment that...
- \_\_\_\_\_ recently noted that...
- Avoid vague language like "some people" or "people say."