



MIND... SET TO SUCCESS

(How to increase your chances of success... every time)

Vol 4 Issue 6

Speaker Humorist Magician

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a question

Dear John

There I was feeling like a Turkey on Christmas Day morning sitting in a baking tray surrounded by Paxo. My heart was pounding so hard I thought it was going to burst from my chest at any moment. Why did I agree to do this?

My name is announced and I walk centre stage, so far so good. It's now time to deliver the opening keynote address at a conference I've agreed to speak at. Ok, John I usually am a little nervous before I'm due to speak but on this occasion I was about to address nearly 100... PROFESSIONAL SPEAKERS.

There was an informal session the day before the official opening on presentation skills, the speakers spoke about the importance of your feet being in the right place, how to pace a speech and the correct body language to use. I've only been speaking professionally for 22 years how am I going to remember all that? Considering the state of my mind before I was due to go on I was lucky to remember dress let alone know how to stand.

My brief, to entertain, educate and inspire. With any other audience not a problem it is after all my job, but with this audience? They've heard it all before.

I can't remember what on earth possessed me to agree to speak to professional speakers, I have no idea. I was asked nearly a year ago and the task didn't seem so daunting then and when the moment was nearly upon me I felt like Liam Fox at a hearing.



So there I am, I've made it to centre stage without tripping up or my trousers falling down and the applause dies... I felt like dying with it but I didn't. My mouth dries up and I wish I'd written my opening line on my shirt cuff, I'm so nervous I wish I'd written my name on there too as I'd forgotten it. 200 hundred eyes stare at me in anticipation and I wonder what wisdom am I going to spout that these people haven't heard before by other speakers far more experienced than me.

Yes, yes, I am a professional speaker I've done my research and prepared and rehearsed well in advance and yet all I could think of was wishing I'd worn incontinent pants, thankfully I didn't need them.

In that moment, I let go... I remind myself I've done my homework, I know what I'm talking about and I've rehearsed my presentation. A calm engulfs me, I utter my first words and I'm off.



John's YouTube Channel



You are receiving this communication because I've either worked with you, you've seen one of my presentations or I've met you at some point.

If you'd like to unsubscribe just follow the instructions at the bottom of this email.

It was fun and before I knew it 45 minutes had passed, I say my closing line and as one body the audience rise to their feet before me. I thought they were going to leave the room but no, it was a standing ovation.... a standing ovation from my peers... I could have wept.

So why am I telling you this? To show off? No! There are some lessons for us all to learn here.

Whether we're speaking, presenting at a meeting or have to do something challenging like communicate a sensitive message always do your homework, find out as much as you can about the audience so you can relate to them and address any issues they may have. In this case it was easy as I was one of them and my nerves was more about wanting to do a good job rather than the fear of not knowing what I was doing.

The biggest lesson is to always prepare your presentation, learn and rehearse it. When I say rehearse it I mean find a space (I usually use my guest bedroom) and go through the presentation as if the audience are in front of me. Visualise you can see everyone in front of you, say the words out loud. Do your best to put as much emotion (without being a ham) into what you're doing as you will for the actual presentation.

The top athletes do exactly this they visualise what they do before, during and after what they're doing ie a shot or a game. An old example is Johnny Wilkinson the rugby player. Before taking a shot he'll visualise where he wants the ball to go, this sets up all his muscles to do what they need to do to achieve a successful shot.

Before you go into a meeting visualise the outcome, go over any awkward questions that might be asked visualise every aspect of the encounter.

If you'd like to know more about how to visualise read 'Psychocybernetics 2000' by Maxwell Maltz and Bobbe Sommer. I read the book about six years ago and have used the techniques ever since.

The Sneaky Stunt - Sneaky Mind Reading

Give a friend a pen and paper and ask them to write down a three digit number, the digits need to decrease in value such as 863.

Then ask them to reverse the digits in the number (in our case the number becomes 268) and to write it underneath the first number.

Ask them to subtract the second number from the first number.

By using your Derren Brownesque powers of mind reading you can tell them what the other two digits are. How? Clickerate [here](#).

The Challenge - for a bit of fun, I challenge you to drop this useless fact into your next conversation

Indonesian magician Alford escaped from chains and shackles while immersed in a tank full of sharks at Seaworld in Jaharta in June 2003. He was underwater for a total of 1 minute 50 seconds.

John are you thinking what I'm thinking? If I was surrounded by sharks I would have been out of the water much quicker than that.

Doing More With Less - Obvious and not so obvious

ideas to help you in business

We're not going to get anywhere in life or our business if we don't have the energy. Health and fitness is the only way we'll get the energy we need. I'm not a health and fitness expert so let's focus on mental health and fitness which is something I have studied:

We need to laugh - No-one wants to work somewhere that you can cut the atmosphere with a knife. Many people mistake laughter with something being trivial and being serious with being boring. WRONG!!!! As long as you're focussed on work and get on with your work it's ok to have a laugh and enjoy yourself.

Meditate - Or at the very least just 'switch off' completely for ten minutes during the day and have some 'me' time. I promise you it'll clear your head and you'll be more productive for it.

Read as much as you can - Keep away from the Beano but reading good business and self help books will give you ideas and inspiration how to do more with less.

True Wit... and wisdom - I've always admired... wit

"Have you ever pondered on the similarity between a pelican and British Gas? They can both stick their bills up their back sides."

Stephen Fry

Errr.... I had to clean that one up a bit, you are naughty Stephen.

"I went to a petrified forest and all the animals were scared of me."

Buzz Natley

I Can't Believe They Said That, or.... Doooh!!!

"England might now be the favourites to draw this match."

Vic Marks, BBC Radio 4

What!!!!!!????????? What words of wisdom do you have for us Yogi Berra?

"The reason we lost is because we made too many wrong mistakes."

I wish I'd not asked now :O

...and finally

If you're organising a dinner, conference, road show, away day or any event and you're looking for an [after dinner](#) or [motivational business speaker](#) who is insightful and energising with sack loads of humour, then I can help.

I'm very effective at sales and staff conferences and in particular the after lunch slot when an audience needs energising.

I'm not saying I would be a perfect fit for your event; that, of course, would be for you to decide. What I am saying is that if you do have an event coming up, then when would now be a good time to give me a call on 01274 685 152 or email me at john@hotowka.co.uk and find out how I can help?

Until next time, stun the world... be astonishing.

John Hotowka

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