

*Perdita*  
ANDREWS

CORE4  
PRINCIPLES

for

Successful Speaking

[perditaandrews.com](http://perditaandrews.com)

1

## Speak from the Source

**Do you wish you could communicate with confidence?**

CORE4 Principle 1 - Speak from the Source - directly addresses this desire. You must always remember: the Source is YOU. Have you ever heard the expression, "Write what you know."? Well, that goes for speaking, too!

Never forget that the reason you are speaking in the first place, is because you are knowledgeable and you have an important message to share. So, share it! When you speak from the source, success is never far behind. Why? Because speaking from the source ensures you communicate your unique message *with confidence*, enabling your listeners (whether they're 2 or 2,000) to see you as a thought leader and an expert in your field.

2

## Stay Yourself

**Do you sometimes feel frustrated because you think you can't just *be yourself* when you're speaking professionally?**

Whether you are speaking in your native language or not, to deliver the most impact, it's imperative that YOU be YOU. All your particular mannerisms, gestures, Ums & Ahs are welcome. Why? Because they are part of what makes you you. Nobody wants to listen to someone who is a stiff, robotic, wooden version of themselves!

If you talk with your hands in everyday life, then use them (in fact, it's actually a good move). If you like to walk around when you're talking, do it (yes, even on Zoom)! The more authentic you are, the more you'll be seen as an engaging speaker and the more captivating your message will be. This includes your accent, by the way, which brings me to...

3

## Accept Your Accent

**For the love of it all, do yourself a favour and accept your accent NOW!**

Trust me, you will have it forever, even if you are a native English speaker (they are 160 distinct English dialects). So, don't waste your precious energy trying to get rid of it. If you're preparing to speak, whether internally to people you know or externally to people you don't, then there are other things that need your attention. Your accent is a big part of what makes you unique (see #2) and if you can't show up and speak authentically, why show up at all?

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4

## Face Your Success!

**Are you ready to start speaking professionally but the one thing getting in your way is good ol' fashioned stage fright?**

The last and possibly most powerful of the CORE4 Principles is one of the pieces of advice I give most often to my clients: **Face. Your. Success.** Walk into that investor meeting, conference room, Zoom call or television studio assuming your audience *wants* you to succeed. They *want* you to be brilliant. They *want* you to have the answer (or product or service) they've been searching for. They are *yearning* to walk away feeling something: informed, excited, inspired, motivated... Your audience wants this experience to be a success as much as you do. So, give them what they (and you) want!

When working with my clients, we **dive deep** into these CORE4 principles so that they ultimately become second nature.

- Like that time my client got a last-minute (pre-Covid) industry dinner invitation and realised she'd be spending most of the night small-talking with strangers and potential clients while representing her well-known firm.
- Or when another one of my clients (more than!) held her own during a 2-hour long Zoom meeting with 10 people from 5 different countries.
- Or the time when I helped another client craft his message, distill his delivery and all but abolish his stage fright for a speech he gave before over 2,000 people at an International conference.

These are a sample of some of the results my clients have gotten working with me. There are two common threads here: they all implemented the **CORE4 principles** into their respective speaking situations and they all came out at the end feeling happy, relieved and like they had achieved exactly what they had hoped for!

If you want to communicate with confidence and captivate your audience, I'd love to connect with you and hear more about your story!

Book a free get acquainted session at [perditaandrews.com/call](https://perditaandrews.com/call)



## About Perdita

I have been helping my clients succeed and captivate their audiences since 2013. They have launched their dream businesses, booked new clients over Zoom and conquered the arena speaking at international industry conferences. And I have been lucky enough to have championed them along the way.

My educational background, professional experience and personal circumstances put me in the unique position of knowing exactly how my clients feel, because I have been where they are. I know their struggles because, at one point or another, they have been mine, too.

I guess the only thing left to say is: Are you ready to say goodbye to those struggles?