

PUBLIC SPEAKING CONFIDENCE CHECKLIST FOR ENTREPRENEURS





A Word Before You Begin...

From Entrepreneur to Entrepreneur

Thank you for being who you are, and doing what you do.

I believe you (honest entrepreneurs creating value in the world at a profit) are the driving force behind every great advancement and our best chance at creating better lives for future generations.

I know how hard you work, even when nobody sees it. And I want you to win even bigger so that all the sacrifices you've had to make weren't in vain.

So I made this checklist for you to **use BEFORE you open your mouth in public** to make sure your next opportunity doesn't waste your time or dent your reputation.

Because while I don't know exactly WHY you're speaking, I know it's not to get laughed at.

*In terms of confidence, if you can honestly check the first box, **you're 80% of the way there in one second.** Think of the other 16 as reputation insurance so you never lose face, lose trust or lose the room.*

Action Step: Print the next page. If you can't check a box, refer to the next pages for clarifications, action steps and/or additional resources.*

* If you want custom help nailing your next talk, [apply here](#) for coaching, or [click here](#) to explore our D.I.Y. options. Everything we do revolves around helping you win when it counts. You can see the full picture on page 10 because often the missing link is not ONE thing, it's how everything links together.



PUBLIC SPEAKING CONFIDENCE CHECKLIST

- 1 **I honestly feel like I BELONG on that stage.**
- 2 I can access my best state at will to meet the moment, it's not left to chance or any outside circumstances.
- 3 I'm speaking from an embodied higher purpose, with the audience's best interest at heart, for real.
- 4 I know exactly who I'm speaking to. I know what they want, what they fear, what they've tried before and why it failed.
- 5 I know the real reasons they won't take action. My talk explains their past failures away and dissolves them in the right emotional order.
- 6 My call to action rings true, serves the audience, and I can say it with full conviction without any "Ifs or Buts".
- 7 I have at least one "Eureka Moment" baked in where the audience experiences the shift or "gets it" on the spot (*not just hears about it*).
- 8 My opening hooks attention, makes the audience feel like I'm talking directly to them AND sets up my call to action.
- 9 My talk is mapped (*not scripted, memorized or winged*). Every piece is structurally sound and connects to the through-line.
- 10 I know how to elevate the stakes and summarize my main point in a way that people can repeat it and still get the point across.
- 11 I've practiced out loud (*not just in my head*), recorded myself, and made any necessary adjustments.
- 12 My presence fills the room beyond words. I own the stage, command attention and lead by example.
- 13 I know exactly what I want them to DO. Everything I say, do, infer, imply, show and demonstrate naturally leads to that outcome.
- 14 If I'm selling, I'm clear about the cost of inaction, and I have a powerful way(s) of making it abundantly clear to them too.
- 15 I'm clear on the rules of engagement so as to not over-pitch, under-pitch, or accidentally turn people off and burn my reputation.
- 16 All links, QR codes, phone numbers, forms, or other promo material tested, working, easily accessible, ready to be distributed on cue.
- 17 Tech tested. Slides working. Warmed up. Bathroom check. Water nearby. Notes ready. I look my best with what I've got.



PUBLIC SPEAKING CONFIDENCE CHECKLIST

01 I honestly feel like I BELONG on that stage.

It doesn't matter what you say if you secretly believe you don't belong on that stage. That lack of confidence infects everything else downstream. ***Imagine how bad of an idea it is to prepare and deliver a speech in a bad state, if even sending an email angry is bad practice.*** Now multiply that by your body language, tone of voice, and how the audience reads you in real time. Checking this gets you 80% of the way there in one second. If you can't check it with a straight face, nothing else matters because they're always scanning for why they should listen to you, so if you don't believe they should, they certainly won't. Leaving that unchecked is a recipe for disaster.

ACTION STEP: Watch [Income-Capping, Status-Crippling Lie #1](#) to learn how to dissolve Fake Imposter Syndrome on the spot in 4 steps. It works on the spot for 80% of people.



02 I can access my best state at will to meet the moment, it's not left to chance or any outside circumstances.

Everyone has days where they "on", and days where everything falls flat. Most people treat this as luck. Thank God it's not, because your internal state is the single biggest variable in your preparation and delivery. If you can't access peak states or flow states at will, you're rolling the dice every time you step up. And the higher the stakes, the lower your chances of "lucking out". **State access is a trainable skill**, not a "have-it-or-you-don't" personality trait.

ACTION STEP: I won't insult your intelligence by telling you how to do this in two lines of text. [[Apply For Coaching](#)] if you want hands-on help or [[Get Your DIY Shortcut](#)] to start in 5 minutes.

03 I'm speaking from an embodied higher purpose, with the audience's best interest at heart, for real.

The audience can feel it if you're trying to get something out of them, it sets up an invisible tug of war. The whole dynamic shifts when you step into service of something bigger than you, bigger than the moment, and bigger than the audience. You stop selling AT them and it starts feeling like you're **sidng with them**. Like a trusted advisor, consultant, or mentor. Without this, the subtext reads "do what I want, and give me money". With it, it feels like they have permission to go for what they always wanted (*which happens to line up with your call to action.*)

ACTION STEP: This isn't about writing a mission statement. Put yourself in their shoes, connect to the real stakes they're facing and ask yourself: "*If their highest and best interest could speak, what would it tell them?*"



PUBLIC SPEAKING CONFIDENCE CHECKLIST

04 I know exactly who I'm speaking to. I know what they want, what they fear, what they've tried before and why it failed.

This isn't "know your audience" in the demographic sense. It's **joining the conversation in their head and finishing their sentences**. *What are they running away from? What do they secretly want, and why? What have they tried that didn't work? What story are they telling themselves to keep them stuck? Etc.* When you know these things, you're not introducing ideas, you're closing loops. Get this wrong and your message feels like a timid massage that never hits the spot. Get this right, and it feels like a deep tissue massage that untangles the knot behind the knot.

ACTION STEP: Research what they're saying online. Or better yet: **Talk with them!** A coffee chat reveals more than any study ever will. Listen for presuppositions, blind spots, and identity statements.

05 I know the real reasons they won't take action. My talk explains their past failures away and dissolves them in the right emotional order.

Your audience already wants what you've got, otherwise they wouldn't be there. But between wanting it and acting on it, there's a wall of shame, skepticism, and past failures. They've tried before and it didn't work, and they're carrying that weight. **If you try to sell hope before taking that weight off their shoulders, anything you say just bounces off their guard.** The order you address these layers matters, too. Make it emotionally safe for them to micro-commit all the way through without losing face. Build the train tracks, get'em started, and give'em an out.

ACTION STEP: Group their objections into 3 categories. Arrange them in an emotionally safe order. **Sequence your stories so each one dissolves a layer and sets up the next.**

06 My call to action rings true, serves the audience, and I can say it with full conviction without any "Ifs or Buts".

Your call to action isn't the "ask" at the end, it's the destination your entire talk was backwards-engineered from. **When done well, it should feel like kicking a soccer ball in an empty net.** The goal isn't to create desire, it's to steer their existing drives toward the path of least resistance by tying the biggest possible idea to the smallest possible action (*click, register, sign up...*). If your offer truly serves them (*which it will if we have anything to do with it*) you're doing them a disservice by pulling your punches. Tell them exactly what to do. All-in, straight-faced, full on.

ACTION STEP: Start with the truth test: does what you're asking them to do genuinely benefit them? If yes, make sure the stakes and emotional build up you've created find their pressure-release valve in your call to action. Think "this is the way out".



PUBLIC SPEAKING CONFIDENCE CHECKLIST

07 I have at least one “Eureka Moment” baked in where the audience experiences the shift or “gets it” on the spot (*not just hears about it*).

Think of it like distillation. The first layer is storytelling: You identify the internal shift your audience needs to make and tell true stories outlining that shift. That's your grapes turned into wine. Powerful, but still deniable. The second layer is where you zoom out to the universal principle underlying that shift: *What happens inside anyone's mind when that shift occurs?* Strip away the personal details and you hit fundamental reality. Now **create props or demos that make them experience that universal shift**. That's your wine distilled into brandy, and once they take a sip of that, you don't need to convince them, they convince themselves.

ACTION STEP: Start with stories that outline the shift your audience needs to make. Then ask: What fundamentally happens when anyone makes this shift? Demonstrate THAT. *Want our custom AI tool to create this for you? [[Get The Shortcut](#)] and join us workshops you get as a bonus.*

08 My opening hooks attention, makes the audience feel like I'm talking directly to them AND sets up my call to action.

The first thing out of your mouth determines if they'll really listen or just politely nod. A great opening doesn't just grab attention... It commands the room, makes the audience self-identify (“wait, this is about/for me”), and plants the seed for your call to action so that by the time you get there, it feels inevitable. That's why we **always build talks backwards from the destination**.

ACTION STEP: Write your call to action first. Map your talk backwards all the way to: What opening would make THIS audience feel like this is the only logical conclusion by the time we get there?

09 My talk is mapped (not scripted, memorized or winged). Every piece is structurally sound and connects to the through-line.

Memorization makes you fragile because everything falls apart if you even forget ONE line. And even if you nail it, you're not connecting, you're performing a memorization act! *No wonder they say you're “not present” or you have “no impact”.* Winged it is even worse! It makes you scattered and it's hard to reliably land your ideas. The sweet spot is a mapped talk so you get freedom within structure. Because you can't lead people if you don't know where you're going. This is how you stop blanking out, freezing up or rambling on. Every piece prepares what comes next, like Lego blocks moving people through a structurally sound conversion continuum.

ACTION STEP: Map your talk like a flow chart, not a contract. Once you see how it all fits together, your mind will connect the dots like no script or bullet list can. (*If you don't know how to do that and want to learn in 37 minutes, get [The Napkin Talk Formula here.](#)*)



PUBLIC SPEAKING CONFIDENCE CHECKLIST

10 I know how to elevate the stakes and summarize my main point in a way that people can repeat it and still get the point across.

This is what the audience says when their friends asks "so what was it about?" the next day. If they can't say it clearly, your message didn't land, no matter how hard they clapped. And **if YOU can't say it before going on stage, your talk doesn't have a spine yet**. This isn't a tagline. It's the distilled essence of why what you have to say matters now more than ever. If your ideal client can't repeat it to a friend in one sentence, your message dies with the applause.

ACTION STEP: Legacy-worthy talks deliver timeless principles in a timely way. Ask yourself: if they do what I'm asking, what does that give them? Keep asking why until you hit something timeless. Then ask: why is this more important NOW than ever? That's your spine.

11 I've practiced out loud (*not just in my head*), recorded myself, and made any necessary adjustments.

Planning your talk in your head is not practice, it's a fantasy where every joke lands and every transition is buttery smooth. Out loud, you discover that the brilliant sentence is actually a tongue-twister, the hilarious joke bombs, and that "quick story" takes nine minutes. **One 15-minute recording reveals more than weeks of "thinking about it"**.

ACTION STEP: Run through it once without stopping or judging yourself. Go through it, warts and all. Then record it with all you've got. Watch it back as if it's someone else, and look for the ONE thing to fix that would make everything better. Fix it, re-record, re-watch. You'll progress more in a day than most people make in a year winging it and not consciously upgrading their skills.

12 My presence fills the room beyond words. I own the stage, command attention and lead by example.

You've seen it: Some speakers walk on stage and the whole room shifts. Something about their presence "fills the room". That's not personality or genetics. It's what happens when your energy stops leaking on your way to the stage or twisting on itself into self-consciousness when all eyes turn to you. This has nothing to do with words. It's pre-verbal, instinctual, and spiritual. Most business people have "office-itis" (*their energy fills a corner office, but the stage feels "too big"*). **Don't let office-itis cap your income, impact and influence. It's 100% curable.**



ACTION STEP: Get a pre-stage activation routine (voice, body, and state) so you own the stage before you even say a word. If you can't do that, or look more like a prey than a predator when you walk on stage: [Watch Income-Capping, Status-Crippling Lies](#) #2, #3, #4 and/or #5.



PUBLIC SPEAKING CONFIDENCE CHECKLIST

13 I know exactly what I want them to DO. Everything I say, do, infer, imply, show and demonstrate naturally leads to that outcome.

You know they'll have objections at the end, so the way you handle that is... **before!** If you want bankable results (not just applause) → Every story, example, distinction, eureka moment, slide or anchor MUST move them along the conversion continuum. Think of it like building train tracks as you go, and putting it in gear for your call to action. When done right you remove the dreaded pitch shift that drains the room because there's never a pure teaching part and a pure selling part. **The whole talk is a close.** That doesn't mean it's all selling, it means everything either moves the needle, or sets up the next needle-moving moment.

ACTION STEP: Measure every element of your presentation against the yardstick of conversion. Remove anything that doesn't move the needle, bust objections, or give them crucial distinctions to make informed decisions that make emotional **and** logic sense.

14 If I'm selling, I'm clear about the cost of inaction, and I have a powerful way(s) of making it painfully clear to them too.

Most people will do more to “avoid pain” than to “get gain”. And chances are your audience has been in pain so long they've stopped feeling it. It's the boiling frog principle: drop a frog near hot water and it jumps away instantly. But raise the temperature slowly and it stays there until it cooks. Same with humans. If someone puts a finger on your shoulder, you feel it immediately. But leave it there long enough and you tune it out, because it's a constant. If they've adapted to the pain your solution fixes, your job is to take them out of the water before they hurt themselves AND help them see, hear, feel or remember what it's like to live without that constant pressure on their shoulder.

ACTION STEP: Ask yourself: what has it cost them, realistically, in the last few years? Personally, professionally, socially? How has it affected all areas of their life, and their status? How much is it costing them now? How much will it cost them in the next few years if they don't fix this? Because **if you can't answer that clearly, they certainly can't. And if they can't, they won't act.**



PUBLIC SPEAKING CONFIDENCE CHECKLIST

15 I'm clear on the rules of engagement so as to not over-pitch, under-pitch, or accidentally turn people off and burn my reputation.

Every arena has written rules and unwritten ones. The written rules are obvious, it's the unwritten ones that get you. Because nobody tells you, they assume you already know. It's like martial arts: most practice injuries come from beginners who can't read the room (going hard when it's time to go soft, going soft when it's time to go hard). It's the same thing on stage. Over-pitch and you burn the audience. Under-pitch and you burn a hole in your bank account while leaving people who needed your help without a path forward. And then there's a whole spectrum where you're turning people off without knowing it, like having bad breath in an elevator. Knowing where you sit on that spectrum is **the difference between selling with grace and ease (or grease and sleaze).**

ACTION STEP: Check your pitch against **The Best Friend Test**. If your best friend was in the room, would they feel proud of your offer/pitch/invitation? Because your friend would cringe in BOTH directions: *if you over-pitched and burned future revenue, or under-pitched and burned today's money.*

16 All links, QR codes, phone numbers, forms, or other promo material tested, working, easily accessible, ready to be distributed on cue.

You can deliver the perfect talk and make the best call to action... but then lose sales because your order form isn't working, or the person supposed to "drop the link at the right time" can't find it. **The gap between "I want to buy" and "I bought" needs to be as short and smooth as possible.** Because we all know how the "I'll do it later" story usually ends, right?

ACTION STEP: Test every link, call every phone number, scan every QR code, test all funnel steps (**and put products back in LIVE mode after testing**). Have ONE source of truth for all links and order-taking information with tested team access so anyone who needs it has it when it's go time.

17 Tech tested. Slides working. Warmed up. Bathroom check. Water nearby. Notes ready. I look my best with what I've got.

Late, rude, or incompetent tech crew. Dead clicker. Wrong cable. Faulty adapter. Mac when they need a PC. Stressed-out event organiser breathing down your neck. Shifting schedules. Slides that looked perfect at home are unreadable at the venue. Dry throat and no water in sight as you're walking up on stage... and then the mic feeeeeeeeeedsback when you start. None of these will kill you alone. But **it can feel like death by a thousand cuts when they all add up.**

ACTION STEP: Arrive early. Test everything. Handle the basics so there's nothing left to focus on but what matters most: THE AUDIENCE!

Here's the whole Speak To Scale System at a glance, because:

The Missing Link Is Not ONE Thing. It's How Everything Links Together.



Most people think speaking is about what you say.

It's not. It's about what you say, who hears it, who you are to the audience, how you say it, where you say it, when you say it, and why.

Get the message wrong and nobody cares.

Get the audience wrong and nobody buys.

Get the delivery wrong and nobody listens.

Get all three right but your head's not in the game? You choke, shrink, or pull your punches. And your best talk dies in your chest on your way to the stage.

*That's why we help you master public speaking from the inside out (before you even think about what you're going to say). **Because the game of public speaking is won or lost BEFORE you open your mouth.***

If you're booked and afraid to bomb, have an important talk coming up you can't afford to mess up, or you're ready to multiply your income, impact and influence... Turn the page to see how we help you get there faster, smoother, and in style.



If you want hands-on coaching and weekly support

→ [[Apply For A Cash Infusion Call](#)] We'll map out how to add an extra \$10K to \$100K per month through speaking and build your custom path through the four levels of mastery. (*Starting at \$5k for 3 months.*)

If you just want the map and prefer to travel alone

→ [[Get The DIY Shortcut](#)] Answer 5 questions, and in 5 minutes, get a custom roadmap tailored to your biggest bottleneck. You get you full system access (no drip-feeding), and 3 months of LIVE implementation workshops so you're never left guessing if you're doing it right and you never stay stuck.

The destination is the same. The four levels of mastery haven't changed in 1,000 years, and won't change for another 1,000. The difference is how fast and smooth we help you get there.

Coaching helps you steer faster and see around corners. The DIY Shortcut gives you the map so you can get there on your own timeline. Both work. It's just a matter of picking the one that matches your situation.

Either way, we'll help you with:

Mindset Mastery: *Get Your Mind Right & Stop Self-Sabotaging.*

Messaging Mastery: *Get Your Story Straight & Stop Rambling On.*

Messenger Mastery: *Get The Message Across & Stop Losing The Room.*

Monetization Mastery: *Get Traction & Stop Spinning Your Wheels.*

Because in truth, your next opportunity is coming whether you're ready for it or not. The question is; will it reveal you, or expose you?

→ [Apply Here](#) For Coaching. [Get The D.I.Y. Shortcut Here](#). Or call 1 (855) 903-2228 if you have any questions before getting started. We're here to help you win on stage, on camera, and in meetings.



ABOUT: Sly (Sylvain Haché) is an ex-stutterer who created a new speaking system that turns regular people into 'naturals' on stage, on camera, and in meetings. Clients include international keynote speakers, TV hosts, and national trainers. His methods helped people from 18 to 81 years old get over stage fright. His systems have replaced yearly incomes with 20-minute talks and produced multiple 6-figure days from the stage.

TESTIMONIALS



Alexandre Bougeard
ENGINEER, COACH, SPEAKER



"Before working with Sly, I was lost and confused. I had no structure, and no impact. Since working with him, I speak with confidence, my message is well-structured, and the torque is palpable. **I topped my yearly engineer salary in 20 minutes, twice in 3 months!**"



Laura Eins
STYLE & WELLNESS COACH



"Your course erased all the fears I had from previous rigid speaking experiences. Your storytelling system makes it impossible not to have anything to say. **I can't mess it up, even if I mess it up!** I've regained the courage to speak and I have found my voice."



Martin Pelletier
SPEAKER, MASTERMIND LEADER



"**I was in a state of pure flow**, as if time had stopped... I had the confidence to actually be vulnerable, authentic and have fun!"



David Bernard
KEYNOTE SPEAKER, AUTHOR, TV HOST



"Sly is literally a magician! **I almost 4x'd my income in the first 3 months.** He has a unique way of seeing the best you have to offer, aligning it with purpose and clarity. If you feel like you are ready for the next level, he's the man to help you get there, fast!"

BONUS: Avoid The 5 Income-Capping, Status-Crippling Lies Entrepreneurs Tell Themselves In Private That Silently Sabotage Their Success In Public (*on stage, on camera, or in meetings*).

You got this checklist because you're either booked to speak or you plan on speaking, and you want to nail it.

So here are 5 videos to help you avoid the 5 most expensive speaking mistakes entrepreneurs make. And help you **free yourself from the 5 lies that keep most people stuck**.

[Income-Capping Status-Crippling Lie #1](#)

The silent killer. If this one's running in the background, nothing else matters. →



[Income-Capping Status-Crippling Lie #2](#)

Makes you over-prepare, over-explain, and **still** feel like a fraud. →



[Income-Capping Status-Crippling Lie #3](#)

Makes you shrink in front of anyone you perceive as higher status. →



[Income-Capping Status-Crippling Lie #4](#)

Turns your attention inward and steals your presence from the audience. →



[Income-Capping Status-Crippling Lie #5](#)

Makes you pull your punches, soften your ask, and leave money on the table. →



Start with whichever one stings the most, that's your bottleneck talking.

Stop it dead in its tracks. Because letting it run in the background drains your power, shrinks your presence, and caps your income without your consent.



A Note For Fellow Speaking Coaches & Trainers

We know you download these, and we're glad you're here. What we do is different enough from most speaker trainings that we're probably not competitors, but we could be partners.

We help entrepreneurs scale through speaker training, marketing systems and identity-level mindset work before even touching content or delivery.

Sly loves guest speaking, and we regularly refer people when what they need isn't what we offer. If any of that sounds like a fit, email us the word 'PARTNER' for more info → support@nextlevelpublicspeaking.com



A note for ballers skipping to the end to see “What’s this guy selling?”

For select honest entrepreneurs*, we offer white glove services where we build your entire speaking ecosystem with you and your team.

Including: Offer suite creation. Content creation. Conversion event architecture. Ads & Funnels. Conversion rate optimization. Where to speak, what to say, and how to say it for maximum results every step of the way.

This is rev-share or high-ticket consulting, by application only. If you're at the level where this makes sense, email us the word 'CONSULTING' to get started → support@nextlevelpublicspeaking.com or call/text 1 (855) 903-2228.

** We don't work with Cracker Jack box coaches, scam artists or parasites.*