

CHERNO'S PUBLIC SPEAKING HACKS

NOT TAUGHT IN UNIVERSITIES

1 THE 5-5-5 RULE

- Scan 5 faces; Hold each gaze for 5 seconds
- Repeat every 5 minutes
- Creates authentic connection



2 POWER PAUSE

- Dead silence for 3 seconds after key points
- Let your message land



3 THE 3-PART OPEN

- Hook with a question
- Share a story
- State your promise



4 PALM-UP PRINCIPLE

- Open palms when speaking
- trustworthy
- Pointing fingers = confrontational



5 THE 90 SECOND RESET

- Feel nervous?
- Excuse yourself
- 90 seconds of deep breathing resets your nervous system



6 THE RULE OF THREE

- Structure key points in threes
- Our brains love patterns
- Information sticks better



7 2-MINUTE STORY RULE



- Keep audience engaged with stories under 2 minutes
- Any longer, you lose attention

8 THE LIGHTHOUSE METHOD



- Plant "anchor points" around the room
- Rotate eye contact between them
- Looks natural, feels structured

9 THE POWER POSITION

- Feet shoulder-width apart
- Hands relaxed at sides
- Projects confidence



10 THE CALLBACK TECHNIQUE

- Reference earlier points later in your talk
- Creates a narrative thread
- Audiences love connections



11 THE REHEARSAL TRUTH

- Practice the opening 3x more than the rest.
- Nail the first 30 seconds; you'll nail the talk.



CHERNO'S TAKEAWAY
GREAT SPEAKERS DON'T JUST DELIVER INFORMATION.
THEY CREATE **CONNECTION**, **CONFIDENCE**,
AND **MEMORABLE EXPERIENCES**.

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