

# Know Your Audience

Speakers understandably become tense and nervous when appearing before an unknown audience. But if you are willing to research your audience in advance, you'll feel knowledgeable and confident. Nervous tension will convert itself into positive energy, and instead of being disabled by fears of the unknown, you will be ready to convert that room of strangers into a captivated and speaker friendly audience.



**Source:** Toastmasters's Know Your Audience – Better Speaker Series Module.

**For more information:** Visit a Toastmasters Club near you or check out the following 2 websites: [www.toastmasters.org](http://www.toastmasters.org) [www.toastmasters.bc.ca](http://www.toastmasters.bc.ca)

Prepared by Kerry Deschamps  
Spruce Capital & Canfor Toastmaster Member

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