

# HOW to LOVE Speaking in Public through Neuroscience

Written by Sally Kanemitsu

Overcoming Public Speaking Anxiety



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Overcoming Public Speaking Anxiety

You can speak without getting nervous anymore!

The easiest and most effective method, Sally's method  
for overcoming public speaking anxiety, is based on neuroscience.

Sally Kanemitsu (金光サリエ)

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# About the Author

Stage Fright Trainer

Sally Kanemitsu

Sally Kanemitsu suffered from extreme public speaking anxiety. For many years, she was ashamed and felt embarrassed standing in front of an audience. After getting an opportunity to lecture, she decided to face the problem and bring it under control. She concentrated her research on neuroscience and psychology and created a method based on these disciplines, overcoming the extreme public speaking anxiety in just 10 days.

Based on her real-life experience and observations, she realized that people can drastically change in a short period of time. She worked in a cram school for eight years as a trainer for adults, advising more than 10,000 working adults and giving them the communication technique for relieving the stress from their daily lives. Soon after she became a president of the school, she managed to increase the annual profit by 350 percent compared to the previous year. The school became one of the top schools in Japan.

In 2010, she established Vigorous Mind, a company that provides support services based on neuroscience for overcoming public speaking anxiety. Unlike standard treatments that provide a gradual change in a longer period of time, her methods give you effective and fast change in a very short time period. Her goal is not to create a long-lasting relationship between the client and the trainer, but to manage to solve the problem as soon as it is possible. This way the client can stand on their own legs again very soon.

-----By the same author-----

*To Speak Easier In Front of Others: 5 Magical Steps* (Diamond Inc.)

and other works

Her works have also been translated and published in Taiwan and South Korea.

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# Prologue

Hello, I am Sally Kanemitsu, and I am a trainer for overcoming public speaking anxiety.

The e-book that you are about to read is not for introducing techniques that will make you speak well in front of others. It is a book that teaches training methods based on neuroscience for overcoming public speaking anxiety.

If you have already tried many things to overcome your fear without any success, please don't worry. I used to blush and my heart used to beat very fast, like it was going to burst out of my chest. My voice, hands, and legs used to shake, my vision blurred, and I felt unsteady while standing in front of others. Even during a simple one-minute announcement over the PA, my mind would go blank. Every time I experienced those kinds of situations, my symptoms worsened—and yet I managed to overcome public speaking anxiety in just ten days. I'll show you the way; just follow my magical methods.

My methods are not “never give up” style, which means repetitive practice of experiencing those situations; rather, my methods are logical and based on neuroscience. This book will help you understand the way the brain functions. You can find practice training methods that reflect what you've learned, and you will experience the joy of speaking in front of others with this book.

# Part 1: My Experience

## 1.1 Everything begins with the French physician Nostradamus

“In the seventh month of the year 1999, a great king of terror will come down from the sky.” When I was in middle school, I heard about this prophecy by Nostradamus. I thought, “I will come of age in the year 2000, so there’s no point in studying. It’ll be a waste of time. I want to just play around as much as I can and face the end of the world with no regrets.”

So, I hardly studied. When I was expected to answer my teacher’s questions in front of the class, I couldn’t answer. I began to feel embarrassed in front of other people. This happened over and over again, and I began to equate “In front of other people” with something that makes me feel uncomfortable, the awareness of which became stronger and stronger.

The straw that broke the camel’s back was my total failure at a competition. As a result of that failure, I became completely afraid of being in front of other people, and my fear continued to develop. From then on, I couldn’t drink socially, even in small gatherings, because I hated being the center of attention when I had to introduce myself.

## 1.2 Great king of terror, come down quickly ...

There was no trace of the great king of terror in 2000, and I felt completely lost in the big wide world. In 1999, I believed that the world apocalypse was approaching, so I did not try to look for a job after graduation. A friend who was worried about my condition found me a part-time job where I didn’t need to talk to people. It was the perfect environment for me because there were days when I didn’t talk at all. Two years passed and I almost forgot that I had public speaking anxiety. Soon after, my father asked me to help him with the company work. Without a second thought, I accepted the offer immediately, but only under the condition that it would be a simple job like bookkeeping.

This job was a turning point for me because it was a cram school that helped adults to gain qualifications, and it held seminars at various places. It lacked staff, so what was supposed to be just a bookkeeping job turned into going to seminar venues, working the reception desk, and making simple announcements over the PA. Then I clearly remembered that I was extremely, painfully shy.

At the end of the lesson, my job was to inform the students to bring their handouts to the next lesson and write down the time, date, and venue for them. I wrote a speech down and put all the details that I was going to say on a piece of paper so I had to learn it by heart and practiced it for hours. I practiced too much but sometimes I forgot how to pronounce “printout,” and I panicked. When I was standing in front of people, my hands, feet, and voice would abnormally shake, and I would turn as white as a sheet. Eventually it reached the point where my students started to worry about me. The more I had to face people, the more my symptoms worsened.

### 1.3 Experience didn't make my fright disappear

I realized that if I wanted to stay in business I had to do something about my fear. So I decided to go to a bookstore and search the book that would help me. The more I searched, the more angry I became. Because the advice was always “Never give up, and keep speaking in front of others.” I WAS SURE THAT IF THAT WAS THE WAY, I SHOULD BE CURED BY NOW!

I was about to give up when the book that helped me appeared out of the blue. The title was *You Can Read Books Up to Ten Times Faster Than Before by Photo Reading*.

I had never read a book till the end, but I decided to buy this one anyway. As I imagined, I could not read the book either. I found an advertisement between the pages in the book, and, desperately, I went to the seminar without thinking about whether it was a sham or not. That seminar was the first time that I heard about the way brain functions.

### 1.4 The subconscious? What's that?

Like everyone around the world, I had known the brain is in my head. However, until that time, I had never thought about the features of the brain and how to use it. The reading technique learned at the seminar (photo reading) was a seemingly suspicious term. However, it reminded me of one experiment at a music university.

In the experiment, we were told to draw the layout of the house that we lived in when we were children. Even though I lived in a small house, I couldn't remember its layout. At that point, we were told to listen to a CD that we listened to as children (the teacher told us to bring our CDs beforehand). Once we closed our eyes and listened to the music, our

memories came back to us. Not only did I draw the layout of my house, but also I remembered and easily drew the map of its surrounding area.

The experiment from my university days showed that everything we have seen, heard, or experienced in our lives is subconsciously connected in our brain, which matches the lecturer's point. This was the new hope for me and I realized that if I used my brain properly I would be able to overcome my serious public speaking anxiety. From then on, I participated in various kinds of seminars about the brain.

### 1.5 Knowing isn't enough to change

Unfortunately, my problem did not improve. Because I was only learning, I hadn't practiced anything.

I was very angry at myself for not taking the action, so I decided to change this and finally did something about it. This is the reason I made a big decision of accepting the drinks invitation that I would usually refuse in the past due to my fear from introducing myself. After learning about brain function, I also started writing my blog. There, I wrote DO NOT REFUSE THE INVITATION.

### 1.6 The phone call that changed my life

A few days later, I received a phone call from a high school teacher who read my blog. The teacher actually asked me to give a lecture to high school students and their parents. I did my best to refuse the offer but I had already written not to refuse in my blog, so it was very clear that there was no turning back. The only possible answer was yes, so I accepted the offer.

I had just ten days to prepare to speak in front of people for an hour even though I was not able to introduce myself to a small group without being nervous. It was pretty obvious that it was a very uncomfortable situation for me, and I thought the only thing that would happen to me was to faint on the stage. So I thought there was no way out.

I brushed up all the material related to brain function and I also made my own transformation plan. I followed the plan for ten days, intensely putting it into action, and did the preparation for the big day. As a result, my first lecture was a huge success! I spoke for over forty minutes because I was in such high spirits, but the audience was pleased.



## 1.7 Allow neuroscience to arrange your life the way you want

From my experience, I know that “People can dramatically change in a short period of time.” It is not true that you have to face public speaking anxiety all the time in order to overcome it. I learned more and more about neuroscience, and there were some people who also helped me a lot on my journey. I learned directly under Dr. Makoto Shichida, a leader in right brain development, Dr. Shiga Kazumasa, a leading expert on electroencephalography (EEG) research, and Dr. Richard Bandler, who developed neuro-linguistic programming.

After that, I applied what I learned by promoting management reform. After taking to the office as representative director, we were able to immediately increase sales to 350 percent of the previous year. Currently, I am setting up a company called Vigorous Mind and offering support to overcome lifestyle problems based on brain science. Through it originated from my client who overcame public speaking anxiety, my method has been published as a book by a major publisher. Additionally, the book has been translated and read not only in Japan but also in Taiwan and Korea.

## Part 2: Guidance and Coaching

From now on, the methods for overcoming public speaking anxiety will be explained to you in the form of a conversation between trainer Sally Kanemitsu and her client Emma.



### 2.1 Let's begin the lesson

**Sally:** Nice to meet you, Emma! Thank you for coming to my lesson for overcoming public speaking anxiety.

**Emma:** Nice to meet you too. When I was an elementary school student, I noticed that I had lower-level public speaking anxiety due to the fact that I was getting nervous every time I had to speak in front of others and unfortunately, as I was getting older and more mature, my public speaking anxiety was constantly increasing. I participated in the classes to improve my speaking skills, and I also underwent hypnotherapy and counseling to overcome the public speaking anxiety, but without any success. I need to give a speech at my friend's wedding in ten days, so I decided to take your lesson.

**Sally:** I see. A friend's wedding is nice event indeed! When you put into action all the things that you will learn here, you will surely enjoy the wedding party with your friend. I am sure these lessons will be beneficial for you.

### 2.2 Make a vow to yourself before we begin

### 2.2.1 Stop using negative words

**Sally:** Before we begin the lesson, there are two promises that I'd like you to make. This isn't just for overcoming public speaking anxiety, but these are important points when learning about something new, and when you are trying to make a change in your life. The first is "Say no to say negative words."

**Emma:** Negative words? What kind of words?

**Sally:** Avoid negative statements: I cannot do this, it is too hard for me, now is not the right moment for me, it is difficult, it is impossible, I cannot succeed, I am not sure. Do not make excuses. Stop complaining. Stop feeling self-pity and stop feeling sorry for yourself. Even if you learn the changing methods, your brain will refuse them automatically due to the usage of negative statements and words. What is the negative statement that you use often?

**Emma:** The one that I use is, "It's impossible for me to do it anyway," but I try not to say it loudly.

**Sally:** It's good that you do not try to say it loudly. But just thinking about it is the same as saying it.

**Emma:** Really?

**Sally:** It is true that when you say the words loudly they are more powerful than you just thinking about them. But if you make the routine of having negative thoughts every day, your brain will recognize this as a rule. When you try to implement effective sentences, your brain will protect itself and refuse them.

**Emma:** I suppose you are right.

**Sally:** Habitual behavior of the brain in using negative words will unconsciously make you think negatively at first. This is the crucial point where you have to replace "I cannot" sentences into "I can" and "I will" sentences.

**Emma:** Are the phrases where you doubt something negative too? For example, "Will this work for me?" I wonder if this is going to work.

**Sally:** What kind of emotion do you have after repeating one of these sentences? Do you doubt or not?

**Emma:** Most of the time I doubt.

**Sally:** Be careful when you doubt. If you doubt before the lesson then it is not a big problem, but if you continue the doubt after the lesson then it won't be good for you. For example, let's say that you repeat the sentence "I wonder if my public speaking anxiety will be cured after the lesson." And if you imagine or feel the doubt by saying the a sentence such as "I am sure I cannot overcome the fear," then your brain picks up the information and understands that it must not overcome the public speaking anxiety. So, it does whatever it takes not to overcome it.

**Emma:** I see. Not saying negative words is indispensable in overcoming public speaking anxiety.

**Sally:** Yes. The words that you use have a powerful impact on the brain. Mastering which words to use is absolutely essential in overcoming public speaking anxiety.

### 2.2.2 Listen actively with an open body posture

**Sally:** The second promise is to have an open body while listening to someone.

**Emma:** An open body?

**Sally:** Yes. A while ago I mentioned that words have an impact on the brain, but posture and facial expressions also have an impact on the brain. If I stand with arms akimbo and legs crossed while you are speaking to me, how do you feel?

**Emma:** Um, I feel like it's a bit difficult to talk to you. I feel like I'm being rejected.

**Sally:** Now I will try to make you feel more uncomfortable by using my facial expression.

**Emma:** Now you frown and this makes me feel very uncomfortable, it feels like you are rejecting me and looks intimidating.

**Sally:** This is the closed posture, which gives the impression of being rejected not only to the person who is looking at the body posture but also the person who is making it. When you have the closed posture, your brain will recognize this as difficult and unpleasant so it cannot reach the mind so easily.

**Emma:** Oh, I see! When I was being frivolous in class, the teacher would call my attention to be more serious. So my impression was when we study something it means we need to do so with a "serious" facial expression. I guess it's better to smile while studying, right?

**Sally:** Yes, that's right. It's also important to nod your head while smiling. It becomes a signal to your brain that you acknowledge, understand, and like the information the other person is telling you.

**Emma:** I see. That's so true.

**Sally:** So nodding and smiling is good! Now let's begin.

**【A rejecting posture and an accepting posture】**

