

THREE REASONS

STAGE FRIGHT

COSTS

— AND WHY YOU MUST FIX IT



by Brigham Blackham

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STEVE'S STORY

Although Steve had achieved many successes, he felt that his story still wasn't worth sharing.

The first time I met Steve in person was at a leadership retreat in Costa Rica. When he approached me trembling, I knew we were going to have a real heart-to-heart talk. In a private corner of the hotel lobby, he confided in me how he "didn't have a story worth sharing." He was ashamed because he didn't feel like a success yet.

This was a moment I discovered my calling as we dug deep into Steve's experience. I was looking for anything I could see to help him recognize his success through new eyes. During this emotional session, it became clear that his block wasn't due to a lack of results. His fear of sharing his story stemmed from a lack of confidence because he kept focusing on what he hadn't done.

His imposter syndrome was like a heavy anchor tethering him to a crappy first draft. Together, we shifted his focus to the right things so he could see how to own his story. Fear was replaced with confidence as he recognized that others would benefit from his journey.

By focusing on the successes he had accomplished to this point, everything shifted. By the end of the weekend, Steve shared his story confidently at our banquet with over one hundred attendees. It was amazing to see him recognizing how far he had come and inspiring others with his journey. Although Steve had achieved many successes, he felt that his story still wasn't worth sharing until after our session. Our session helped Steve selflessly recognize his achievements and embrace his shortcomings, allowing him to confidently share his story to help others who struggled like himself.

Turn stage fright into excitement!

'Focus Story' is designed to turn experts into the authority on stage



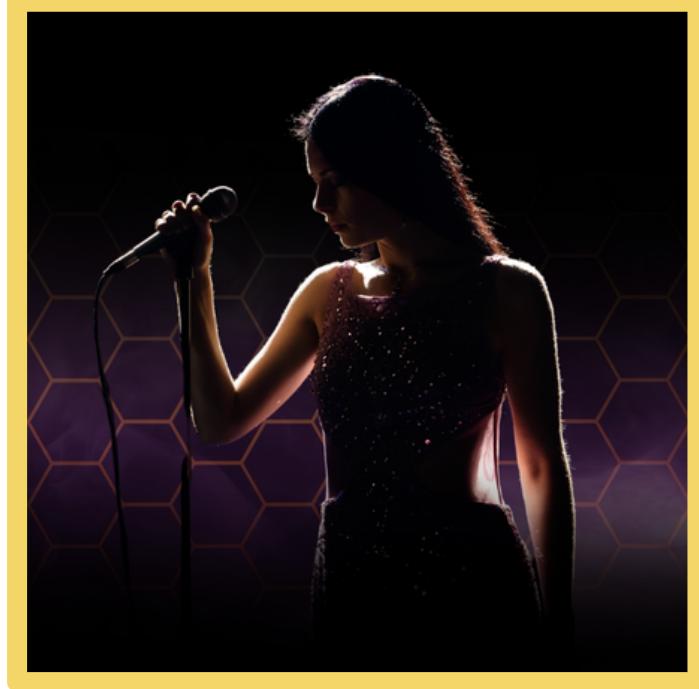
Place F.O.C.U.S.



Own Your S.T.O.R.Y.



G.I.F.T. Your Audience



ALL THE WORLD'S A STAGE

Why not take your story from the page to the stage?

When you realize, 'All the world's a stage' is impacted by how confident you are, speak. Perform open your mouth.

"All the world's a stage,
And all the men and women merely play their parts.
They have their exits and their entrances;
And one man in his time plays many parts.
-As You Like It, Scene 7

When was the last time you realized that you're transforming your life? How you express yourself impact your message.

The truth is, you feel safe sharing your experience written content because you have the safety net of speaking, it's a different story. You freeze up, by negative self-talk as if your mouth were dropping yourself for stumbling over your words and so on.

You know your message will help your audience of uncertainty, so selfishly you withhold it. build confidence in taking your expertise from



STAGE FRIGHT COSTS YOU

Not sharing your story confidently will bleed you dry

Stage fright, shame, and the lack of solid framing for your valuable message. The fact is, if you're afraid and will stop your audience from knowing, I like to know, like and trust you; they won't become customers for leads.

Stage fright is holding you back.

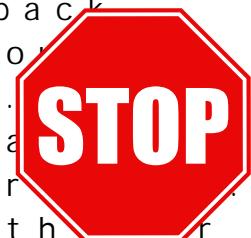
Stop letting regret keep you from speaking.

Stop choking on your words.

Stop stumbling, mumbling, and flailing.

Stop wasting valuable experience.

Stop failing to connect with your audience.



You can't wait any longer — waiting hasn't helped. It won't make you more confident. Have you ever effectively communicated, and then found yourself not being able to speak confidently? It's not your fault. You open your mouth. You have a choice: the path of regret. Results or excuses. It's up to you. You have the power right now and how you share your message.



I imagine captivating audiences every day with your message. You constantly receive requests to speak, people flocking in droves, and doors opening that you didn't even know existed.

Remember, confidence in speaking is power, influence, and wealth. You are deepening your impact.



STAGE FRIGHT IS COSTI

You are 100% responsible for your story and its impact

"If you don't sell them, you can't serve them"

- Bob Snyder

Stage fright hijacking your story, isn't just also costing you clients, connections, and c How many people will NOT hear your story bec How many people will NOT become clients beca sell them and impact them?

Your story is your greatest asset and compet can connect, inspire, and move people to act not perf därtmienffectively, you're forgotten as

The truth is, people foYøw lpeøpçy, wiñløt be and or made up by someone who bYærseI yc okmpœwsi tyorusr w misrepresent you. Yes, people wi lE v ema kief utph ewy don't tell you and that gap needs to be fill

Sharing your story with clarity and confiden and forge meaningful relationships that fuel branding. No matter the stage, your ability you grow your brand, extend your influence,

You are 100% responsible for you choose to share Ewiétrhy tthiemewoyrolud. s have the power to shape perception create opportunities — or to miss

It's not just about telling your refining it, and deliverilngs tii tngi impact the question is, are you re for how your story is heard?





STAGE FRIGHT COSTS

Deliver certainty to your audience or lose face

In many cultures, especially in Asia, "face" and the respect others have for you. Losing embarrassment, or poor performance—can deeply affect you and how you perceive yourself. As an opera singer, carefully applied to create a vulnerable moment. Your reputation works the same way, it's easily ruined. Your reputation works the same way, it's easily ruined.

The fact is as a theatre teacher, I saw students with the shame of losing face when stage fright would crumble, and the fear of judgment after the moment had passed.

This same fear affects professionals who face it. The cost is steep. Stage fright isn't just about forgetting words. It stems from self-confidence, a lack of preparation, tone, and the clarity of the message.

These mixed signals don't just dilute your reputation, undermine credibility, and make unreliable customers, clients, and audiences crave what you can't deliver. If you risk losing their

The Ripple Effect of Losing Face

Public shaming in front of your peers doesn't just feel humiliating—it feels like a verdict on your worth. The shame of visible mistakes chips away at your confidence and strains your relationships, leaving a lasting mark on how others see you.



Lost Respect: you appear unprepared or unsure, it signals to others that you may not be up to the task. Doubt in your competence and reliability spreads quickly, damaging your professional reputation and credibility.

Stunted Growth: like a rootless tree, fear-driven avoidance from opportunities that move you forward. The more you retreat, the closer you get to the ground, leaving you stuck in missed chances and unrealized potential.



Stage fright is a professional killer. It sabotages your potential, damages your credibility, and steals the stories that could elevate you.

Recognizing the corrosive impact of stage fright is the first step toward mastering it—and ensuring that your professional reputation and reputation it deserves.





I help tongue-tied writers crushed by stage fright, overwhelm, and imposter syndrome gain competence performing on any stage.

'Focus Story' is designed to help experts become the authority on stage with our three pillar process.



Place F. O. C. U. S.

You know how anxiety, distractions, and impact, and credibility? This pillar is confusion, define clear success standards you need to take to track and measure steady path to overcome overwhelm and Define, Build, and Protect your progress.



Own Your S. T. O. R. Y.

You know how sometimes you struggle to uncertainty triggers doubt or hesitation, story, confidently frame it, and communicate so you can eliminate the fear of judgment, clarity and impact.



G. I. F. T. Your Audience

You know how fear has held you back from experiences? This pillar helps you shift insecurities to seeing the selfless power on serving your audience, you'll reduce message into an opportunity to connect and perform.

TAKE THE NEXT STEP

Success Story Session

I'm offering you a FREE One- to- One Success Story Session to reveal three frameworks that will completely transform how confidently you speak to any audience.

In this session, you'll discover how to speak with confidence, clarity, and power.

This consultation is valued at \$500, but since you've downloaded this guide, for only a limited time - you can book it for FREE !

Book today before this offer ends, and let's get you sharing your story without stammering, hair pulling, and debilitating stage fright.

BOOK HERE





FIVE REASONS OR RESULTS

Turn your Obstacles into Obligations

"If the speaker is afraid to make a demo enough to that he can make his own and use in his the time spent in preparation is ample" -Dale Carnegie

It is as important whether you want reasons or way in just a few moments to squelch every stay the same and not take action but here i

In my experience most excuses all point to f Remember you can only choose reasons OR resu want reasons to keep your current level of s

 1) NO TIME: am always so busy I could never develop a more confident speaking voice. I'll up and I have more free time.

 2) NO ENERGY am always exhausted, I can't possi

 3) NO MONEY could never possibly spend money o speak. have other investments that are giving the opportunity costs!

 4) NO SUPPORT: network has speakers, but I stil unsure if I could ever be one of them. My su since I've never done this before, I can't h bother trying.

 5) NO IDEA HOW: have no idea how to do it, and I speaking. I don't believe I can change how I learn at this point?

Just listing those excuses gives me a bit of indigestion—it stings, realizing I've let them hold me back at times too. But it doesn't have to be that way. I give you permission to awaken to this opportunity for growth. Of course, you don't have everything you want yet; if you were done needing to progress, there would be no need to have this information at your fingertips



Isn't it ~~BECAUSE~~ you feel you ~~haven't~~ have ~~one~~ time to prioritize preparation to speak confidently?

Look, I get it. I'm a father of four kids, and you prioritize. Free time isn't free. That is needs needs to BE a priority. I challenge you. Your future self will thank you.



Isn't it ~~BECAUSE~~ you feel you ~~haven't~~ have ~~one~~ time to make every interaction count?

How draining is it, constantly second-guessing you're being perceived? Wouldn't it be worth it? Isn't it exactly because you feel low on energy important to avoid draining, negative conversations?



Isn't it ~~BECAUSE~~ you feel like you ~~haven't~~ have ~~one~~ time to work on yourself is exactly what you need to do to it worst that could happen? Are you willing to work? If all you gained was one actionable point of confidence in speaking, wouldn't that be worth it?



Isn't it ~~BECAUSE~~ you feel like you ~~haven't~~ have ~~one~~ time to invest in your perfect opportunity for you to invest in your contact, and interaction is crucial. The real community that propels you forward or alienates you could help you succeed.

You've felt the sting of isolation, the weight of silence here's the thing—stop letting that silence hold you back. Thriving community, to turn your challenges into opportunities take you to the next level.



Isn't it ~~BECAUSE~~ you feel like you ~~haven't~~ have ~~one~~ time to teach you how to structure your message, overcome what holds you back—this is your chance to learn to speak with confidence. You'll gain practical, actionable speaking and help you communicate more effectively.

RECOMMENDATIONS



" Brigham has the ability to tell a story and gives them the world a unique perspective for bringing in Brigham"

* Woody Woodward -- Creator of DRIVE

" I have seen Brigham speak on multiple occasions and his ability to take concepts from multiple fields and make them easy to understand is remarkable. I can learn a lot from him and I am excited to have him speak at our event. I am looking forward to having him on a speaker roster. "

* Owen Hickerson -- The Final Percent

" Brigham was a guest on my show a few months ago and he had a positive outlook on life and full of energy. He holds a lot of knowledge to share with the world, I am excited to have him speak at our event."

* Al Richards -- The Other Side of Addiction Podcast

" Brigham Blackham has helped to enrich my quality of life and I can see how I can strengthen my life and always be a great resource for someone who isn't afraid to tell me how it is. He is a motivational speaker and has the power to make it seem impossible. However, Brigham has the power to believe that those dreams and ideas can become reality."

* James Seitz -- Client

" Brigham shared the idea that "the faintest ink is the most powerful color" and challenged me to reflect on and document meaningful stories to blend profound cultural wisdom with personal stories. His passion for helping others is contagious and inspires others to step into their full potential. I am looking for a coach who brings depth to my life and Brigham is the perfect guide. I am excited to tell your story and help you live a fulfilling life."

* Clay Westerlund -- Entrepreneur

" Absolutely Love hearing his stories! Every time I am in his presence I am inspired and motivated to be a better version of myself. He is a wonderful speaker & performer!"

* Wendy Stephanie -- Entrepreneur



WHO IS BRI GHAM BLA C

For nearly a decade, Brigham Blackham has been helping entrepreneurs to conquer stage fright and master public speaking. With a background as a high school teacher in Theater and a master's degree in Speech Pathology, Brigham has perfected the ability to break down complex concepts into simple, digestible pieces that foster lasting confidence and deliver tangible results.

Whether you're presenting to a room full of investors or delivering a keynote, Brigham can help you unlock your natural ability to communicate and turn it into your greatest asset and driving force.

If you're doing a one-man show or need a unique way to engage your audience, Brigham can provide an experience that captivates your audience and leaves them wanting more.

As the host of the **LEVELIN' UP** podcast, with over 110 episodes and counting, Brigham has helped entrepreneurs and professionals around the world develop their unique brand of communication. As a guest on more than 40 podcasts in 2024, Brigham has shared his well-crafted stories and insights on stage, in interviews, and in stakeholder conversations, these storytelling skills have had a lasting impact.



your Success story Starts here



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PAGE TO STAGE
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