

**SHADOW
AND ASSOCIATES**

*310 First Avenue South
Suite 331
Seattle, Washington 98104*

**You Can Get Your Listeners
To Remember
Whatever You Want**

Voice: (206) 624-2080 Fax: (206) 624-4094
Email: shadowassociates@qwestoffice.net

Basic Principle for Structuring Your Persuasive Message

NEVER MAKE A POINT
UNTIL YOUR LISTENER IS READY TO HEAR IT

STRUCTURE YOUR PRESENTATION PSYCHOLOGICALLY

Acquire and Focus Attention

Develop in your Listener a Perception of a Need

Give the Information which Satisfies that Need

Visualize how Life could be Improved through this
Information. Show the Benefits.

Call for Action



**Attention
Need
Satisfaction
Visualization
Action**

What Can You do to Acquire and Focus Attention?

Familiar Ideas and References

Can you place a familiar idea in a new or novel setting?

Can you put a novel idea in an old setting?

References to the Occasion or the Place

Is there any relationship between the topic and the date of the speech?

Is there any relationship between the topic and the place of the speech?

References to the Special Interests of the Audience

What is the connection between the topic and the listeners' vocational or professional interests?

Their political affiliations?

Their local and community problems?

References to a Recent Incident or to a Familiar Quotation

Is there a local or national event that has made a deep impression on the community that can be logically linked to the topic?

Reference to What a Preceding Speaker has said

References to the Significance of the Topic

Why was this topic picked?

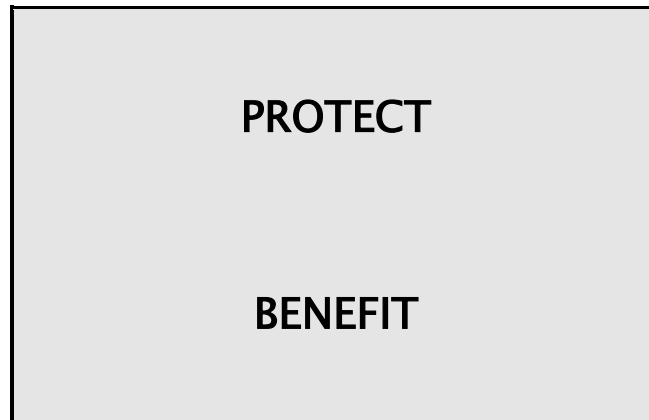
What values and Motives are relevant here?

Humor

A humorous story or anecdote can be effective if

- it is relevant to the topic and not dragged in,
- the mood or temper of the occasion is supportive of humor, and
- it does not take up more time than it is worth.

What Kinds of Need do People have?



People will listen to you if they perceive your message will help them

Increase
profit
satisfaction
confidence
convenience
pleasure

Improve
customer relations
employee relations
image
status
earnings

Protect
investment
self
employees
property
money
family

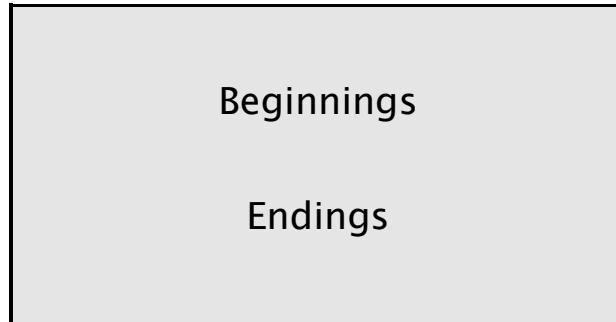
Reduce
risk
investment
expenses
competition
worry
trouble

Make
money
satisfied customers
good impressions

Save
time
money
energy
space

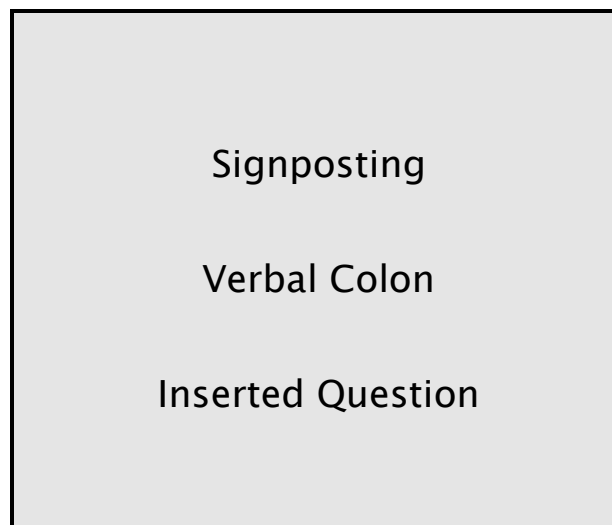
Focusing Your Listeners' Attention

Where do listeners naturally listen to you?



Use crisp claims where listeners perceive you are beginning or ending an idea, section or presentation.

Get your listeners to lean-in *before* you make a point you want remembered, repeated or quoted. How? By using



Signposting

Listeners don't know what you'll say next. So, give them a sign that says "lean-in, listen up, something important is about to be said."

Signposting can say that.

There are three skills which can change your life:

First . . .

Second . . .

Third . . .

Hint: You have three to five seconds—seven words or less—to make your point. Chunk the sound for the ear. Shorter is better. No compound complex sentences at this moment.

In summary . . .

In conclusion . . .

Verbal Colon

Listeners don't know what you'll say next. So give them a cue that says "lean-in, listen up, something important is about to be said."

The verbal colon can do that. In both written and spoken English, colons focus attention on whatever immediately follows them.

The verbal colon is simply the words: ". . . is this."

Examples: The important point to remember is this . . .

One point other directors forget to mention is this . . .

Instead of . . .

The important point I want to make is that we looked everywhere for alternatives, but couldn't find any.

One point our opponents forget to mention is that our so-called "big spender" budget is one-ninth the size of their last supplemental budget.

Use . . .

The important point to remember is this: we looked everywhere for alternatives, but couldn't find any.

One point our opponents forget to mention is this: our so-called "big spender" budget is one-ninth the size of their last supplemental budget.

| Consider this: | Remember this: | I want to stress this: |
|--|---|---|
| In short, the answer to your question is this: | Let me say this: The reason is this: One final point: | Case in point: Here's the proof: The point is this: |
| The real question is this: | The first point I want to make is this: | The one thing we can't afford to forget is this: |

Inserted Question

Listeners don't know what you'll say next. So give them a cue that says "lean-in, listen up, something important is about to be said."

The inserted question can do that. Questions can focus attention and attain conciseness in sound. The inserted question is especially useful since it substitutes two crisp statements for one rambling sentence.

Any time you use the word "because" you can insert the word "why," or a similar expression, and achieve a more focused sound.

Compare the sound of these two remarks:

Our agency has strongly supported energy conservation programs because they are equivalent to new sources of safe, clean and affordable energy.

Our agency has strongly supported energy conservation programs. Why? Because energy conservation programs are equivalent to new sources of safe, clean and affordable energy.

The Summary–Preview Technique

This tactic is a proven means of achieving crispness in your major points or sub–points. In many cases, it will be your best bet for clustering ideas into headings. Here are some examples:

- Renters, home owners, and business people have all greatly benefited from the \$721 million in tax relief supported by our party. Case in point, homeowners will now see a drop . . .
- Our foundation is moving closer to its goal of a high–quality, wide–reaching, and affordable education for all people. Today we are establishing a fund that will make education affordable to . . .
- Stories emanating from prison have saddened the hearts, shocked the consciences and finally opened the eyes of people throughout the state. Just yesterday the Church Council committed . . .

Developing a Summary–Preview statement is simple; you need only to have a sub–point for each of the statements you offer. Using this tactic will offer a map of a section of your remarks that will enable the audience to better follow your ideas.