

# Clear Communication Company

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## Communication Quips & Quotes

### How Can You Communicate Better? Ask The Audience!

Who is your favorite speaker? Who do you recommend to others or return to hear them speak again and again? I ask this question to participants in my seminars or audience members at my speeches. When I get their answer, I ask another question. Why is this person your favorite? The persons mentioned are all over the spectrum of profession and philosophy - from Ronald Reagan to Ann Richards. From Martin Luther King, Jr. to Jesse Ventura. I always hear these three answers to "why" I recommend them to you.

#### The E words.

**Energy, Enthusiasm, and Excitement.** You must keep the audience awake - with your physical energy and the energy of your message. We like speakers who are alive and who show us they believe in what they are saying. If you are not excited, your audience will not be either. Communicating is about connecting with the audience. If you want to fire up the audience, you must turn up the fire inside yourself.

**Humor.** A light humorous approach works in *any* situation. (I have heard humor used - appropriately - in a eulogy!) Use an opening joke only if you are a very good joke teller. Instead, make humorous, spontaneous remarks. Be careful about the object of your humor - the "butt" of the joke. Humor should be aimed at yourself or the powerful - not to helpless or defenseless parties. Racist, sexist, or off-color jokes are always inappropriate.

#### Succinct, active content.

While delivery is incredibly important, you must have a good message that has value for the audience. Plan your content so that you can deliver it in a brief, direct, hard-hitting style. Active words, sound bites, and clever remarks are easier to understand and to remember. A clear and direct message gets the audience's attention and will make you likeable and memorable.

Work hard on what you say and how you say it, and always remember what the audience needs and wants. There is a saying in the theater, "The audience is always right." The success or failure of a speech, presentation, or discussion is in *their* perception more than your intention. How the audience feels about you is the most important factor in the process. If they like you, and feel

comfortable with you, they will believe you, trust you, vote for you, or buy what you are selling.  
*C. Mike Jousan*

### Quotable Quotes

"You can gain strength, courage, and confidence by every experience in which you really stop to look fear in the face. You must do the thing which you think you cannot do."  
*-Eleanor Roosevelt*

"A professional race car driver was asked the secret to his success. He said, 'There's no secret. You just press the accelerator to the floor and keep turning left.'"

*-Chris Sinclair, CEO of Pepsi-Cola International*

"Tact: The ability to describe others as they see themselves."

*-Abraham Lincoln*

"The number one factor in making the sale is the relationship. Period."

*-John R. Ingrisano*

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