

more than the usual amount of space between ideas and to indent even further, like this:

A major thought is really seen  
when placed this way on your page.

To identify the key sentence even further, box it in. Use color to underline or box it. You can also make the letters larger.

### ***Typed vs. Handwritten***

How do you learn best? By writing something yourself or by reading something typed and memorizing it? Decide which visual form suits you best; what helps you remember, what triggers you. Then decide whether to write your outlines yourself or have them typed. You might like the combination of having your basic outline typed, and then going over it making extra notes in text or margin, using colors, underlining—in other words, *personalizing*.

To sum up: You need visual catalysts, not just words, to help you add emphasis, feeling, and verbal order to your thoughts as you extemporize from notes. To present your ideas well and persuasively to your audience, you must be able to see and absorb your notes with logic, order, and an inkling of the quality needed *before* you deliver them.

Now let's get to the behavioral stuff: How to make it (and you) believable, persuasive, interesting, and memorable. How do you build in the fireworks? Where are the dynamics? What about style and ways to handle content? Language? Audience involvement?

## TECHNIQUES FOR DELIVERING MEMORABLE SPEECHES

Everyone has heard speeches. Everyone is conditioned to assume they're mostly boring. How to make yours different? How to make audiences sit up and take notice and follow every word of that dynamic speaker (*you*) who has them in thrall?

### **Attention-Getting Openings**

"That reminds me of a story . . ." Did you ever stop to think about why every speech seems to start that way? Actually the goal the speaker