

## Emphasize

The most common ways are:

- Repetition of a word or phrase.
- Pacing—slow down or speed up to make people notice.
- Modulate your voice—hard, soft, more thoughtful or weighty.
- Create a catch phrase or a metaphor that you can use again and again to refer to an act, a fact, or an object.
- Recap—summarize key points you've made in a quick review, thus repeating them and singling them out for special notice.
- Alert your audience by saying, "This next part is especially important," or, "That was especially . . . ," and repeat it.

## The Use of Silence

The opposite of talking is knowing when to stop. Speakers often have a problem with that. They're afraid that stopping might look like they forgot or lost what to say next.

It's difficult to realize that as eloquent as well-chosen words are, silence is equally, and often more, eloquent. Eloquent not because it gives the audience a chance to stop and think but because it compels them to do so.

When you're hot on the trail of delivering a message, the audience is busy absorbing it, and you're both moving at quite a pace. It is therefore invaluable for them to be given a pause in which to consider what you have just said. Not only for relief from the one-way assault but to be able to think on their own instead of running with you.

I'm not recommending that you sit down and wait. The silences are momentary; that's all the brain needs to reflect and to catch up. But they're very affecting.

When? Whenever you deliver an eloquent or important statement, a challenging statement, a shocking statement. It's a signal that what you just said was meaningful and noteworthy. Your silence says, "Think about that for a moment, folks. *That* matters." It also creates a space between what you just said and what comes next.

Whenever you put a rhetorical question, stop. Give them a moment to answer in their minds. It gets their interest in the answer up.

Don't be afraid to use silence. Welcome it. It's a superb contrast tool.