

MAKING MESSAGES VISUAL

"Seeing is believing," "A picture is worth a thousand words." These concepts are not just old-fashioned homilies. Research has shown that we remember *85 to 90 percent* of what we *see* and *15 or so percent* of what we *hear*. A sobering thought for all you talkers . . .

Why Use Visual Reinforcement

Whenever you present new material to people, you should be aware that it's clear to you but not yet even imagined by them. They cannot yet visualize it as you already do. Therefore, you must do some very effective things to bring them on board.

Visualization is a prime source of information giving, of explanation, and of reinforcement with any subject. Visual demonstrations are very helpful in presenting facts clearly, especially in the new areas of technical mastery, as well as advanced financial concepts, where there is great disparity in what is common knowledge. Visual support can often make the difference between the audience staying with you or shrugging their shoulders and tuning out, bored and disappointed. This is particularly true when explaining complex material or advanced financial concepts to a client or to a lay or less knowledgeable audience. In case of wandering attention, the fastest way to catch your listener up is to *show* them what you're talking about.

Perhaps the most important reason is: We are now a visual society, courtesy of TV. You can't just talk; you must also show. Making ideas or facts visual creates Information Plus Impact.

What to Show; What to Tell

Now that you're a firm convert to what visuals can do for you, how do you decide what kinds of information to show and tell and what works with telling alone? The difference between using visual aids and just using language alone is subject matter. It's what effect you want your message to have and which aspect of the brain you're appealing to.

Which Subjects Need Visuals

The organizing, data-collecting, cognitive, fact-oriented, list-making side of the brain gets the full message most clearly and convincingly with