

*Resistant*

The common outgrowth of feeling manipulated is to draw the line. "Don't tell me what to do" is as old a response as the first time we disobeyed a parent. There is not only a natural tendency to resist any salesperson for the sheer feeling of strength, smarts, or personal integrity it gives us; we are also, due to our ad-happy culture, very sales-shrewd and vendor-suspicious these days.

*Challenged*

Whenever a new idea is presented—or an in-depth, detailed, or alternative version of an old idea—we as an audience are challenged to rise to the occasion and understand it. Especially since you—the speaker—already, and obviously, do. But people learn at different rates and come to such a table with different skills and differing levels of comprehension. Therefore, the very act of being in an audience, trying to understand, can be threatening. Especially since, very often, it's material we *need* and *want* to understand.

*Bonded*

Because we're all in it together, in that time and place, sharing that special experience and those possible discomforts, audience members do feel connected to each other. Singling any one of us out makes the whole audience feel affiliated with and protective of that person. (Just watch the TV game shows if you doubt this.)

Now, let's add the physical realities of sitting in an audience to the emotional responses and consider the effects *they* could have:

- How hard are the chairs?
- How long have they already been there?
- What else has gone before?
- Is it hot? Cold?
- Can they see? Hear?
- Are they hungry?

*All* of the above affect the receptivity of your audience. Using them as guidelines, let's move on to Phase One of making a speech.