

Therefore you may want to make different underline symbols like:

====versus\_\_\_versus      I

Decide how to differentiate your "underlinings," and by all means, use color! This really makes instant response and a major difference between meanings.

### ***Colors***

Underlining or writing out certain kinds of thoughts with colored pens is extremely useful. If you decide that *blue* means basic principles, *red* means key points, *green* means details and examples, *orange* or *purple* mean emotional or personal concepts, you can give yourself a visual cue for presenting many kinds of ideas with the proper, weight, mood, and style. Choose your colors based on your emotional response to them. They will impact on your consciousness and therefore affect how you give your presentation.

### ***Lists***

A vertical list is an automatic organizer. As soon as your eye sees one, you know that these are several connected points that explain what has just gone before. Use numbers or filled-in bullet dots • before your words to make them even more visually organized-looking. Keep the list consistent—all ideas should have only one line apiece, to make them look like they have the same general importance and character. **Don't** interrupt the rhythm you see unless it serves a purpose.

### ***Spaces and Indents***

Words are written just as you see these words you're reading now.

W h a t    h a p p e n s    t o    y o u    a s  
y o u    r e a d    t h e s e    w o r d s ?

Did you read them more slowly? Did you read them putting more weight on each word? How would you say them aloud?

This device is excellent when you come to your key, big sentence, your smashing put-'em-away thought. It alerts you, slows you down, and tells you right away to deliver it differently.

Another really effective device using space in your layout is to insert