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| **Secret 4: Power Presence** | |
| **Explanation** | Presence involves attitude, disposition, anointing (I Cor. 2:4), clothes, hygiene, etc. In short, it is the *air about you*. |
| **Application** | 1. “Dancing with George Washington was like dancing with a god.” 2. Abraham Lincoln was 6’4” tall yet would wear a stovepipe hat because it accentuated his height. 3. Clothing makes a statement. ‘Dressing up’ is not always necessary, but casual never means sloppy. 4. Props can often symbolize and complement the speaker’s personality. (M. Thatcher’s handbag & Churchill’s glasses.) |
| **Secret 5: Power Point** | |
| **Explanation** | Identify your ‘bottom line’ and the words will follow. |
| **Application** | 1. *Speak plain and to the purpose*.—Shakespeare 2. STOP—THINK—PLAN. *There is too much public speaking and not enough private thinking.*—Churchill 3. A speech is like a symphony having three movements, but having one dominant theme. 4. The three tests of a speech are action, action & action. Determine what it is you want your audience to DO before you begin to write. 5. What single point will encapsulate your speech? |
| **Secret 6: Power Brief** | |
| **Explanation** | Use a short statement that can replace a lengthy speech. |
| **Application** | 1. *A speech that is brief, if good, is good twice over*.—Cervantes 2. The best sermon Ronald Reagan ever heard was given on a hot summer day when he was a boy. “The preacher mounted the steps to the pulpit, faced the congregation, pointed downward and said, “It’s hotter down there,“ and then closed the service. 3. In a discussion, search for consensus or a theme in what others have already said and neatly frame it into one question. 4. Brief is better. Short is sharper. Less is more. 5. ‘Silent Cal” (Pres. Coolidge) was approached by a woman at a dinner with a smile, “I bet my husband that I could get you to say more than two words.” The president replied, “You lose.” |
| **Secret 7: Power Quote** | |
| **Explanation** | Use a special quote that will magnify your message. |
| **Application** | 1. Kennedy said of Churchill, “He mobilized the English language and sent it into battle.” 2. Kennedy cited more quotations in 1960 than the combined total of all previous presidential candidates in history. Up to 1900, pretty much only Washington and Lincoln were quoted. 3. RULE ONE: Be comfortable with the quote. 4. RULE TWO: Must be prominent and pithy. 5. Exception to RULE TWO: If you creatively “frame it and stage it.: 6. Collect quotes for future use. |
| **Secret 8: Power Statistic** | |
| **Explanation** | One memorable statistic properly presented is a powerful convincer. |
| **Application** | 1. A Statistic should tell a story.—Margaret Thatcher 2. *Credibility or Memorability?* You can be ‘near sighted’ to gain immediate credibility and ‘far sighted’ with statistics to be memorable. 3. Remember the three R’s of numbers: reduce, round, relate. |