**How To Say It**

* Choose words and grammar which communicate clearly.
* Choose words and grammar which appeal to the senses.
* Eliminate jargon.
  + Sight: the dizzying special effects of the martial arts scene
  + Smell: the wafting aroma of buttered popcorn
  + Sound: the booming surround-sound effects which made you jump from your seat
  + Taste: the sweet licorice Twizzlers which melt in your mouth
  + Touch: the claustrophobic squeeze of your knees pressed into the seatback in front of you

Repetition of phrases throughout a paragraph, and repetition of sentences throughout your speech make your speech memorable. Wrap your speech around a signature phrase.

* Introduction — I introduced the topic by placing it in the context of things which had been said the previous week and were thus familiar to the audience.
* The Meat — Preparation of the burger patties
* The Method — Cooking the patties
* The Merge — Combining the patties with the bun, “fixings”, and condiments
* Conclusion — Quick summary which restated the signature phrase in the speech.