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Great speakers are made – not born.

Think of speakers you've listened to recently. Those who have made a positive impression on you. Now think why you have them at the top of your list.

Was it their message or was it their ability to share that message with you? Share it in a positive way that helped you take what they said and apply those ideas to better your life. The speaker's ability to make the words come alive; and then made your life, your job, your special ambitions move forward positively.

Let me share with you a personal example of what I mean.

Not long ago, I was at a luncheon. I was seated at a large, round table for ten. I'd arrived a little early. When two women sat down opposite me, I stood up to introduce myself. After shaking my hand, one of the women said, "You don't know me but I heard you speak at a conference about seven years ago. What you said changed my life. I've always meant to write to you and thank you. I'm so happy I can thank you now!"

You can imagine my feelings. It's what we all hope for when we speak isn't it.

However, that's not the end of the story. About five minutes later two more people sat down in the remaining two chairs. Again I stood up to shake hands. As I did so, one of these two new arrivals said, "Betty, you gave a workshop for our Company about six years ago. What I learned from you that day changed my life." He went on to say he applied my communicating strategies every day.

This is always my goal. To give clients the tools they need to make a difference when they talk one-on-one; or to a thousand and one people. I do it by concentrating not only on the words people say but the way they say them.

Here's a quick example. The thought behind the word you emphasize is in (brackets). Read the sentences aloud.

HE was there. (not the other people)
He WAS there. (Don't tell me he wasn't)
He was THERE. (not somewhere else)

The English language is a language of stress. Good stress! Not the "stress" that makes you feel nervous or fearful. It is the stress you put on the word you want to emphasize. You need now to use this stress properly. It changes the meaning or intent of what you are saying.

If you aren't doing this effectively, you need to take the words of an old jazz song seriously. "It ain't what you say it's the way that you say it that gets results." I've proven



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those words to be true to the thousands of people I've coached or spoken to about speaking with power. However I've added one word to that line. "It ain't JUST what you say".

This is true whether you are talking one to one or presenting to a group. The way you say what you say makes all the difference.

All creatures are born with the ability to communicate. As I have said for years; listen carefully to the cries a baby makes. You will then know if the child is hungry, lonely, frightened or needs changing. The emotion behind the sound sends a clear message.

This ability to communicate is always there for us. As babies start to grow up, before they are even saying simple words they can express their needs with a simple "uh-uh" or "um-hum". It's not what they are saying – it's the way they are saying it that gets you to do what they want you to do! To get you started, let me close by sharing a quick way to get started on your road to speaking with power. I call it the first four steps up the ladder to becoming a person people will want to listen to.

Remember people 'buy in' emotionally first then justify logically. So the meaning behind the words must be clear. Don't just say the words. Think of the meaning you want to share when you say them.