

Welcome to my 2013 Autumn newsletter!

Now you're  
talking!

Hello ,

You've probably heard the old maxim 'people may forget what you **said**, and they may forget what you **did**, but they will never, **ever** forget how you made them **feel**.'

'Inspired' and 'motivated' is not my usual experience at business meetings and yet that was what I was lucky enough to feel at a meeting this week. The speakers told powerful, relevant stories that engaged and motivated the audience. Stories that touched our hearts - our **emotions**.



How people feel **during** your speech is important, but much more important is how they feel **after** you finish. Will they go away remembering you and inspired by your message?

They will - if you tell stories and anecdotes that are well crafted, relevant and have an **emotional impact**. Then you are on the fast track to influencing what people **do**.

And remember, it's the ending that's the most important part of your speech in order to give your audience a worthwhile 'take-away.'

A clear call to action is not enough. It's how people **feel** that determines whether they **act** on it. For example, if you close with 'exercising three times a week will greatly reduce your chance of a stroke' **and** you tell a very poignant story about losing your father to a preventable stroke, then you may **affect** the audience's **feelings** when you finish and **inspire** them to take up regular exercise.

A good beginning, a few honed, relevant stories and a powerful ending can create a memorable, inspiring and effective speech - **if it affects your audience emotionally!**

**In your next speech ensure you touch our hearts to influence what we do.**

Warm regards,

**Jane**

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