

POWER TALK - Power Techniques to Power Your Talks

Part 3: Add WOW to Your Words!

Develop extraordinary vocabulary to make your Message Stand Out!

Johnson O'Connor (1891- 1973) was an American researcher, and educator, most remembered as a pioneer in the study of aptitude testing and as an advocate for the importance of vocabulary. He determined:

The *single best* predictor of occupational success is a

person's _____

Further, he discovered that _____ has the ability to increase their vocabulary...it is a learned _____, not an innate _____.

And even FURTHER, he discovered that success does not _____ the development of a strong vocabulary. The strong vocabulary _____ success. So, which comes first, the chicken or the egg? It would be the

You will learn about 3 tools to add WOW to your Words!

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Tool #1: Thesaurus

In most cases, when you use vocabulary that is more imaginative and creative, you will:

- ★ _____ the audience quicker
- ★ keep their _____ longer
- ★ make them _____ deeper
- ★ cause them to _____ faster

Wouldn't you want to do that?

Can you think of alternate words for "interesting" or "gentle" or "expectation"?

Add character, color and clout to your message!

From the live clips, notice the descriptive words:

- ★ "Intensity, longevity"
- ★ "a fragrance that is strong, _____ and _____".
- ★ We weren't just big fans. We were _____, _____ maniac fans!
- ★ Her gesture of generosity didn't just impress me, it _____ me!

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Tool #1: Thesaurus

(Continued)

Some suggested sources:

- ★ Roget's College Thesaurus in Dictionary form
- ★ Webster's New World Roget's A-Z Thesaurus
- ★ A Dictionary of Synonyms and Antonyms by Joseph Devlin
- ★ Thesaurus.com
- ★ Visualthesaurus.com (free trial version available)
- ★ The Synonym Finder by J. I. Rodale (not mentioned in the CD, but I just found this a few weeks ago and I love it!)

Make sure the word you chose fits your _____ !

Some words are better _____ than _____.

It's a conversation with the audience.

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Tool #2: Dictionary

Thesaurus.com has a partner website called dictionary.com

What do you use a dictionary for?

1. Proper Spelling

Why does a speaker need a to be a speller?

- ★ If you use Powerpoint,
- ★ If you have a website
- ★ If you send out product literature or promotional information
- ★ If you provide written transcripts

...you need to make sure you have proper spelling!

There are many words that are frequently _____.

Google it! Words like:

committed
discipline
embarrass
gauge
independent
maintenance
perseverance
sergeant
medieval

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Tool #2: Dictionary (continued)

2. Proper pronunciation

Your credibility will be SLAUGHTERED if you mispronounce a word.

Again, Google commonly mispronounced words to see if you are guilty!

Commonly mispronounced words:

- ★ **nuclear** *noo-kee-ur*, not *noo-kyu-lur*
- ★ **February** *FEB-roo-air-y* not *Feb-yoo-air-y*
- ★ **asterisk** *as-ter-isk*, not *as-ter-ik*
- ★ **nuptial** *nup-shul*, not *nup-shoo-al*
- ★ **prescription** *prih-skrip-shun*, not *per-skrip-shun*
- ★ **supposedly** *su-pos-ed-lee*, not *su-pos-ab-lee*
- ★ **ticklish** *tik-lish*, not *tik-i-lish*
- ★ **disastrous** *di-zas-tres*, not *di-zas-ter-es*

3. Proper definition

Misuse a word, and you will cripple your credibility! For example:

- ★ data vs. datum
- ★ decorum vs. decor

I made a big mistake! I didn't check the _____.

Word of caution: If you use a dictionary, pick up a more _____,
current and _____ version.

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Tool #2: Dictionary (continued)

4. A creative tool

★ Alliteration:

⇒ What is it? words that start with the same _____

- Accomplish, acquire, accumulate!
- Drunk, dirty and disheveled
- Impeccable, imposing and impersonal

⇒ How do you do it?

- Define your message points
- pick a letter to work with
- scan the dictionary for words starting with that letter
- list words and play with them a bit.
- For example:
 - ◇ Filter the Falsehoods
 - ◇ Force the Forgetfulness
 - ◇ Face the Front

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Tool #3: Rhyming Dictionary

Why is Dr. Seuss so appealing? Because he _____.

From the live clip:

"This morning you woke up. You got up. You prayed up. You ate up. You showered up. You cleaned up. You fluffed up. You dressed up. You put on your makeup. And you got here.

You probably eyelined, and liplined, checked the hairline, looked at your outline, lifted the bustline, put on the longline, said "I look devine!" and made a beeline to get here. And when you got here, were you tired? It takes a lot to put together! My mom used to say 'Maureen, it hurts to be beautiful.' I think it's exhausting to be beautiful."

Merriam Websters' Rhyming Dictionary: 55,000 words arranged alphabetically.

What rhymes with "dream"?

What rhymes with "create"?

Craig Valentine, 1999 World Champion of Public Speaking teaches that a good story should have a _____ that is 10 words or fewer. A good way to structure it is to use a rhyme.

Rhymes can also be subtle... (Example from the live clip:)

- ★ A mess made marvelous
- ★ Paradoxical and possible.
- ★ Depends on the lens

BUT: Don't be too "Dr. Seuss-y" or "sing-songy."

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Tool #3: Rhyming Dictionary (continued)

Google "rhyming dictionary" for several options for online tools:

- ★ Rhymezone.com
- ★ Rhymer.com
 - end rhymes
 - Last syllable rhymes
 - Double syllable rhymes
 - Triple syllable rhymes
 - Beginning rhymes
 - first syllable (alliteration)
- ★ Rhyme.poetry.com
- ★ Poetryforkids.com
- ★ WikiRhymer.com
- ★ Writeexpress.com
- ★ Bestrhymingdictionary.com

Use a RHYMING DICTIONARY and you will:

Capitalize your creativity
Catapult your confidence
Create a deeper connection