



## As We Speak: How to Make your Point and Have It Stick

*Peter Meyers , Shann Nix*

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*The world is full of brilliant people whose ideas are never heard. This book is designed to make sure that you're not one of them.* Even for the most self-confident among us, public speaking can be a nerve-racking ordeal. Whether we are speaking to a large audience, within a group, or in a one-on-one conversation, the way in which we communicate ideas, as much as the ideas themselves, can determine success or failure. In this invaluable guide by two of today's most sought-after communication experts, Peter Meyers and Shann Nix offer a comprehensive approach for tackling the underlying obstacles that almost all of us experience when faced with speaking in public. In *As We Speak*, you'll learn to master the three building blocks at the core of their approach:

**Content:** Organize the information you want to convey and construct a clear and lucid architecture of ideas that will lead your listener through a memorable emotional experience.

**Delivery:** Use your body, voice, eyes, and hands in ways that engage your audience and naturally support your message.

**State:** Bring yourself into peak performance condition. Your state is the way you feel when you perform, and it is both the most powerful and most frequently overlooked component of communication.

Meyers and Nix show how to apply these principles in a wide variety of situations. You'll learn how to handle difficult face-to-face conversations with colleagues, friends, and family; how to make the best use of e-mail, phone, video conference, and other technology; and how to communicate in a crisis, when all eyes are on you and emotions are running high. Meyers and Nix also emphasize that effective communication is impossible without first becoming aware of your own true goals and personal beliefs, and they offer helpful tools and exercises that will lead you to greater clarity and self-knowledge.

Accessible, inspiring, and laden with useful tips, *As We Speak* will help you discover your authentic voice and learn to convey your ideas in the most powerful and memorable way possible.

## As We Speak: How to Make your Point and Have It Stick Details

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# From Reader Review As We Speak: How to Make your Point and Have It Stick for online ebook

## Kim Eley says

Outstanding book! I read it to prepare for a presentation. But the tips the authors provide are helpful for everyday communication too. I especially like their tips for ensuring that you do not freeze up in front of a crowd. I hope their advice works for my presentation!

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## Jonathan Lu says

You don't get confidence. It's not something you go out and acquire. And nobody can give you confidence. Confidence comes from challenging yourself to do difficult things, and coming out the other side. It comes from accumulating a series of victories, both large and small. Having the right knowledge and the right skills, at the right time, is absolutely essential. But your fears can only be conquered by doing the thing you fear the most, getting it right, and demonstrating to yourself that you can overcome it. [p6]

### Master Tips:

- Get the I:You Ratio Right. Use ten "you's" for every "I"
- The 7second rule. You have only 7 seconds in which the audience decides whether or not they're going to pay attention. Open with something meaningful and nourishing that shows you understand your listener and are there to help.
- Open with the word "you", use a powerful statistic, ask a question, shock them, make a confession, use the word "imagine", use a powerful anecdote, tell a story

Sticky ideas: Simplicity, Unexpectedness, Concreteness, Credibility, Emotions, and Stories

Use metaphors, but avoid cliches - they will hurt more than help you. A good metaphor will spin out even more implications than you originally spotted; an excellent metaphor will actually supercharge your presentation by suggesting additional possibilities" [p86]

Q&A - prepare 10 questions the audience is most likely to ask, and 10 questions that you most dread. If there are no questions, ask one yourself that you have prepared ahead of time.

### Master tip:

- the only way to influence someone is to speak to his needs
- As a rule, never talk for more than four sentence without stopping and getting a response from the other person.

### Rules for email:

- Give the reader a way in: open with why this email is important to the reader
- Beware of I-it: follow the same I:you ratio!
- Put your emails on a diet: cut in half your first draft
- Limit yourself to one subject per email
- Include all the necessary information in your email
- Do the "NY Times" rule

- Use italics or bold for emphasis

"asking for dumb ideas creates the safety that allows good ideas to emerge" [p247]

"Being in service to someone else solves your biggest problem - your self-consciousness. Get rid of your self-consciousness and everything else - your hands, eyes, body, voice, content, ideas, and delivery - all fall into line, in a magical virtuous spiral that will take you to levels of peak performance that you never imagined possible. When you stop worrying about what they think of you, and concern yourself with what you can bring to them, then any tendency you might have toward inauthenticity, charlatanism, or spin will drop away." [p254]

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### **Jennifer says**

This book had some interesting information about how content, delivery, and body language fit together when we communicate. It could prove beneficial to people who have to speak to large crowds or lead a business meeting.

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### **Emilyn says**

I never took speech in college, so I was looking for some tips and tricks for public speaking. This book had tons of them. I'll probably have to read it again and take notes to really get the most out of it, but there is definitely some great advice in here for being a better speaker.

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### **Stephen Brunskill says**

This is one of the better books that I've read about public speaking.

I don't care for self-help on topics like this that are touchy - feely or inspirational or schmaltzy. Meyers' clinical, yet personal, tone gets right to business describing the three core building blocks of public speaking ("content", "delivery", and "state"), and adds tips throughout the book to summarize the key points of each unit.

I've taken more away from this book than I have in years of reading other books like it. Definitely recommended !

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### **Andrew says**

The section on managing your emotional state is invaluable, apart from that it is not particularly outstanding.

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### **Colleen Wainwright says**

Rock-solid as a sweeping overview of techniques for successfully communicating across a variety of situations, including public speaking. There's also a lot of absolutely golden information in there on using simple acting techniques for improving presence, empathy, centeredness, confidence, and other preconditions for authentic connection.

If you're coming to it strictly for tips on becoming a better public speaker, you should find some great tools to help you, whether you have time to prep or are under the gun. The map for organizing information is as good as I've seen, and should be really easy to use (I haven't tried it myself, but I use a similar, if slightly less orderly, way of putting together my own talks.)

But because it's a survey course in communication, generally, you won't get the kind of detailed information you might be looking for if, say, you want a career in speaking, or to put together a killer PowerPoint deck. Which is fine, because nine times out of ten, you shouldn't be using PowerPoint (or even its much easier to use cousin, Keynote) at all. (For the former, I'd suggest Scott Berkun's excellent *Confessions of a Public Speaker*; for the latter, take a look at Nancy Duarte's or Garr Reynolds' books.)

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### **Firas says**

Comprehensive and vividly informative with style. It's truly one of the best books ever written on public speaking and stage fright. A must-read book.

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### **Rachel Blom says**

This is one of the better books on public speaking and the main reason for that (besides the fact that it's well written) is because it's holistic in approach. The authors don't focus on presentation or content alone, but on every aspect that contributes to an effective presentation. The chapter on 'state' was one of my favorites and brought some new insights to the table. I recommend this book for anyone seeking tips and advice on public speaking.

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### **Douglas Welch says**

I found the book concentrated too much on getting over the fear of speaking rather than on delivering your message. The book was good, if that is the information you are after, but not what I thought the title and subtitle of book was offering.

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### **Sten Tamkivi says**

Posted my reading notes here: <http://sten.tamkivi.com/2012/12/as-we...>

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### **Frederik Lierde says**

The world is full of brilliant people whose ideas are never heard.

This book is designed to make sure you are not 1 of them!

After you finish this book, your presentations, your emails, your conference calls, ...., the way you talk (and write) will be changed forever.

The book is full of real life examples.

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### **Nick Hughes says**

I read a slew of self development books every year. Most don't really contain much new information but this one is one of my favorites so far. Definitely worth getting.

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### **Phillip Jefferis says**

No self-help book has done more to help me than this one. I realized I was walking into way too many conversations under-prepared. Incredible what a difference it can make to game plan a little from your audiences perspective. Doesn't have to be for a big speech, can be for any interaction.

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