

# Great Words Win Hearts

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## **INFINITE POWER OF WORDS**

This book will be of great help in

Learning the Art of Talking,

Making Friends and Influencing People,

Making Presentation and Conducting Meeting,

Public Speaking,

In Orals, Interviews and Group discussions,

In Motivating and Leading others,

Salesmanship &

Interpersonal Relationships.

**This 100% practical book**

**will reveal the**

**Infinite power of words and**

**the secrets of speaking skills**

GREAT

WORDS

WIN

HEARTS

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**GREAT WORDS WIN HEARTS**

By: *Dr. Ujjwal Patni*  
APPRECIATION

FOR WORDS & WORKS

Great vision is the strength. A true example of dreaming, believing, and achieving. India is proud of Dr. Ujjwal Patni and his team.

*Mr. Anoop Jalota*

*Famous Singer & Bhajan Samrat, India*

This book includes subjects like effective public speaking, effective conversation, group discussion, and anchoring in detail. This is the sure mantra of success in present age of media and marketing.

*Nav-Bharat*

*Translation -leading Hindi Daily*

Dr. Patni is popularly known as a Speech Guru.

*Central Chronicle*

*English daily*

He is a great motivator and personality development expert. He was the brain behind singing marathon that created a history.

*The Hitavada*

*English Daily*

He is a revolutionary thinker. Meet him and he will break all your negative beliefs. He is an optimist from core. Young age, multidimensional education, unending zeal and sky high visions are his strength.

*Dr. Neeraj Bhardwaj*

*Leading intensivist, United Kingdom*

Indeed a rare experience. My fears of presentations and stage no more exist. His workshop shattered my negative belief that Speakers are born. Now I can say "speakers are made". I felt highly motivated and confident after attending.

*A. Veervani*

*Chartered Accountant, Dubai*

We are proud of Dr. Ujjwal Patni and his team who are making a global mark.

*Dr. Raman Singh*

*Chief Minister [C.G]*

Attend one workshop and you will discover a great speaker inside you. You will feel an instant amazing improvement after listening to him; he takes out all the stage fright & apprehension and transforms you totally. He is a speech *guru* in true sense.

*Mr. N. M. kumar*

*Founder- Magic Pharma*

Masses can read Dr. Ujjwal Patni's book and can become successful speakers like Acharya Rajneesh or Shiv Khera. He is marvellous at imparting values to new generation and developing their personality.

*Mr. Babanprasad Mishra*

*Ex-editor-Dainik Bhaskar*

*Ex-editor- NavBharat*

Dr. Ujjwal Patni mesmerizes the audience by using extracts from Geeta, Ramayana and Jinwani. He has got the rare ability of speaking flawlessly for hours. Jain community throughout the world is

proud of him.

*Ahimsa Times*  
BOOK IS

STRICTLY

FOR...

**This book is strictly for**

**Students, Managers, Leaders, Executives,**

**Social workers, Artists, Media persons, Doctors,**

**Lawyers, Technocrats, Academicians**

**Fashion Designers, Politicians, Accountants,**

**Preachers, Politicians, Businesspersons,**

**Bureaucrats, Coaches, Professionals,**

**Homemakers, Soldiers, andâ€™!â€™!..**

**Forgive me for a long list**

**But I donâ€™t get a sector where**

**The power & magic of spoken words is not**

**CRUCIAL.**

I DEDICATE

THIS BOOK TO...

**Dear Grandfather**

Late Shri Gulab Chandji Patni

Whatever I am today is due to your blessings and upbringing.

**Dear Papa**

Late Shri Mahendraji Patni

Though we were together only for 10 years, but I always feel that you are universally there for me.

## Dear Mother

Smt. Kiran Devi Patni

You are my world, Mom, get well soon

READ IT TO

UNDERSTAND

THE BOOK BETTER...

**Anthropologists say that there is 2% difference between Chimpanzees and us [DNA], and with this 2%, we conceived cultures and civilizations.**

**Many believe, 2% is none other than the enormous power of words and communication.**

**LET'S MAINTAIN THIS DIFFERENCE**

Some questions always come in our minds- Why there is a rush at one teacher's door and other waits for students even after having similar qualification? Why a salesperson achieves all his targets for the same product and the other fails? Why a management graduate gets a good job immediately and the other keeps on facing interviews? Why lots of followers are there with one leader and the other lacks them? Why one doctor heals the patients magically and the other doctor cannot satisfy the patient even after having similar expertise? Why one student fails in group discussions and the other succeeds? After having similar degree and environment, why the level of success is so different? **It means that formal education and degrees are not the guarantee of success. Then what are the qualities required for winning? Famous speaker Dale Carnegie says- The difference between more successful people and less successful people is the difference in the ability of speaking effectively. The person who is capable of expressing his views without fear and hesitation, the person who knows what to speak and how to speak emerges as a winner.**

Purpose of this book

It really hurts me when I meet the people, who are talented and hard-working but they are not getting the success they deserve because they can't speak effectively. Unfortunately, billions of people are suffering from inferiority complex due to this reason and are doing injustice to their future. I want to help them out.

If you think that the art of effective speaking cannot be learned then I have good news for you. Hundreds of researches have proved now that almost anybody and everybody can learn the art of effective speaking and conversation.

If you don't believe me, read this book from the beginning to the end, bring the given theories into practice, and feel the difference. If you want to improve more, then meet us.

**I don't claim that you can easily start speaking like famous orators but I am sure that you will be able to give right words to your feelings. We will together remove the fear of microphone, stage, and audience.**

My desire is to develop the art of articulate communication in all my readers by using simple and practical techniques. They must get the idea about how to express their views confidently in any and every circumstances.

What is there in this book?

This reader friendly book is simple to understand and easy to apply. Elaborate discussions on public speaking, conversation, and anchoring are the essence. How to impress audience, how to remove stage fear, how to face mike, how to prepare and deliver a speech, and modern audio-visual techniques are discussed in detail. Dressing, eye contact and body language are useful for people from all walks of life. Types of speech, use of humour, and the rules of verbal language bring an extra edge.

Golden rules of conversation, what to say, and what not to say, how to master the art of persuasion in daily life make this book very sensible and applicable.

Anchoring from a speaker's perspective is included specially to make you a champion at social and cultural ceremonies.

**This book will benefit the people from all lifestyles because nobody can live without speaking and this book deals with all the aspects of verbal language.**

My personal experience in this field

As a motivator and speech coach, I frequently come across different touchy situations. People meet me during workshops who believe that they will never be able to face stage, mike, and audience. They sound depressed and annoyed.

After a few sessions of meticulous training, they gather courage and face the mike. I can see their eyes full of tears after they succeed. We hug each other and celebrate. We never let a person go with an impression that he cannot succeed. My team puts breathtaking efforts but ultimately discovers a speaker.

Most of the people achieve great success in their respective fields and come in the category of winners. Nevertheless, I do know the people who could have done much better but they didn't put in required efforts. They are still in the same bracket. We all exchange our joys, sorrows and achievements through e-mails and letters and try to respond to each of them personally. I never imagined that the art of effective speaking could change the lives to this extent.

**As a motivator I also take training sessions on Positive Thinking, Nobody Can Insult You Without Your Wish, Optimism Is Success, First Impression Is the Last Impression, Made For Each Other and many more.**

**My biggest weakness is that I get too much involved with my participants, I stay in touch with them and keep tracking their success and failure and ultimately carry their tensions to my home.**

But my trainees say that astonishing passion and sincere involvement is my strength. They somehow feel that they are cared and loved.

## Acknowledgements

I am thankful to my wife Rimpal. She is a Law graduate but always argues for the betterment of the book. Thanks to my little lovely 3-year-old son Abhigyan who never understands why papa always keeps on writing instead of playing with him. He is developing into a speaker, he loves to hold mike and speaks complicated words very easily. Thanks to my brothers Ashish, Vivek, and other family members.

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Thanks to Jaycees family for putting the seeds of training.

Regards to my thousands of trainees who believe in me and thus reinforce my belief.

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I hope you will like my true and sincere effort.

I have tried my best to cover the important topics, still much more is left. I request you to come with real feedbacks on errors and shortcomings for the betterment of the book.

Thanks to all from the deepest core of my heart.

Regards.....

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DR. UJJWAL PATNI

AN INTRODUCTION...

*Dr. Ujjwal Patni is a famous motivator and speech coach. By profession, he is a dentist and is the head of Patni Super Speciality Hospital. Apart from dentistry, he has done Masters in business Management, Masters in political science, specialization in human Rights and specialization in Consumer Protection. He is the Chief of the Guinness World Record holder team-Lifecraft.*

*He is a certified personality trainer. He teaches the art of effective speaking and conversation through his workshops and lectures. He is a magnificent orator and has the rare ability of speaking flawlessly with authority for hours.*

*He is a diehard optimist and positive thinker.*

*His strength lies in sky-high visions, unending zeal, meticulous planning, and contagious passion. He is a revolutionary thinker. He is recognised as a down-to-earth, realistic, and logical motivator. His workshops are full of interactions, role-plays and exercises, a pack of excitement and learning.*

*You can regularly read him on his e-magazine PERSONALITY. For subscribing it free just send your mail address to [personality@ujjwalpatni.com](mailto:personality@ujjwalpatni.com). To know more about him you can log on to [www.ujjwalpatni.com](http://www.ujjwalpatni.com).*

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SCRIPT YOUR

SUCCESS STORY

BELIEVE IN

MY CONVICTION...

*Till date, I have not met anybody, comfortable with public speaking right from the first day. Nevertheless, I know many people who were too sacred of microphone, stage and public, but now they are fantastic speakers. I know many bosses who were not impressive at conducting meetings and making presentations, but they have changed from the core. They are highly competent and self-assured now. I know many salespersons who were not able to achieve targets due to lack of convincing skills and now they are the leaders in their groups.*

***The simple question is- can you afford to miss it?***

*If you recognize the amount of fame, respect and success, you can achieve by learning the art of effective speaking, if you recognize the magnitude of popularity, you can earn, socially and professionally by learning effective conversation then this book will help you to accomplish all your dreams.*

*You select, you want to live with inferiority complex or with fame, respect, and success. I don't want you to regret tomorrow for the opportunities you are missing now, just because of lack of speaking skills. Read this book from the beginning to the end, apply in day-to-day life and see the transformation. **Just believe in my conviction and see how the art of speaking can be easily learned and mastered..***

IF THEY CAN, WHY CAN'T YOU?

FORGET

THE FEAR OF

PRESENTATION...

AUDIENCE WANT TO SEE YOU

SUCCESSFUL ALWAYS

Whenever you are invited or you come forward on your own to take a responsibility of speaking, most of the listeners want you to be successful.

If you are a beginner, they see their own image in you as a normal individual. Those who are scared of speaking in public they see their success in your performance. They know the risks of humiliation and embarrassment so they feel positive for you and admire your courage. A small slip of tongue or a little mistake never matters to them.

Those who are experienced and give good presentations they also want you to perform well because they themselves have passed through the same stage in the beginning that you are going through. All are there to encourage you.

When all are well-wisher,

Where lies the fear

Success is waiting for u,

The road is clear.

## ONLY YOU KNOW ABOUT YOUR PREPARATION

In public speaking, lectures and presentations the fear of forgetting is the biggest which encapsulates everyone's mind.

**Whereas this is an interesting fact that only you know about your preparation and no body else.**

How many facts, phrases, data, or information you have selected, only you know about that.

**Even if you forget a part of it, nobody knows. People recognize only if you show that.**

Whatever you remember and whatever you speak, only that matters. People only remember the effectiveness of your speech and the confidence when you delivered. They rarely care for what you missed.

Once forgotten let it be, who cares. Next time you will definitely remember it.

If ten minutes were allotted and you used only six minutes out of it, there is nothing to be ashamed of. You are better than other people who speak too longer than the allotted time and even snatch the time of other speakers.

## SUCCESS AND FAILURE - PART OF THE GAME

Books contain stories of the great American President Abraham Lincoln who lost many electoral races but still he succeeded and created one among the greatest sagas of success. I am sure you will never fail as many times as Lincoln did because the guidance and knowledge is abundant and at ease these days. However, will you achieve the success as Lincoln got depended on your abilities and determination?

**Believe it or not but most of the people whom we recognize as tremendous orators also felt same what you and I feel. The dryness of throat, the same scarcity of thoughts and words, and the very same fear.**

Then why are you afraid? There is nothing different about it.

At the end, you will develop into a confident and charismatic speaker and a person who is good at expressing himself.

Its only when you have tremendous failures than you can understand the true value of success. I am glad it did not come to me easily because now I love every moment of what I have and I am clear about where I want to go. Ultimately result matters. Success and failure are part of the game.

## NO PUNISHMENTS EVER FOR AN ORDINARY SPEECH

You have the right to shake your legs and to hustle bustle. You have the right to be horrified. You

have the right to read out from the paper. You have the right to pause for a second or a minute. You have the right of fastened heartbeats and raised blood pressure. All rights are exclusively reserved with you. You get them because you attempted. You deserve all the laurels, wishes and applaud because you tried.

### **Without an attempt story, there is no success story.**

Nobody on this earth can stop you from attempting next time, even if you make an average presentation. Can anybody punish you, if you didn't perform well ?

I don't think so. Little mistakes made.... huh...who cares?

### **WHAT YOU ACHIEVE IS VITAL OR WHAT YOU LOOSE**

Rationally evaluate, by learning the art & science of effective speaking, what you achieve and what you lose.

Just think, can you get success without learning this art. Talk of any job or task, a group discussion, an interview, a product demonstration, a report presentation, motivating subordinates, motivating your children, speaking for a cause, selling of services, **Name any job and we see that the quality of speaking is essential. Can you afford not to learn it?**

Imagine, if you acquire the quality of speaking effectively, what change can you see in your general status? If you have capabilities to impress people by your thoughts, you can achieve much more than what you dreamed ever, more than you deserve.

**May be a promotion, improved social status, more friends, special growth in business, and ultimately a swollen bank balance.**

Your children would like to follow your footsteps. If we think to the minimum, at least you will be able to do justice to your talents. Would you like to loose just because of a little apprehension and tension.

**Would you choose a lame justification over lifetime prosperity?**

**I am 100% sure, you will not.**

### **YOU DON'T HAVE TO BE BRILLIANT OR PERFECT**

Whenever we listen to fantastic speakers on the stage, we think, we can never take their place because we are not that witty, talented, brilliant, or polished. However, most of the leading speakers suggest, you don't have to possess these qualities to succeed. You can be below average, dim-witted or you make too many mistakes, still you can succeed. It all depends on you how you take or define success.

**Believe me, the audience doesn't expects perfection every time. When we try to be more perfect the performance is worse. This happens when you put too much pressure on yourself to perform.**

After such a long experience and what I learned from orators in different parts of the world, the required quality is value. Give your audience something of value. If people take away valuable

ideas or data, they will declare you a success. If they feel better about their work, family or themselves, they declare you as a success. They will be thankful. So, put your efforts in collecting and selecting the elements of value.

**The problem starts when we aspire for a 100% approval from the audience and it rarely happens.**

The main purpose of speech is always **GIVE**, it's never **GET**.

## **HUMILITY AND ORIGINALITY THE KEY TO SUCCESS**

Here is a special tip from a rare treasure. Whenever we go for sales presentation, a persuasive speech or occasional speech, we try to behave like big speakers. We start speaking big, we start speaking what we don't have, and we talk what we actually lack. You must talk on the stage instead of giving big speeches and pretending, you will receive a big applause. The key of winning is staying natural and original throughout.

**By humility, I mean accepting mistakes, shortcomings, and weaknesses on the stage. We all have flaws and when we display courage to admit them in a big mob, it instantly gives us credibility. By doing so, we offer others a friendly and safe environment where they can also admit their weaknesses and limitations.**

You have to show yourself as one of them instead of best one out of the rest. The quality of humility shows your strength, your honesty, your credibility, and true to life attitude.

I still remember Abhigyan Jain, a young contestant in debate competition who dared to admit that he lost the script somewhere on the way to speech. He said courageously-

**This is my first speech and I remembered everything with the help of the script. I thought of quitting because I lost my script few minutes before. However, I know that if I give up today, it will be difficult for me to come up to the stage again ever. I am very much frightened and depressed, still I decided to recollect and speak. I hope you will help me in the first speech of my life. Forgive me if I make mistakes.**

All the audience cheered him. He was appreciated and blessed throughout. He defied all the laws of speech and still everybody loved him.

So stay natural and original, be humble, accept your shortcomings, and admit your mistakes and fear. Never try to satisfy each and all.

\* \* \*

## SYMPTOMS

OF STAGE

FRIGHT...

We don't feel any apprehension in routine conversation but as we go on the stage, the symptoms of fright are common throughout the globe. They may reflect as- *Fastened heartbeat*  
*Trembling knees* *Dry mouth* *Over sweating* *Uneasiness in the abdomen* *Altered vision*

## *Blocked mind    Shaky and missing words*

If you are facing microphone for the first time, you may suffer from any of the above, but this is usual.

Some people feel lack of words. Some forget what they remembered. Some feel, they can't impress others while talking. Some feel, people don't understand what they speak. Such fears will go away after reading and practicing this book. Stop worrying over them and read ahead.

\* \* \*

### MAIN

#### REASONS FOR

#### SPEECH FAILURE...

*It's every speaker's duty to prepare with utmost sincerity and authority to pay back the valuable time to the audience. There is no excuse for a bad speech due to deficient knowledge.*

*Courtesy-My original thoughts*

Mostly presentations fail because the presenters don't take essential pains for preparation of speech. The foremost reason is incomplete information about the audience and speaking situation. Either in overconfidence or ignorance, they prepare their presentation based on half gathered information and audience rejects them. They go half prepared in meetings and so face the plight. **Just think, there is no reason behind dismissal of a speaker by the listeners, they just want to get value from speakers.** Even veteran orators do such blunders regularly. We must recognize that the time of the listener is equally important. He is sitting there to get worthy and related substance from you. You have no right to waste his time. I tell you a valuable yet simple solution for this. Just ask few questions to the organizer or the concerned persons who invited you. It takes only few minutes but it's life saving. It is amazing that for a simple railway journey, we acquire and accumulate detailed information but we take the voyage to success very carelessly.

#### LETS PUT SIDE BY SIDE.

##### **TRAIN JOURNEY      SPEECH JOURNEY**

Purpose of the journey      Purpose of the speech

Day & date of journey      Day & date of the speech

Timing of the train      Timing of the programme

Your berth number      Your turn of speech

Clothes according to the season      Content according to the audience

Going for how many days      Time allotted for speech

Are you alone or in a group      Single or many orators

Why you for the journey      Why you for the speech

Porter to carry luggage      Audio-visual tech to support

What an insight, when I thought of train journey for the first time? I came to know that we plan too less for a vital speech journey and unknowingly we prepare too precisely for a train journey. Next time go prepared. Once you know all the answers, it is just like you have received the question papers of the exam before schedule and now you have to just put the answer in order.

\* \* \*

STOP

FAILURES BY

ACQUIRING

INFORMATION...

*If you give me hours to speak, I don't need any preparation and I am not at all worried, but if you give minutes to speak, I need extensive preparation because I have to convey the best and leave the rest in the shortest time.*

- Dale Carnegie

### **What is the purpose of the programme?**

It is a meeting in the office, a musical programme, a patriotic programme, an entertainment or educational event, a competition or women's programme, your research will be according to the character of the programme and its purpose. You have to see, why people have gathered to listen. When people come voluntarily to listen, they are more motivated. When it's a compulsion to attend, like office meetings or staff interactions, you have to work hard to arouse attention and interest.

### **What is the date and time of the programme?**

Remember the exact date and time of the programme so that you can rearrange your schedules accordingly. On those particular dates, you may have lesser engagements and a stress free routine. It also tells you about the time left with you for the homework and related preparations.

### **Venue of the programme**

It's an air-conditioned hall, a rural location, a school, an open ground, your presentation aids and contents must be according to the venue. The distance of venue from your place also counts to schedule your movement on that day. You have to keep that much amount of time in hand and in reserve too.

### **Why are you there as a speaker?**

It is a contest where you are participating by your choice or you have been invited to. If you have been invited there, what is the rationale behind it? Are you a specialist in the subject? Do you have some special qualities? Are you representing a company or an organization? Are you there for

persuasion, product selling, to introduce someone or to give a thanks speech?

You have to plan and perform according to the role allotted to you and the role anticipated from you.

Who is the audience?

It is an important factor in speech preparation and delivery and is often ignored. Acquire following sincere and precise informations about the audience from the organisers and other sources.

### **Age of the audience**

Aristotle suggests that young listeners are pleasure loving, optimistic, trusting and can be easily persuaded. Older people are more set, more sceptical, cynical and concerned about maintaining a comfortable existence.

The contents of the dialogue cannot be the same in children's programme and the delivery among seniors. The deliveries amongst children audience will contain more stories and entertaining material with simple words. As we go to higher ages they gradually become more specific and data oriented.

### **Educational level**

The structure and the delivery of speech differ when you speak in front of school goings, undergraduates, postgraduates, or subject experts. This also relates with the intellectual standard and knowledge levels of the receiving end. **Studies suggest that better educated audience is more interested in consumer, environmental, social, equality, and political issues. They are more open-minded.** You have to have careful preparation with educated listeners. If you haven't, they might question your credibility.

### **Socio-economic status of listeners**

Information and speech design should suit the social and financial level of the audience. Even the vocabulary and the word collection differs because you have to use a polished language with the people above a certain class. You cannot talk of Mercedes Benz with farmers and vice versa.

### **Size of the audience**

A small audience provides opportunity for interaction and feedback. Generally, they want more casual presentation. On the other hand, large audience give lesser feedback. You have to use large presentation aids and recognizable gestures. Always enquire about the probable number of listeners.

### **How much time has been allotted**

It is a real testing aspect. When we go out for collecting the subject matter, we collect too much where as required is too little. The problem comes when we have to choose the content for a fixed span of time. We have to do merciless reduction in the contents to fit into time.

If you have prepared too much then the majority of your time will be killed in introduction to the subject and less time will be left for the factual talks. Enquire about the allotted time.

### **Do you have more orators with you on the same platform?**

It is an important part because at times, we go with excellent preparation but by the time our chance comes, somebody else speaks out similar point. We land in an awkward and frightening situation. Therefore, always keep more than the required stuff, so that you can use them in times of need.

You have to get ready technologically with available facilities. It is very important to have the latest tools to show your professionalism. You can collect all these information in 5 minutes and have a safer and pleasure stage journey.

**Most of the people overlook these facts but all leading motivators and orators ask a number of questions before accepting any invitation. They put forth a detailed questionnaire because nobody wants to land in an odd situation. All the sensible speakers wish to satisfy the needs of audience and help them.**

So my very dear friends, don't ever go anywhere without prior information, unless extempore is the need of the hour, or it's your luck.

\* \* \*

## POINTS

TO

PONDER

Whenever you go for any presentation, meeting or speech, take care of the following factors if you want to achieve your goal..

Audience dynamics

AUDIENCE ATTITUDES,

MOTIVATING FACTORS

Audience demographics

AGE, GENDER,

EDUCATION, BACKGROUND,

KNOWLEDGE OF TOPIC, INTEREST

Speaking situations

TIME OF PRESENTATION, PLACE,

OCCASION, TIME ALLOTTED,

PRESENCE OF OTHER SPEAKERS,

AUDIENCE SIZE

\* \* \*

## PREPARATION &

## DESIGNING OF SPEECH

### READ AHEAD

#### Data collection

\*

#### Data selection

\*

#### Data arrangement

\*

#### Opening of the speech

\*

#### Body of the speech

\*

#### Concluding the speech

\*

#### Sample outline of speech

\*

#### Speaker's creed

DATA

COLLECTION...

*I use not only the brains I have, but all I can borrow.*

*President Woodrow Wilson*

The first step in preparation is Data Collection. You have to collect the related data, facts, stories, and other material. Earlier it was tough but now Internet has made it much easier. A click and the whole world is in front of you.

**Sources from where you can collect informations**      Internet      Related books, journals and newspapers      Subject experts      News and dears

**What to collect?**      Facts, statistics, vital information      History, present and future  
Enlightening and entertaining stuff      Problems-solutions

**While collecting, take following into consideration**      The main issues related to your topic  
The latest developments related to it with versions      Related stuffs of audience interest  
Humorous and motivating content to capture the audience.

\* \* \*

## DATA

### SELECTION...

*While selecting the content for a speech, speaker must restrain from individual choice. His duty is to stick to the subject, purpose, and his role with no place for personal fancies.*

*Courtesy-My original thoughts*

Once you collected the data, the second and very important step is Data Selection. Collecting is easy but selecting is very tough because it needs evaluations and understanding audience. Evaluate the information you have acquired about the audience and speaking situation and select on their basis. Select the content according to the age, education, socio-economic status and needs of the listeners. Include latest and credible information. At times of disputes, you have to provide the information about the source also. Always be cautious while taking contents from old versions. Don't exaggerate any data or information. Include contradictory or problem creating contents only when you wish to be the centre of attraction of dispute. Be more careful with sensitive, religious and cultural issues. While choosing, take care of the time allotted to you for speaking. Don't select too much for too little time. Stay away from vulgar and racist contents. Don't include jokes pointing towards a caste, religion or which can hurt a group of audience.

**Whether you are going to speak in a small meeting or a big stage function, never go under prepared. Your audience will love and appreciate your worthy content if you choose it meticulously. You can also take help of other experts if you wish to include the best and leave the rest in your presentation. While selecting don't give any space to your personal favourites, stick to the subject and theme so that you can honestly perform the role anticipated from you.**

**ALWAYS PUT YOUR 100% EFFORTS IN**

**CHOOSING THE CONTENT.**

\* \* \*

All the quotations titled as **my original thoughts** belong to author Dr. Ujjwal Patni and are borrowed from his quote I book titled-My Original Thoughts that is exclusively created for private circulation. If readers ever refer them, please acknowledge the name of the author.

## DATA

### ARRANGEMENT...

*Every discourse ought to be a living creature; having a body of its own and hand and feet; there should be a middle, beginning, and end, adapted to one another and to the whole.*

- Plato

Now you are ready with your chosen material. You have collected the information related to the programme and you have selected few jokes, stories and phrases to sound more impressive.

You want to give maximum value to the worthy time of your audience. Therefore, you selected the best possible from the latest and confirmed sources.

Now you have to arrange them, so that the listener can get the maximum benefit.

### **How to convert it into a chain of free flowing information?**

You have to arrange the data precisely to maintain a smooth transition from one part of the presentation to another and to help them in grasping.

The experienced speakers may develop their own exciting ways to do this job. Here I am giving some easy techniques for the beginners to get that initial success and acceptance. Later we will discuss other issues in detail in other chapters.

Divide your speech in

Three parts for data arrangement and delivery.

Divide the total time of speech into opening, body, and closing- **15-20% opening, 60-70% body, and 15-20% closing.**

Ex- 10 minutes must be divided into

Opening	-	2 minutes
Body	-	7 minutes
Closing	-	2 minutes

**Studies suggest that opening and closing can have equal timings for a balanced speech.**

\* \* \*

## OPENING OF

### THE SPEECH...

#### **Opening primarily contains**

**Attention catching content, contents for orientation, a thesis statement, a preview of what you are going to speak.**

You must design the opening of speech in such a way that you immediately grab the attention of the audience because audience evaluate you from the initial few lines of the speech.

If you impress them with your confidence and poise then half victory is achieved. You have to touch the audience to reorient their diverted and distracted minds fully towards you. They must wait and concentrate on what you will speak next.

#### **To make an impressive opening start with**

**Relating an experience**

**Asking questions**

**Using quotations**

**Telling a story**

**Giving a strange fact**

**Using humour**

**Using a presentation aid**

**Developing suspense**

**Sincere appreciation**

**Relating a personal experience**

One of my friends started his speech at the alumni meet in his school.

*What I am today is due to Verma sir. When I was in school. With a personal experience & touched us. I forgot to carry my examination card in final exams. I was extremely tensed in the examination hall and I was praying to God. Suddenly the team of invigilators came there. When they saw me without the examination card, they immediately sent me out of the hall. My home was at a distance of one hour. I thought that I have failed. My eyes were full of tears. Incidentally, Verma sir passed by. He asked me, "What happened?" I told him everything. He immediately requested Principal sir to allow me. Earlier Principal sir resisted but Verma sir persuaded him at his guarantee. Due to his Herculean efforts, I was permitted to take the exams. I often look back and think, 'What would have happened if Verma sir would not have been there?' He was like a God to me. \**

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