



WORDS

by Fran Watson

Your words can change lives and influence millions

Words can hurt, heal, motivate, and aggravate. They can build people up or tear them down.



They are powerful. They control emotions and can even control a person physically.

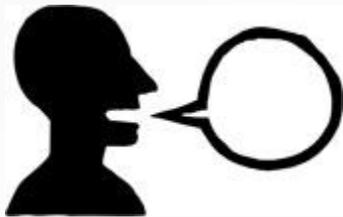
For instance: **“Come here.”** Two words that move a person from there to here. How these words are said can cause different feelings.

When a parent says these words to a child when the child has just done something they were not supposed to do, there may be feelings of fear. However when a loved one looks at their partner and says the same words, there are feelings of joy and love.

“Write this down.” Three words that cause people to put words on a page. These words may bring back memories of a teacher that you disliked who made you write on the blackboard a sentence over and over

again because you were fooling around in class. Or perhaps someone has paused in a speech they were giving to reiterate a specific point and you happily write down the words to remember.

“Remember a time when you felt angry.” Seven words that can create an overload of emotions. Make sure that you are prepared for the emotions that can flow.



Your words have power.

Think of the number of people you have made smile by saying, ***“I really appreciate you.”***

Or the number of people you may have hurt by saying, ***“What’s wrong with you? Can’t you do anything right?”***

Words possess just as much power when spoken to a crowd of a thousand as they do in a one on one conversation.





Use your words more effectively...

1. ***Understand their influence.***

Do not use or choose your terms lightly. A wrong word can turn an audience from friends to fiends. The better you know your group the better you can tailor your terms for their benefit. Speak words that they understand. Don't speak above them or below them.

2. ***You can be tough without being obnoxious,***

or insulting a group's intelligence. You can be humorous and still make a hard-hitting point. You get to choose the outcome.

Do you want the group to be charged, mad, excited, encouraged, content, or happy? You can produce any of those by using the right words in the right way. It takes practice, just like any other part of public speaking.

What about your words? Do you toss them out lightly, or with precision and power?

***Remember - Your words can change lives and
influence millions.***

Choose and use them well.

For more tips check out my blog at
SimpleStepsToSpeakingSuccess.com