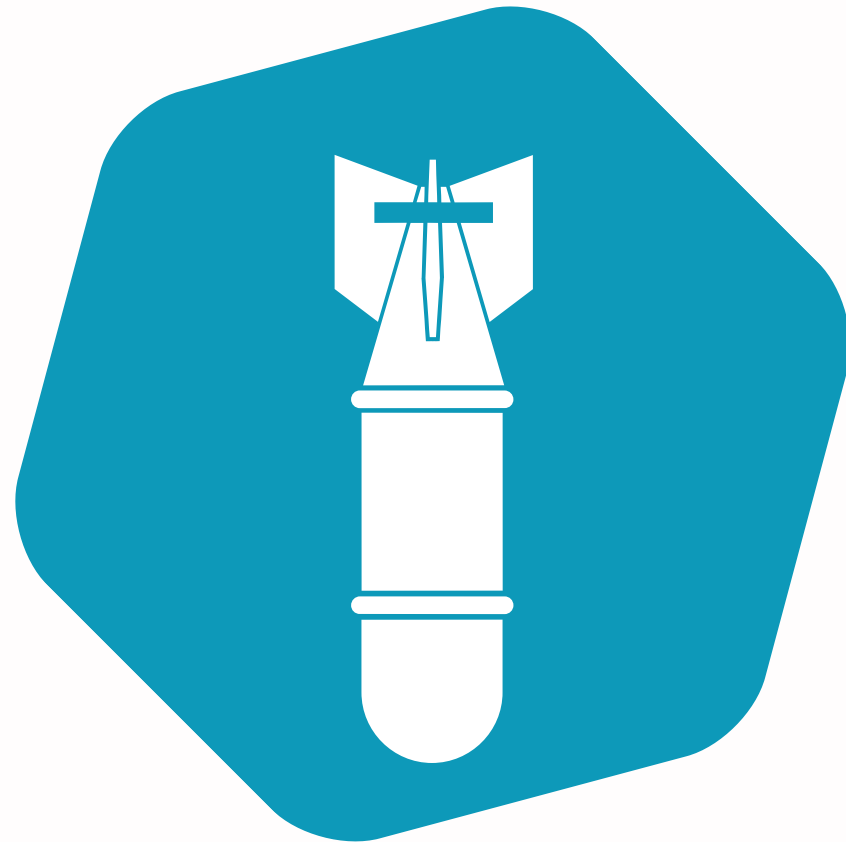


# GET TO THE POINT!

*Sharpen Your Message and  
Make Your Words Matter*

# The neutron bomb



*The biggest mistake people make in  
public communication*

**Sharing  
Information,  
but not selling a  
*point***

Get to your ***point!***  
What's your ***point?***  
Stick to your ***point.***

What is a *point*?



## American Revolution

This is a topic

---

A history paper on  
the American  
Revolution

## Founding of America

This is a title

---

## The role of perseverance in history

This is a theme

# These are not points

————— *The benefits of  
athleticism*

————— *The role of parents in  
children's wellbeing*

————— *The danger of  
social media*

————— *Current increase in  
mental health issues*

**A *point* is a contention you can propose, argue, defend, illustrate and prove.**




**This product will  
increase your  
profits.**

**This style will inspire  
interest.**

**This approach will  
save lives.**

**This system will  
make us more  
efficient.**

---



You have to have a *point* to  
make a *point*.

---

After all, without one,  
everything you say is  
*pointless.*



# 3-Step test



**I believe that**



**So what**



**Why**

*I believe that* \_\_\_\_\_

- 1. The benefits of athleticism*
- 2. The danger of social media*
- 3. The role of parents in children's wellbeing*
- 4. Current increase in mental health issues*

*I believe that \_\_\_\_\_*

- 1. being athletic will make us healthy.*
- 2. The danger of social media is the greatest challenge for this generation.*
- 3. Parents play important role in raising well-rounded children.*
- 4. We must do everything we can to slow down the increase in mental health issues*

*So what*

*(could be argue with)*

- *Logic*
- *Data*
- *Case studies*
- *Examples*



*Facebook's new privacy features  
(Not a point. Fails the "I believe that" test)*

*Facebook has new privacy features  
(Passes the "IBT" test, but fails "SW" test)*

*Facebook's new privacy features substantially  
protect their users*



# *The “WHY” test*

*(to avoid **badjectives**)*

<b>Column 1</b>	<b>Column 2</b>
Excellent	Urgent
Great	Profitable
Wonderful	Efficient
Amazing	Unprecedented
Very Good	Galvanizing

*Useless*

*Useful*

*I believe hiring a social media manager is  
important.*

*I believe hiring a social media manager is  
important.*

**WHY?**

*Because she can help us build positive buzz  
around our product.*

*I believe hiring a social media manager is  
important.*

*WHY?*

*Because she can help us build positive buzz  
around our product.*

*I believe hiring a social media manager can help us  
build positive buzz around our product.*



**Avoiding split ends**

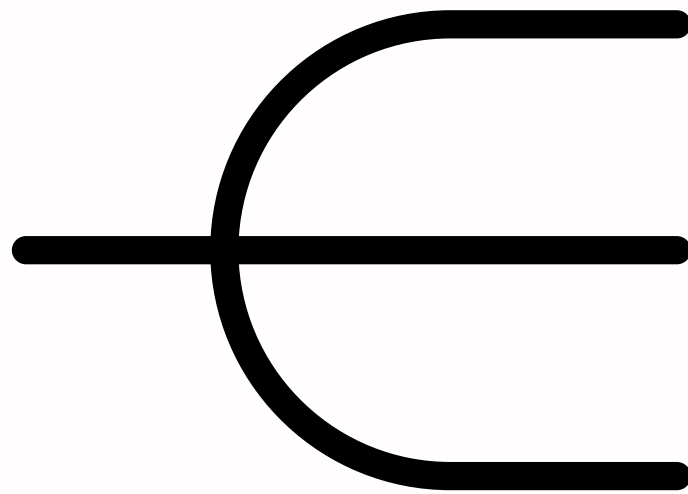
**2 bonus points**



**Adding a value proposition**

# *Split ends*

My main point is



I believe moving our files to the cloud will  
*improve our carbon footprint* and  
*make us more efficient.*

# *Avoiding split ends*

My main point is



Added benefits are .....

I believe moving our files to the cloud will  
*make us more efficient.*

# *Adding a Value Proposition*

Clearly define the greatest impact your idea will effect.





What do great  
*communicators* do?

*Effective communication hinges on  
one job only.*

**Moving your point  
*from your head to*  
*your audience's*  
*heads.***



**Did you deliver  
the message?**

**15 sec**



- Hello
- So

**15 sec**



- Who you are (if you are new to your audience)
- Your point
- Why your point is relevant

**“I want to share  
something with you.”**

**Sell your  
point**

**“I am going to explain to  
you why doing X will lead  
to Y.”**

**Describe your **strongest point** &  
add a **value proposition**.**

**Sharing** → **Selling**

***"This book will expose our missions to key audiences and donors,  
helping us raise funds that will assist more families in peril.***



# Use power words

I propose

---

I suggest

---

I recommend

---







# Tailor Your Point

What does this audience need from me?



**Stay On  
Point!**



# Repeat your point

**My point is this**

---

**Here is the thing**

---

**What I want you to remember**

---





# Strengthen Your *Point*





# Power Period !!!

Uptalk lowers your authority.

1? or 1.

# Turn Up the Volume!!!

If you are not tired at the end of your speech, you have not given it enough power.





# Pause for Perfection

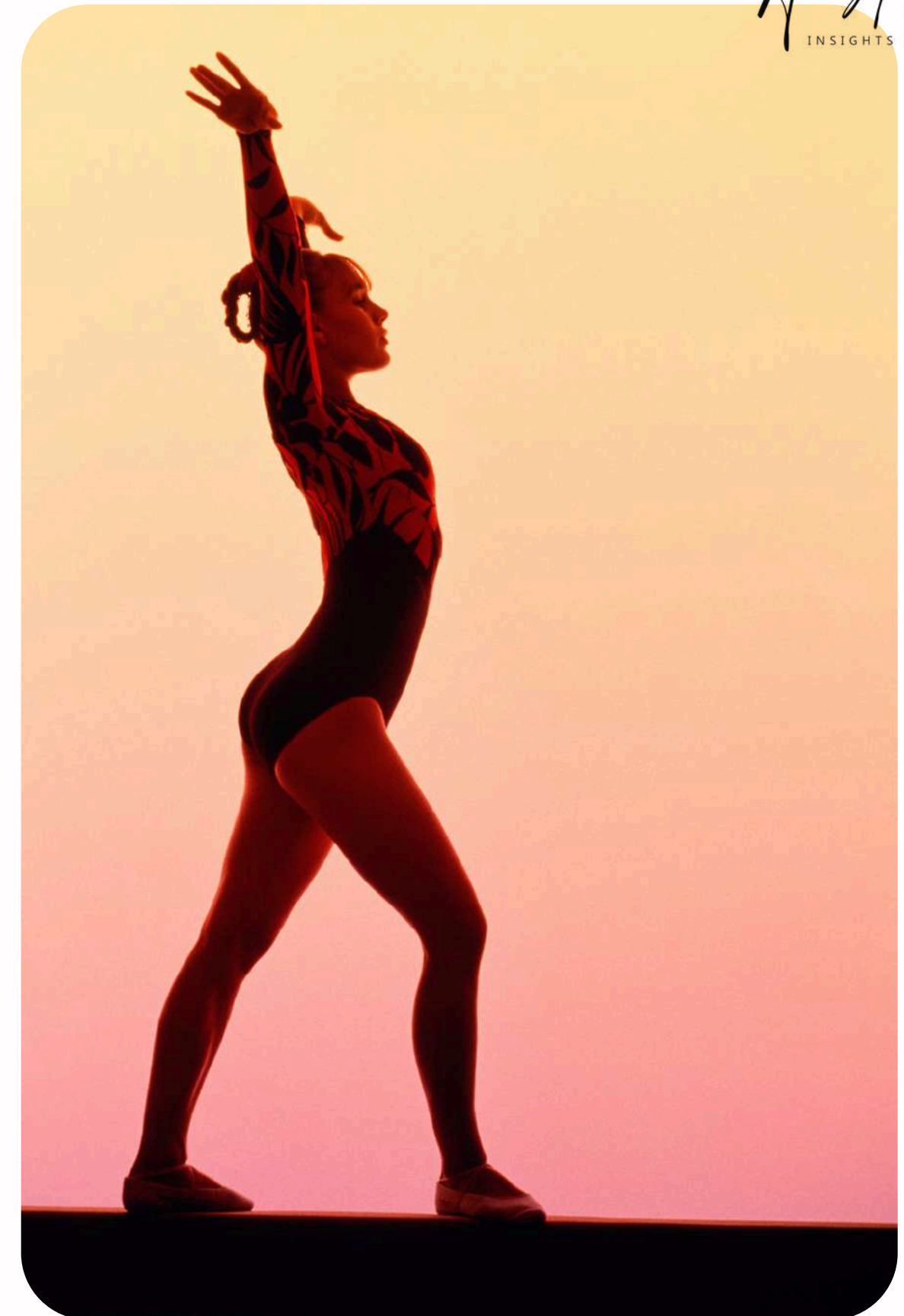
You have all the time in the world.  
People don't remember the pauses.

# Complete Your Point!!!

## Stick the landing

### Avoid these

- *That's all folks.*
- *Without repeating the key point.*
- *Mumbling the last line.*
- *Not ending decisively.*





# Five Enemies of Your Point

**#1**

**“And”**





# Five Enemies of Your Point

**#2**

**“Filler words”**





# Five Enemies of Your Point

**#3**

**“Apologies”**





# Five Enemies of Your Point

**#4**

**“Speed”**





# Five Enemies of Your Point

## #5 “Insecurity”

- *Know your point*
- *Not about you. It is about your point*
- *Practice out loud*



