



# SpeakEtc.

*Personalized Presentation Skills*

## Improve your Verbal Essence!

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Dear Robyn,

How many of you remember the commercials for Herbal Essence shampoo? In those commercials, an actress, after having just washed her hair with *Herbal Essence* shampoo, walked down the street and a hint of fragrance (and a group of attractive men) followed behind her.

When you speak, whether it's to give a presentation, teach a class or hold a conversation, what is it about you that lingers with your listeners? Is it your humor, your passion, your warmth, your intelligence? Since people will forget 90% of your presentation within one week, it's important to leave a hint of "verbal fragrance" behind so that you too can attract followers. "People may forget what you say, but they will never forget how you make them feel." - Read on to learn ways you can improve your Verbal Essence.

Warmest regards,

Robyn

### Words *for* the Wise

**Words to Choose and Words to Lose**



Even though over 90% of communication is non-verbal, the words we choose to use are still extremely important in creating our Verbal Essence. A large majority of the population is visually oriented. Hence Aristotle's quote: "The soul never thinks without a mental image."

Whether your selling someone on an idea or just trying to clarify a point, it's very helpful to use language that will help the listener form a picture in their minds. In addition to choosing visual words, it's important to stay away from words that rob your conversation of its power and impact.

"**Robyn Hatcher** is a brilliant communicator and coach. Her knowledge of language, tips on delivery and use of video practice were incredibly helpful to me. After years of delivering presentations as a former corporate executive, I learned specific techniques that dramatically improved my presentation style after only a few sessions. As a result of her coaching, I successfully engaged potential investors at a recent networking conference that she helped me prepare for. Robyn is an exceptional public speaking coach, and she has my highest recommendation."

*Susan Baida, LinkedIn Recommendation*

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### Words to Lose

1) It's interesting how many of my clients use the words "**Maybe**" and "**I think**" before they express an opinion they hold strongly or before they say something positive about themselves. It weakens whatever comes after it. Instead, use words like - I believe, I know, I am.. or just state the opinion.

**Lose:** "I think I'm really good at helping my clients reach their financial goals" **Choose:** "I'm a real cheerleader for my clients and 70% of them reach their goals within the first year."

[More words to lose and 12 words to Choose](#)

## Total Body Enthusiasm!

### 3 Tips to to Make your Presentation Pop!



I recently saw a presentation where the speaker spoke about enthusiasm but failed to speak enthusiastically. That prompted me to think about how enthusiasm is communicated. It's not always enough to believe in what we have to say. Because so much of our communication is non-verbal, we have to be able to SHOW listeners how much we believe in what we're saying. Below are three tips for cranking up your enthusiasm quotient the next time you need to present.

1) FLUFF AURAS - Using your hands in an upward motion while you speak serves two purposes. It makes you look animated AND it has the added benefit of actually raising the energy in the room. I once heard it referred to as, fluffing your listener's aura.

**PRACTICE:** Stand in front of a full length mirror. Make sure the arms are relaxed and slightly bent at the elbows, hands are open and facing upwards as well. Keep your gestures about your waist and coming from your heart center.

[Click here for other tips](#)

## Change Your Voice, Change Your Life!

*Does your voice get tired by the end of a presentation? Do you have trouble getting out of your monotone delivery? Are you afraid your voice doesn't command enough attention? Maybe it's time to invest in my [Vocal Workout CD](#). The CD takes you through a series of exercises to help you develop a more powerful speaking voice. Change Your Voice, Change Your Life. Guaranteed results!*

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*SpeakEtc.is a presentation and communication skills training company*

which provides group and one on one coaching to individuals, corporations and organizations. For the past 15 years, Robyn has helped thousands of business professionals from Deloitte & Touche, Allstate, the New York Public Library, Atlantis Health Plan, Ladies Who Launch, NYC Parks Department, and many more. If you're in business, SpeakETC will help take you to the next level.

**Sincerely,**

*Robyn Hatcher*  
Robyn Hatcher's SpeakEtc.

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Robyn Hatcher's SpeakEtc. | 10 West 15th. Street | #1220 | New York | NY | 10011