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**How To Get Your Point Across In One Minute or Less**

Did you realize that 30 seconds to one minute is long enough to:

- * Grab and hold your listener's interest and attention
- * Convince or persuade your listener
- * Make any point you want to make - and make it effectively!

Whether you're speaking up at a meeting, interviewing for a job, leaving a voice mail message, or convincing your boss you're the one for the promotion, the key is to be sincere, be brief, and be seated.

Here are five tips you need to remember before you speak. Once you get used to using these tips, you'll be able to formulate them in your mind even as you're speaking.

1) Know your objective. Ask yourself this question, "What do I want to have happen as a result of this verbal communication?" or fill in the following blank, "I need to tell about so that _____ will happen. It may be, "I need to tell about how my expertise led to the success experienced on the XYZ project so my boss will consider me for the promotion that will give me the lead on the upcoming ABC project." When you know what you want to achieve, everything you say must lead you to that objective. If it doesn't...don't say it. It will only dilute your message.

2) Know your audience. A few questions to ask yourself before you communicate include:

- * What does my listener want from me?
- * What one thing more than any other will get a favorable reaction from

my listener?

* How do I want my listener to feel? (Remember people "buy" on emotion.)

* How willing will my listener be to accepting my ideas?

3) Open with a statement that gets their attention and summarizes what you're going to be talking about. The more powerful your opening statement, the more effective your total message becomes. You'll never have more of your listener's attention than when the first words come out of your mouth. Make them connect!

4) State your main ideas and anchor them with examples, statistics, visuals, or personal stories. Don't make general statements without backing them up. If you do, it becomes a "data dump" which will have everyone taking a mental vacation and not listening to what you're saying.

5) And last, tie it up. Don't end your verbal communication with, "well that's about it." or something similar. During your closing comments you need to bring your listener full circle by integrating points you made in your opening statements into your closing statements.

Follow these simple five steps and you're on your way to making your point in one minute or less and getting the results you want! May all your presentations be delivered LOUD and CLEAR!

Wendy Warman

Wendy Warman, founder and president of [SmarTalkers](#) is the co-author of the popular book *LOUD and CLEAR: How to Prepare and Deliver Effective Business and Technical Presentations*.

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