Contents

Chapter 1
The Seven Aspects of Speaking  1
Aspect 1—The Speaker   4
Aspect 2—The Message   5
Aspect 3—The Audience   9
Aspect 4—The Channel   16
Aspect 5—The Feedback   18
Aspect 6—The Noise   20
Aspect 7—The Setting   37

Chapter 2
Gathering Information and Materials   51
Librarians   54
Catalogs   54
Periodicals   55
Newspapers   55
Reference Works   56
The Internet   56
What Visual Aids Will You Use during Your Presentation?
  Will You Use Any Visual Aids?   59
Where Will You Stand during Your Presentation?   59
Contents

Presentation Preparation as a Process  60
Information Overload   61
Using Videos and Music during Your Presentation  63

Chapter 3
The Structure of a Presentation  65
The Introduction  67
The Body  69
The Conclusion  71
Monroe's Motivated Sequence—Special Format for Sales Presentations  72
The Dozen Deadly Dangers—Reasons for Poor Presentations  75

Chapter 4
Use of Visual Aids  79
Validity of the Data  82
Use of Visual Aids  83
Types of Visual Aids  87
More about Using Visual Aids  102
The Most Important Visual Aid  103

Chapter 5
Learning Styles  107
Visual or Spatial  110
Auditory or Aural  111
Verbal or Linguistic  113
Physical or Kinesthetic  114
Logical or Mathematical  115
Social or Interpersonal  116
Solitary or Intrapersonal  117
Mixed Learning Styles  118
Presentation Environment  118
Myers-Briggs  121
Contents

Chapter 6
Nonverbal Messages 123
Gestures—Let Your Body Speak 125
Performance Orientation versus Conversational Mode 130
Types of Gestures 136
Locations of Gestures 138
How to Gesture Effectively 142
Body Movement 147

Chapter 7
How to Handle Questions 161
Question-and-Answer Period 163
The Five-Step Process for Answering Regular
(Nondifficult) Questions 163
Dealing with Difficult or Hostile Questions 166

Chapter 8
The Effective Speech 173
More on Preparation and Presentation 176
Your Call to Action 184

Index 187