



Presents



Your Guide to:
The Power of Words

Core Principle

To be Memorable, Become **Intentional**.

Words that are remembered are carefully crafted by speakers who intentionally uses a variety of language techniques.



1. Tagline

Make your point memorable with a 5 words tagline that you repeat often.



2. Anaphora/Epistrophe

Start or end consecutive sentences/paragraphs with the same words.



3. Senses

Use sense evoking language so that your audience creates a vivid picture in their mind.



4. Caress

Caress the ear with alliteration or rhythm to make key phrases stick.



5. Contrast

Include two polar opposite ideas in the same sentence; 'When they go love, we go high.'



6. Rhetorical Question

Keep your question open, short, and connected to your key point.

If you have any questions email
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