

Checklist for Chapter

8

MAKING LANGUAGE COME TO LIFE

NOTES

Paint pictures in the minds of your listeners through stories, examples, metaphors

Address your listeners' senses: Inspire their minds to smell and see, to feel and touch

Use more verbs and fewer nouns

Use everyday-English and avoid abstract words and jargon

Use personal pronouns
(names, titles, and personal pronouns)

Use short sentences
(10-15 words per sentence)

Use active rather than passive form

Use short words



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