



The ECHO™ – Your Weekly Presentation Tip

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Use Plain, Simple Language

What Mark Twain wrote in 1880 in a letter to D.W. Bowser applies to presenting today: *"I notice that you use plain, simple language, short words and brief sentences. That is the way to write English—it is the modern way and the best way. Stick to it; don't let fluff and flowers and verbosity creep in..."*

When you present, keep it simple. Beware of jargon, buzzwords, and long convoluted sentences. You don't have to speak in business-speak to have an impact; in fact, you'll be more effective the clearer and simpler you are. Ask yourself, "What's the critical information my audience needs to know?" Ask, "What's the best way to communicate this information to them?" Then select words and sentences that get that message through—plain and simple.

You'll increase your credibility with your audience because you'll make it easy for them to understand your key messages and take the action you want them to take.

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