



## **The ECHO™ — Your Weekly Presentation Tip**

July 25, 2007

### **A Rather Violent Metaphor-But it Works**

The 19th century American Orator Henry Ward Beecher had this to say about getting too fancy with your words:

"Never be grandiloquent when you want to drive home a searching truth. Don't whip with a switch that has the leaves on, if you want it to tingle."

Now, while we would never advocate using a switch on your audience (tempting as it may be), the point is valid: Say what you want to say. Don't try to get too fancy or couch the presentation to take the sting out of the message, causing its importance to be lost.

Simply put, if you have something to say, say it.

**Contact Communispond**  
marketing@communispond.com  
800 529 5925  
www.communispond.com