

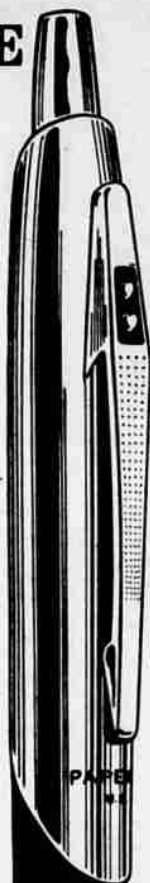
# PAPER MATE

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gems of information which you have dug up personally, they will usually accept them.

In discussing worry and tension, for example, I have discovered that I can't get people excited by merely stating that these afflictions are more common than ever before. But when I tell them that I recently attended a national convention of drug manufacturers and learned, to my astonishment, that the American people are consuming 6,500,000 sleeping pills every night and using 11,000,000 pounds of aspirin a year, my listeners sit up and take notice.

After presenting this information to a Town Hall lecture audience in San Francisco, I went on to explain how a school-teacher in Knoxville, Tenn., was relieving

not prance or pace like a caged animal. This is distracting to an audience. If you speak back of a table or desk, don't lean on it, grip it, massage it, or beat it constantly. If you wear glasses, don't keep taking them off and putting them on.

What to do with your hands need not be a problem. You can start off with them locked behind your back, if you wish, or even thrust in your pockets. Then, if you become really absorbed in what you are saying, you'll forget all about your hands and they can be depended upon to make the right gestures.

Another tip: if you read your speech, don't shuffle the papers. And if you lose your manuscript just before taking the

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her tension without drugs. This woman had named her dog "Imperturbability," I said, and every time she felt herself getting into a dither, she would call the animal to her, stroke his back, and gently repeat his name over and over again. The teacher claimed this helped her to attain an imperturbable state of mind, I said, and maybe it would be a fine idea if millions of other people had such dogs. With this rather absurd little story I was able to emphasize the need of serene thinking more vividly, I believe, than I could have with any amount of mere exposition.

Because how you tell a story is so important, it is always advisable to test a joke on two or three friends before trying it on a crowd. If your friends laugh at the story, maybe an audience will, too.

There are certain pitfalls every speaker should avoid. For one thing, you should

rostrum, don't get panicky. Go right ahead and deliver the speech as you remember it. Most audiences prefer an off-the-cuff delivery. Even if you forget whole paragraphs that were in your script, your speech may go over better than if you read it!

Still another suggestion: don't use jokes gleaned from jokebooks—they're sure to be stale—and don't use off-color humor. I've found that it usually disturbs even an all-male audience. If you speak in a conversational style, don't be too casual, or you'll lose your audience's attention.

One thing more. After you've made a speech, if you are like I am, you probably won't be satisfied with it. You may be sorry you said some things and wish you had said others instead. But don't brood about it. The best thing to do after making a speech is to forget it. Most of your audience will anyway!