



On Speaking Well

Peggy Noonan

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For anyone who fears the thought of writing and giving a speech--be it to business associates, or at a wedding--help is at hand. Acclaimed presidential speechwriter Peggy Noonan shares her secrets to becoming a confidence, persuasive speaker demystifying topics including:

- Finding you own authentic voice
- Developing a text that interest you
- Acing the all-important first paragraph
- Using logic to move your audience
- Creating, developing, and reinventing the "core speech" for diverse audiences
- Strengthening your speech with a vital element: humor
- Winnowing your thought down to the essentials
- Handling professional jargon, clichés, and the sound bite syndrome
- Presenting your speech in the best way
- Collecting intellectual income--conversing your speech treasures
- Breaking all the rules and still succeeding
- Reading for inspiration--how to use the excellence of others

Complete with lessons, tips and memorable examples, *On Speaking Well* shows us how to create forceful, persuasive, relevant speeches that will resonate with our audiences. Engaging, informative, and always entertaining, this is undoubtedly the authoritative how-to guide for anyone writing or giving a speech

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