

13. DO YOU FEEL A SONG COMING ON? 165
Develop enthusiasm in daily living. Establish contact through devices at your command. The social color of words and how they brighten your life to lower your tensions. What is color in words? Harness color and you harness power. How tranquilizer pills effectively kill words and the success-drive. Are pills the passport to tension release? Tranquilizers are a hindrance to progress. You have to face up to facts to survive. How to be sharp about flat emotional notes. You are never alone.
14. HOW TO PRESS THE RIGHT BUTTONS IN PUBLIC IMAGINATION 171
Press the buttons of the trigger zones. Stand up now and be counted. Your voice and its contribution to persuasion. Intimate tricks in the vocal department. How to approach your audience. Use the words they know. How to activate people through words.
15. LET YOURSELF GLOW IN THE ART OF PUBLIC SPEAKING
Technique for speech-making. How to punch across a point. Motivate your audience. What is it that people want most? Speak up! Make every word count. Turn your own lights on to light the world. Move in on your audience with strong vocal action. Put your quarry on target when you fire. The vocal approach to being more compelling. How do you characterize yourself as a speaker? Remember! Your voice is NOT what it sounds like to YOU! Your voice must carry the mark of distinction. Words are wants. Most word-forces are controllable.