

OVER
3 MILLION
DALE CARNEGIE
BOOKS SOLD!



POCKET
BOOKS
NONFICTION
72400-2
\$5.99 U.S.
\$7.50 CAN.



THE QUICK & EASY WAY TO EFFECTIVE SPEAKING

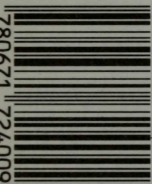
DALE CARNEGIE

Modern techniques for dynamic communication
A revision by Dorothy Carnegie of
PUBLIC SPEAKING AND INFLUENCING MEN IN BUSINESS
by Dale Carnegie



U.S. \$5.99
CAN. \$7.50

9 780671 724009



0-671-72400-2



505999>

“Effective speaking . . . is the revealing expression of a human personality.”

“This revision of the textbook that Dale Carnegie wrote for his courses has been based upon my husband’s own notes and ideas. The title is one which he himself chose. . . .

“Business, social, and personal satisfactions depend heavily upon a person’s ability to communicate clearly to his fellow men what he is, what he desires, and what he believes in. And now, as never before, in an atmosphere of international tensions, fears, and insecurities, we need the channels of communication between peoples kept open.

“It is my hope that *The Quick and Easy Way to Effective Speaking* will be helpful in all these ways, both to those who wish merely to function with greater ease and self-confidence in practical pursuits, and to those who wish to express themselves more completely as individuals seeking a deeper personal fulfillment.”

—Dorothy Carnegie

Books by Dale Carnegie

How to Develop Self-Confidence and Influence People by Public Speaking

How to Enjoy Your Life and Your Job (Revised Edition)

How to Stop Worrying and Start Living

How to Win Friends and Influence People (Revised Edition)

The Quick and Easy Way to Effective Speaking

Published by POCKET BOOKS

Most Pocket Books are available at special quantity discounts for bulk purchases for sales promotions, premiums or fund raising. Special books or book excerpts can also be created to fit specific needs.

For details write the office of the Vice President of Special Markets, Pocket Books, 1230 Avenue of the Americas, New York, New York 10020.

**THE
QUICK &
EASY WAY TO
EFFECTIVE
SPEAKING**

**DALE
CARNEGIE**

A revision by Dorothy Carnegie of
PUBLIC SPEAKING AND INFLUENCING MEN IN BUSINESS
by Dale Carnegie



POCKET BOOKS

New York London Toronto Sydney Tokyo Singapore

The sale of this book without its cover is unauthorized. If you purchased this book without a cover, you should be aware that it was reported to the publisher as "unsold and destroyed." Neither the author nor the publisher has received payment for the sale of this "stripped book."



POCKET BOOKS, a division of Simon & Schuster Inc.
1230 Avenue of the Americas, New York, NY 10020

Copyright © 1962 by Dorothy Carnegie

Published by arrangement with Association Press

All rights reserved, including the right to reproduce
this book or portions thereof in any form whatsoever.

For information address Association Press,
291 Broadway, New York, NY 10007

ISBN: 0-671-72400-2

First Pocket Books printing December 1977

25 24 23 22 21 20 19 18 17

POCKET and colophon are registered trademarks of
Simon & Schuster Inc.

Printed in the U.S.A.

Contents

Introduction	ix
--------------	----

Part One / Fundamentals of Effective Speaking

1. Acquiring the Basic Skills	15
<i>Take Heart from the Experience of Others</i>	17
<i>Keep Your Goal Before You</i>	21
<i>Predetermine Your Mind to Success</i>	25
<i>Seize Every Opportunity to Practice</i>	28
2. Developing Confidence	30
<i>Get the Facts About Fear of Speaking in Public</i>	31
<i>Prepare in the Proper Way</i>	34
<i>Predetermine Your Mind to Success</i>	39
<i>Act Confident</i>	41
3. Speaking Effectively the Quick and Easy Way	45
<i>Speak About Something You Have Earned the Right to Talk About Through Experience or Study</i>	46
<i>Be Sure You Are Excited About Your Subject</i>	52
<i>Be Eager to Share Your Talk with Your Listeners</i>	55

Part Two / Speech, Speaker, and Audience

4. Earning the Right to Talk	61
<i>Limit Your Subject</i>	62
<i>Develop Reserve Power</i>	63

Fill Your Talk with Illustrations and Examples 66
*Use Concrete, Familiar Words That Create
Pictures* 72

5. Vitalizing the Talk 76

Choose Subjects You Are Earnest About 77
*Relive the Feelings You Have About Your
Topic* 83
Act in Earnest 83

6. Sharing the Talk with the Audience 85

Talk in Terms of Your Listeners' Interests 86
Give Honest, Sincere Appreciation 89
Identify Yourself with the Audience 90
Make Your Audience a Partner in Your Talk 93
Play Yourself Down 95

*Part Three / The Purpose of Prepared
and Impromptu Talks*

7. Making the Short Talk to Get Action 101

*Give Your Example, an Incident from Your
Life* 107
*State Your Point, What You Want the
Audience to Do* 113
*Give the Reason or Benefit the Audience May
Expect* 115

8. Making the Talk to Inform 118

*Restrict Your Subject to Fit the Time at Your
Disposal* 120
Arrange Your Ideas in Sequence 121
Enumerate Your Points as You Make Them 122
Compare the Strange with the Familiar 123
Use Visual Aids 130

9. Making the Talk to Convince	133
<i>Win Confidence by Deserving It</i>	135
<i>Get a Yes-Response</i>	135
<i>Speak with Contagious Enthusiasm</i>	139
<i>Show Respect and Affection for Your Audience</i>	141
<i>Begin in a Friendly Way</i>	141
10. Making Impromptu Talks	146
<i>Practice Impromptu Speaking</i>	147
<i>Be Mentally Ready to Speak Impromptu</i>	150
<i>Get into an Example Immediately</i>	151
<i>Speak with Animation and Force</i>	151
<i>Use the Principle of the Here and Now</i>	152
<i>Don't Talk Impromptu—Give an Impromptu Talk</i>	153

Part Four / The Art of Communicating

11. Delivering the Talk	159
<i>Crash Through Your Shell of Self-Consciousness</i>	160
<i>Don't Try to Imitate Others—Be Yourself</i>	161
<i>Converse with Your Audience</i>	163
<i>Put Your Heart into Your Speaking</i>	166
<i>Practice Making Your Voice Strong and Flexible</i>	168

Part Five / The Challenge of Effective Speaking

12. Introducing Speakers, Presenting and Accepting Awards	173
<i>Thoroughly Prepare What You Are Going to Say</i>	175
<i>Follow the T-I-S Formula</i>	178

<i>Be Enthusiastic</i>	182
<i>Be Warmly Sincere</i>	183
<i>Thoroughly Prepare the Talk of Presentation</i>	183
<i>Express Your Sincere Feelings in the Talk of Acceptance</i>	184
13. Organizing the Longer Talk	186
<i>Get Attention Immediately</i>	187
<i>Avoid Getting Unfavorable Attention</i>	195
<i>Support Your Main Ideas</i>	197
<i>Appeal for Action</i>	202
14. Applying What You Have Learned	207
<i>Use Specific Detail in Everyday Conversation</i>	209
<i>Use Effective Speaking Techniques in Your Job</i>	210
<i>Seek Opportunities to Speak in Public</i>	211
<i>You Must Persist</i>	212
<i>Keep the Certainty of Reward Before You</i>	214
Acknowledgments	221