

*Ambassador-Spokesman*  
SPEECH MANUAL

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# INTRODUCTION

by HERBERT W. ARMSTRONG

Just how important is your Spokesman Club—to *YOU*?

Nearly all the leaders in God's great Work—in God's CHURCH—perhaps every one—has received a great part of his training in an Ambassador Club at Ambassador College, or in a Spokesman Club at his local church.

Without these speech clubs I do not believe any of those God uses as His leaders would possess either the speaking ability or the leadership exerted today. These many interesting, idea-stimulating, mind-challenging, scintillating evenings they have enjoyed at these sessions have contributed effectively to their personality development.

Several who have not attended Ambassador College have developed abilities and borne fruits that have qualified them to be chosen as Elders—several now in full time service. Much—perhaps even most—of the training that has fitted them for this service has come through a Spokesman Club.

These clubs provide a stimulating, enjoyable and rewarding outlet for social experience and for Christian fellowship.

The value and importance of your Spokesman Club, to *YOU*, and to God's Work, is beyond evaluating. It means development and growth as a MAN, as a HUSBAND, as a FATHER—in addition to development and growth in spiritual character and in ability to serve, as a BEGOTTEN SON OF GOD. On top of all this, it is an enjoyable diversion from daily routine.

Yet much of the value—to *YOU*, and to GOD in developing an instrument for His use—depends on your attitude, and the vigor and purpose you put into it. One of the laws of success is "DRIVE!" Here is a place where you can use Drive! When you enter a Spokesman Club room, always *be on your toes*—alert—ALIVE! Be keyed up! Let your personality have freedom of expression. Radiate! *Give out!*

Strive for certain goals in speaking. First, strive to be well informed! When you read the news of the world, *think about it*—see it as GOD sees it. When you read of the way the world is going, see it from the point of view of Biblical teaching, and of prophecy.

Second, work to build a good-sized vocabulary so that the exact words will always be at the tip of your tongue to say what you have in mind to say, or describe what you start to describe—and to make it PLAIN and UNDERSTANDABLE.

Any goal worth accomplishing is going to require effort and time. Don't expect to become a powerful, dynamic speaker overnight. It takes years to acquire a fund of knowledge—about people, about *the world*, about *events*, and about *human nature*. It takes YEARS to acquire a comprehensive understanding of the BIBLE. It takes YEARS to develop a vocabulary with which to express this knowledge in interesting, dynamic, plain and simple language that MAKES IT PLAIN, and DRIVES IT INTO the consciousness of listeners.

Of course I do not mean, by this, that you ought to fix in mind the idea that you are training yourself to take over the broadcasting of *The World Tomorrow*. Or, that you are to decide you are going to be an Elder, or one of God's ministers. I merely have intended to point out that this training is so valuable and effective that it served greatly in preparing probably every minister in God's Church today—except myself. Personally, I was not given the privilege of this splendid opportunity. We just didn't have these clubs in those years. God saw to my training by other means. But I am thankful He has provided these sparkling and exhilarating clubs for YOUR improvement and growth.

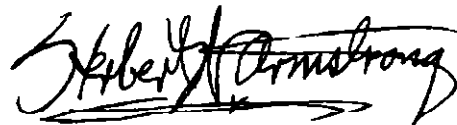
Do NOT set out to be a "big shot" in your club or your church. I certainly do not mean to advocate any such attitude. For if you do, you'll very probably have to learn one of the lessons of these clubs—that those who get competitive and start to take the chief seat soon learn that painful lesson of being completely humiliated and put back down in their place before everybody. Read Luke 14:7 - 11, and remember, "whosoever exalteth himself shall be abased; and he that humbleth himself shall be exalted."

Always strive to prepare yourself for greater service—but never try to thrust yourself into any office.

In speaking, always strive to *have something worthwhile* to say. Some people talk a great deal, but never seem to say anything. Always strive to say it as plainly as possible—make it understandable.

These clubs are good character-builders, too. You may get some rather humiliating criticisms when your talk is evaluated—but try, sincerely, *not* to humiliate other speakers when you evaluate them—give criticism where it is due, but kindly, sincerely, and constructively.

When I mention how all God's ministers, except myself, have had this training, I am not at all intending to imply this training is primarily for the ministry. It is training in character, in personality, in speaking, in social experience—in many things for ALL men in God's Church, which even has helped God's leaders—it will help YOU.

A handwritten signature in black ink, reading "Herbert Armstrong". The signature is written in a cursive, somewhat stylized script. The name "Herbert" is written above "Armstrong". There are several horizontal lines drawn underneath the signature, extending across its width.

## How To

# USE THIS MANUAL

*"Whatsoever thy hand findeth to do, do it with thy might" (Ecclesiastes 9:10).*

**T**he meaning of the word MANUAL is, "a HANDY book . . . giving instruction or information."

Keep it handy—**USE THIS MANUAL!!!**

## **Be Familiar With The Manual**

**A**s soon as you receive this booklet, read ALL the material up to and including Lesson One. Become thoroughly familiar with the content. Complete this before you receive your first assignment. Be sure to bring this manual with you to EVERY MEETING, having it available at all times and referring to it often.

When you are given an assignment, READ AND FOLLOW the instructions carefully. It is true that you learn to speak by speaking, and that speaking is an art. But as in everything, there are always certain underlying laws that govern success. If you are to succeed as a speaker, you MUST FOLLOW THE ORDER SET DOWN IN THIS MANUAL!

## **Take Speeches In Order**

**E**ach lesson is complete within itself. Yet it is fit into an over-all scheme, a *master plan*, and each MUST BE TAKEN IN ORDER! It is NOT intended that the lessons be learned and conquered in ONE effort. This is one reason they are called lessons and not merely speech NUMBERS. THIS IS NOT A "HOW TO BE AN ELOQUENT SPEAKER IN TEN EASY LESSONS" MANUAL—IT IS A HANDBOOK TO BE REFERRED TO AND USED OVER AND OVER MANY TIMES TO HELP YOU DEVELOP YOUR TOTAL PERSONALITY!!!

## **Lessons Are Building Blocks**

**E**ach lesson is designed as a building block to fit into a whole. After you succeed in Lesson Two: "HAVE PURPOSE!"—EVERY SPEECH YOU GIVE THEREAFTER **MUST HAVE PURPOSE!** After you succeed in Lesson Three: "BE CRYSTAL CLEAR"—EVERY SPEECH YOU GIVE THEREAFTER **MUST BE CRYSTAL CLEAR!**

If, at any time, one of these main factors of speech-making is lacking in your presentation, go back and USE OVER the lesson you need to learn. Don't feel that to "go back" is to retreat! It is only to make sure your foundation.

Purposefully review from time to time. Measure your accomplishments with the goals in the "PURPOSE" section of each lesson. Be sure to USE and REVIEW your personal evaluation sheets constantly. If one particular

fault shows up consistently, use the lesson that will help correct that fault next time you have opportunity to speak!

Take a "brush up" speech and review the lesson which you are weak on. Do this AGAIN AND AGAIN!

## **Use Manual Before Preparing**

**W**hen the time arrives for you to give a speech, BE THERE! BE READY! BE THOROUGHLY FAMILIAR WITH THE PURPOSE SET FORTH IN THE MANUAL FOR THE SPEECH YOU ARE GIVING! Don't just glance over the manual at the last minute before you give the speech. Don't even begin to prepare until you have read what is required of you. When you have prepared, read over again the lesson you are trying to fulfill and see if your speech will be what is required.

You will discover 57 varieties of excuses for postponing your first few speeches. Drop excuses such as: "I can't find time to prepare; I can't think of any subject; I can't decide what to say; my mother-in-law is visiting me the evening of the meeting!" GIVE YOUR SPEECH WHEN IT IS ASSIGNED—BARRING ONLY MAJOR CATASTROPHES OR MINISTERIAL COMMANDS! The entire club is only the collection of its individual members. If YOU are not a loyal, active participating member you not only cheat yourself of an opportunity to learn, but become a millstone on the neck of those others who might learn from you and from the smooth and efficient running of YOUR club. There are twelve or more active parts assigned for each meeting. If one of the cylinders of an engine does not perform when its turn comes, the entire engine and its efficiency is greatly affected.

## **Be Speech Conscious**

**A**ll of the principles, and many of the exercises and suggestions made in this manual can be applied and used 24 hours a day. Voice exercises, English and vocabulary, how to think logically—all these things you must be working on every waking hour.

Above all, approach this whole endeavor PRAYERFULLY! Pray for help. PRAY TO BE USED!! PRAY about each speech and evaluator assignment you have. PRAY about the meetings ahead of time, and ask God to help you perform your part so as to be the most help to all the others!

MAY GOD GUIDE YOUR EVERY EFFORT IN THIS CLUB! AND REWARD YOU WITH CHARACTER DEVELOPMENT THAT WILL BE USEFUL IN HIS COMING KINGDOM!

## Ambassador-Spokesman

# GOALS *And* PURPOSES

**T**he Ambassador-Spokesman Clubs are sponsored by the Worldwide Church of God and Ambassador College. Their membership is open to Ambassador College students and members of the Church, respectively.

These clubs are considered one of the most important activities carried on by God's Work today. Why? And what are the important goals and purposes of these clubs?

### ***Develop Whole Personality***

**F**IRST, these clubs are designed to contribute to the development of the *whole personality*. Proper development of a pleasant and effective *voice* is encouraged. The proper appearance in dress, posture, manner and facial expression is stimulated by the club program.

The attributes of sincerity, friendliness, enthusiasm and humor are automatically developed by specific speech opportunities, and helpful criticisms.

The qualities of poise, wisdom and quick thinking on one's feet are greatly stimulated and promoted by the leadership training and opportunities the clubs provide for every zealous member.

The development of a truly *Christian character* based on the qualities of love, wisdom, sincerity and humility is certainly a foremost goal of the Ambassador-Spokesman Clubs. Jesus Christ stated: "*Out of the abundance of the heart the mouth speaketh*" (Mat. 12:34). Since, in the end, you *say* what you *are*, this presents a tremendous CHALLENGE to all club members to truly become an *instrument* in God's hands.

The *mastery* of self-will and vanity, made necessary by constantly speaking before converted brethren; the *self-discipline* required to properly prepare an effective and helpful speech regularly—these factors definitely contribute toward the development of outstanding Christian character.

The *open-mindedness* and *humility* required to take correction regularly in the club's speech sessions is a valuable step toward truly God-like character. Also, the many opportunities for actively and outwardly showing LOVE and a spirit of SERVICE in all phases of the club's program is a continuing stimulus to become more like Christ—and to actually LIVE according to His basic precept: "*It is more blessed to give than to receive*" (Acts 20:35).

### ***True Christian Fellowship***

**A**SECOND main purpose for the Ambassador-Spokesman Clubs is to provide opportunities for proper *Christian fellowship* and *recreation*. The regular club meetings together with occasional club outings—in the right balance—provide these opportunities. Ladies' nights, which can be held two or three times a year, are enjoyable and uplifting for the club members and their wives.

These clubs provide a unique opportunity within the framework of the Church and College to—in an interesting and profitable manner—develop a *masculine society*. In an atmosphere of "men among men," steps may be taken to develop the *drive, leadership* and *wisdom*—tempered with love and humility—needed by real Christian *men* in their relationships with society.

Though the *Spokesman Clubs do not sponsor* churchwide activities because these are a function of the church, their members are often assigned to active parts by the Pastor. Their leadership and abilities, cultivated during the regular club program, prepare them to perform an exceptional job in the organization and direction of many church functions.

Whether in the regular meetings or in special programs, both the Ambassador and Spokesman Clubs provide their members with a wonderful opportunity for zestful, stimulating, Christian recreation and FUN!

Since many worldly associations have been severed by the true Christian, and since the Christian life should be one of *abundance, happiness* and *joy*—this goal of providing members with increased opportunity for *Christian fellowship* is indeed a worthy one.

### ***God's Government***

**T**HE THIRD main purpose of the speech clubs is to show the members God's government *in action*.

As all members of God's Church know, God's government is *from the top down*. It is government *from God*, through Christ, then *through* His ministers or servants, *to* the people—for *their* ultimate GOOD for which God *ONLY* can perfectly provide. In the Old Testament, we read this example: "And Moses *CHOSE* (or *appointed*) able men out of all Israel, and made them heads over the people . . ." (Ex. 18:25). In the

New Testament. Jesus told the apostles: "Ye have not chosen me, but I have CHOSEN you . . ." (John 15:16).

Throughout the Bible, we find that God's government is by *appointment, from the top down*.

In this age, we in God's Church see *by the fruits* (Mat. 7:17) that God has chosen Mr. Herbert W. Armstrong as His chief human shepherd or *minister* in His Church. In like manner—according to their *fruits*—Mr. Armstrong has *appointed* others to positions of responsibility within the Work of God today.

The local pastor either directs the club himself or appoints a Director. The Director then appoints the club presidents and other club officers. Throughout, it is the government of God.

Club members learn *how* God's government functions by an intimate contact with it through the club program. They are taught to look on *Christ* as the One who stands behind each club officer. By experience and *seeing* the "fruits," they learn that Christ *does* directly guide in the appointment of club officers.

Members learn to respect and *obey* those set over them in any part of God's Work.

There is no voting in conducting the Ambassador-Spokesman Club business! An *opinion poll* may be taken to quickly determine the wishes and counsel of the club membership as a whole, for "in multitude of

counsellors there is safety" (Prov. 24:6).

But, when he deems it necessary, the President may overrule the majority opinion, or the Director may overrule *all* other opinions. In turn, Christ—the Living Head of God's Church—may very clearly overrule all opinions and show by definite "fruits" *His* decision in any important matter.

By *experiencing* God's government in action in this way, members of the Ambassador-Spokesman Clubs learn to *zealously* follow instructions and policies of those set over them by God, looking to Christ *in FAITH* to guide those whom He has placed in office. This is vitally important preparation toward becoming kings and priests in *God's government* later, and in becoming Spirit-born members of His Kingdom FOREVER.

### ***In Summary***

**T**he Ambassador-Spokesman Club program, then, serves to develop the *whole personality*. It provides unusual opportunities for proper Christian *fellowship* and *recreation* with fellow brethren. It teaches *faith* and *yieldedness* to God's government in and through His Church. In all these ways, Ambassador-Spokesman Clubs contribute to the overall growth of their members and to the development of the *whole* man.



# CONSTITUTION

*And*

# BYLAWS

*"Let all things be done decently and in order" (1 Corinthians 14:40).*

## **Club Name**

**T**he name Ambassador Club may be used only for Ambassador College Clubs.

The name Spokesman Club is used for all other clubs which are not a part of the college function and not made up of Ambassador College students. The full name of a Spokesman Club will include the name of the city OF THE LOCAL CHURCH, followed by the words "Spokesman Club." If more than ONE CLUB is established in a given city, the official name should include *ONLY* the name of the city in which your LOCAL CHURCH is located, and the section (A, B, C, etc.) followed by the words "Spokesman Club." Example: Pasadena "A" Spokesman Club.

## **Purpose**

**T**he purpose of the Ambassador and Spokesman Clubs is clearly stated in the beginning of the speech manual. In short, that purpose is to qualify Church members to better represent the Kingdom of the Eternal, Living God by training in character development, leadership within God's Church, effective organization of right thoughts and ability to put them across in plain, understandable speech.

## **Membership**

**A**ny man (eighteen years or older) who is a baptized member of the Church of God, regardless of race, is eligible to apply for membership.

Application for membership should be made directly to the club's Director. A prospective member will be invited to "visit" the club two or three times in order that his ability may be evaluated and to determine if he can be an asset to, or can be helped by, the club.

New members are admitted by the Director on the basis of available openings before the maximum of thirty members is reached, the potential talent of the individual, and upon evidence of zeal once the person is admitted.

## **Membership Requirements**

**N**o member can remain in the club if he: (1) Is unable or unwilling to attend regularly, (2) Does not show forth effort and zeal to accomplish his part, (3) Does

not strive to overcome speaking difficulties both during club meetings and outside, while at home or at work (this includes work on grammar, pronunciation, enunciation, vocabulary, and developing clear, resonant voice qualities), (4) Is unwilling to put forth effort to gain knowledge and the wisdom of God by his obedience to God and diligent study of His Word.

A man who will not put forth effort in these things has no purpose in the club. Misconduct or disloyalty are always grounds for dismissal from the club.

## **Size Limitations Of Club**

**T**he maximum membership of a Spokesman or Ambassador Club will be limited to thirty. When a club has grown to this maximum of thirty members and there are yet additional applicants who qualify, the club shall be divided into two clubs. If it is impossible to divide the club, then a waiting list must be maintained. The club's Director should be careful to see that potentially capable men are not on the waiting list while certain indifferent or lazy individuals remain members.

Leaves of absence or honorary inactive membership are not allowed in Ambassador or Spokesman Clubs. The person who wishes to drop out of a club for an extended period of time must be dropped completely, and at the time he wishes to re-enter, must make a new application for admission.

## **Guests**

**C**lubs should encourage attendance of outside guests for the following reasons: (1) They add an extra challenge to the members who have an opportunity to perform before a larger and varied audience. (2) Potential club members have a chance to look over proceedings and become acquainted with club activities. (3) Church members at large have a chance to enjoy fellowship with consecrated members of God's Church who are active in improving themselves for further help and service.

When groups are invited to attend club meetings, the president should decide, with the Director's approval, who should be invited, and when. This is done during *Business*.

Members who wish to invite special guests must obtain permission from the local Director, president or vice-president, who in turn will notify the sergeant-

at-arms so that additional facilities may be provided as needed.

## **Membership Dues**

**L**ocal membership dues are assessed of the membership, but not of the Director, in accordance with the needs of the individual club involved. The amount assessed should be arrived at by the club president during the Business session and must meet the approval of the local Director.

This amount should include the cost of all equipment and speech materials received from the Church, hall rental and other expenses.

Special assessments may be levied for designated purposes from time to time according to the general desire of the club and with approval of the Director.

## **Government**

**I**t shall be understood by the members of each Ambassador and Spokesman Club that it is to be conducted according to the laws found in the Holy Bible which is the only sound and acceptable governmental procedure. Each club shall be governed from "the top down" and will in no way be democratically controlled. The majority shall *not* rule.

## **Local Director**

**T**he Director, who is usually the local minister in the case of the Spokesman Clubs, directs the club program. He is directly in charge of the local club just as he is in charge of the local church.

Keen insight into the individual needs of club members and good judgment as to what best suits these needs are essential. He is responsible for distributing all educational material to the members. He should check with the secretary to be sure that speaker and evaluator assignments are made properly each week. Each member must follow the procedural outline in the Ambassador-Spokesman Speech Manual.

In order to become acquainted with members' needs, he may appoint a program committee. The Director will preside over all of its meetings in order that he may gain ideas, aid or assistance from club leaders. The committee membership will be made up of the officers, plus any additional personnel whom the Director shall choose.

## **Appointment Of Officers**

**A**ll club officers are appointed by the Director and are replaced at his discretion. New officers are appointed once each year, but the Director can choose to re-appoint any man to any office.

## **Requirements Of Officers**

**E**very outstanding club has outstanding leaders. Not

only does the success of the organization depend upon these leaders, but their own benefits are determined by the seriousness with which they fulfill their assignments. Each officer in the club and each committeeman should count his official duties as a vital part of his training in the club and use them to fullest capacity. The successful performance of a good leader is reflected in the work of the group.

Each officer should familiarize himself with his official duties in addition to the general outline—for the work of the club.

When a man accepts the responsibility of an office, it is his duty to give faithful service. *It is only natural for a man to aspire to an office in the club, but any man who seeks such a position for honor, or for selfish purpose alone, shows himself unworthy of it.*

The good officer serves the brethren in the club; and while he thus serves, he gains priceless benefits for himself.

## **Duties Of President**

**T**he president, as the club's leader, must enthusiastically carry out educational and program plans and cause all decisions to be put into practice. He must set an example of effervescent energy, tact, resourcefulness, inspiration, love, joy, and wisdom in every action and relationship. If he is without these, the club will also lack them.

The president presides at all meetings of the club except when he calls the vice-president or some other member to the chair.

He should start all meetings on time and carry them through on a definite schedule.

He accepts his responsibilities as leader of the club and prepares himself by studying the purposes and goals, acquainting himself with the business to be handled, and conducting all meetings and affairs of the organization in a business-like manner with attention to time limits.

## **Duties Of Vice-President**

**T**he vice-president shall assist the president in every possible way, presiding in his place when necessary. The president should arrange for the vice-president to gain practical experience in presiding by occasionally calling him to the chair if the need does not otherwise arise. Membership and attendance are a vital responsibility of the vice-president. His faithful attention to this duty may make the difference between the success and the failure of the club. He should report to the Director any members who are lazy, disinterested or who attend irregularly.

## **Duties Of Secretary**

**T**he Secretary is responsible for making an accurate record of each club meeting on a Minutes Report form. After reading the Minutes Report at the next meeting, he will give the original to the Director.

The Secretary is also responsible for making club assignments and checking the roll each meeting.

### ***Duties Of Treasurer***

**T**he Treasurer is responsible for handling all club financial matters. He collects dues and maintains accurate records of club expenses so that he can give a correct treasury report at any time.

### ***Duties Of Sergeant-At-Arms***

**T**his officer is responsible to see that the club room is in readiness for the meetings before the arrival of the members. Tables and chairs should be properly arranged, and the speaker's stand, timing light, gavel, and award cups should be ready for use. He looks after ventilation and the general comfort of members during the meeting. In addition, he is the club's official "greeter." He must be on hand to welcome all visitors and have them sign the guest register.

He is also responsible for maintaining a supply of Spokesman Club materials. To order new supplies, he should give a Spokesman Club Supply Form to the Director who will send it in.

### ***Meetings***

**W**henver possible, meetings should be held weekly, but under special circumstances clubs can meet every other week. These meetings should be conducted according to the following general outline: (1) Vocal exercises, (2) Reading of the minutes, (3) Business, (4) Tabletopics, (5) Evaluation by Director, (6) Recess, (7) Five prepared six-minute speeches with a two-minute evaluation after each, (8) Evaluation by Director, (9) Presentation of awards, (10) Lecture.

When an entire club is made up of businessmen who are accustomed to dinner meetings held in restaurants and who can afford to buy a meal each week, dinner meetings can be conducted rather than the non-dinner type that most clubs will have. These should be conducted on the same format, however, as the regular meetings.

The Ladies' Nights which will be held two or three times a year can be either regular non-dinner meetings or dinner meetings, and the format of the meetings can be altered at the discretion of the Director.

### ***Awards***

**A**t each meeting, award cups for the "Most Effective Speech," the "Most Improved Speaker" and the "Most Helpful Evaluation" are presented before the club. This is done for the purpose of pointing up the importance of doing a good job as well as pointing out what constitutes a good job.

No other awards or fines are to be used regularly as a part of the club procedure.

### ***Donations***

**E**ach club should donate an amount equivalent to the cost of materials received from the Church. These donations can be made at any time.

The name of the club should be clearly indicated on all checks or money orders, and these should be made payable to Herbert W. Armstrong. The Director should enclose any donations in his weekly ministerial envelope. (Clubs outside the United States should send their donations to their regional office.)

### ***Equipment and Supplies***

**A**ll equipment and Spokesman Club materials are supplied from Pasadena. To order these, the Director should send in a Spokesman Club Supply Request Form. (Clubs in Canada, the United Kingdom and Australia should order equipment and supplies from their regional offices.)

The costs of equipment and manuals are not included in the regular donation. An extra donation to cover these costs as shown on the Spokesman Club Supply Request Form should be made whenever award cups, timing lights, gavels or manuals are ordered.

### ***Certificates of Merit***

**U**pon satisfactory completion of the twelve speech lessons, a Certificate of Merit can be issued. The blank Certificate of Merit forms can be ordered from Pasadena (or the regional offices). The names of the individuals and the club name should be added on either by printing, typing or calligraphy.

**Get The Most Out Of**

# THE CLUB PROGRAM

*"Seest thou a man diligent in his business? he shall stand before kings" (Proverbs 22:29).*

**M**any become "familiar" with club proceedings without really LEARNING what each part of the meeting stands for and what they are expected to accomplish.

There is much more expected of a zealous member than merely fulfilling the assignments given him. Luke 17:10 shows us this important principle. "... when ye shall have done all those things which are commanded you, say, We are unprofitable servants: we have done that which was our duty to do."

**EACH PART** of the club program has an essential part for building *maturity, personality, leadership, and speech skills.*

**EVERY SECOND** of a correctly run meeting is a dynamic opportunity to learn the essentials of thought expression.

Stay awake! Be on your toes! Make every second count during *every* meeting.

## CONVERSATION

**A**bility to carry on interesting, wholesome conversation is a major factor of a good personality. You should use the few minutes you have before and after club meetings and during the 10-minute break to develop skills in this area.

If you are awkward at starting and contributing to such conversation, make a *special effort* to overcome. You do this by cultivating a habit of always HAVING SOMETHING worthwhile to say. Replenish your fund of knowledge at all times by keeping your eyes and ears open for important subjects *helpful to others.*

Once you have begun to improve your conversational skill, use it on your family at home—your wife will especially appreciate this—to and from the job, and before and after church services.

## BUSINESS

**T**he club's business session is very helpful in developing leadership. Good leadership is essential to your calling. Be aware of the problems and the needs around you. Don't leave it to "someone else" to take care of club needs.

If you are active in this part of the program, even if many of your ideas are overruled, you are learning and gaining experience in LEADERSHIP. If you fail to take advantage of this opportunity, it is no one's fault but your own.

## SHORT TOPICS

**A**n effective person can express ideas briefly and convincingly. "A word fitly spoken is like apples of gold in a setting of silver." (Proverbs 25:11.)

You will be called upon to express *your ideas* on a given subject in order to develop this skill.

Learn to collect your thoughts and present your ideas *logically and effectively* without embarrassment or awkwardness.

The short topics session also prods you to KEEP INFORMED on important subjects such as news, speech techniques and Bible questions.

## SPEECHES AND EVALUATIONS

**T**he value you receive from this portion of the program doubles and redoubles when you put forth effort wisely. You not only learn to speak by speaking, but in evaluating others' speeches you gain an unexpected bonus. Improvement is often startling, and skill begins to SNOWBALL.

Here is how it works: In concentrating on another's speech you not only show him how to improve, but you learn how to improve yourself. As you learn the essentials of a good speech you put it to double practice—to improve your speaking and to help your neighbor. This concentration on what makes for success and failure of a speech causes the most rapid growth possible, and it helps you to be aware of the importance of a good speech and the importance of good speech techniques. In showing the other person how easy it is for him to overcome his problems you discover how easily you can overcome your own. Progress is often STARTLING.

Other invaluable knowledge and experience is gained from speech contents, speech preparations, analyzing materials to separate good from bad, practicing love and outgoing concern for one another, practicing ways to aid and receive aid gracefully and thankfully.

## OTHER OPPORTUNITIES

**I**n the club program you *learn by doing.* Learning opportunities are almost endless. Proper *behavior* among members builds character. *Bible knowledge* is put to work. *Dress, etiquette, politeness, patience, temperance,* all are practiced. The club officers learn top-level skill in leadership and government. All learn how essential it is to get to *know one another* BEFORE we can lend a helping hand.

*Don't limit yourself.* You as a club member can only grow as you PUT FORTH EFFORT. Be wakeful! Be zealous! Otherwise you may waste your opportunity. You cannot afford to shrink back nor to seek out "comfortable" spots or pleasurable pastimes. Instead you must *step out on faith* trusting God to help you develop a more effective personality and character to be used in His Work.

GOD TAKES NO PLEASURE IN THOSE WHO SHRINK BACK!

# STANDARD PROGRAMS



The following program is standard for all regular Ambassador-Spokesman Club meetings. It should be adapted according to the starting time of each particular club. The time limit for Ambassador Club meetings is two hours while the time limit for Spokesman Club meetings is two hours and ten minutes.

6:00 — MEETING BEGINS. The Director brings the club to order and calls on someone for the opening prayer. (one minute)

6:01 — VOCAL EXERCISES. The Director leads the club in a short vocal exercise session. He then introduces the President. (two minutes)

6:03 — MINUTES. The President, after opening remarks, introduces the Secretary for the reading of the minutes. (two minutes)

6:05 — BUSINESS. The President begins the business session, handling old business first and then new business. (ten minutes)

6:15 — TABLETOPICS. The President introduces the Topicsmaster for the evening. (twenty minutes)

6:35 — EVALUATION. The Topicsmaster introduces the Director for the evaluation of the business session and Tabletopics. (ten minutes)

6:45 — RECESS. The Director dismisses the club for a ten minute recess.

6:55 — SPEECHES AND EVALUATIONS. The President introduces the Toastmaster for the speaking session. (fifty minutes)

7:45 — TALLYING IMPRESSION SLIPS. The President calls for the impression slips to be passed to the Timer and asks the Secretary to read the assignments for the next meeting. He then introduces the Director for the final evaluation. (one minute)

7:46 — EVALUATION. The Director evaluates the Speaking Session. (ten minutes)

7:56 — AWARDS. The Director then calls for the previous trophy winners to present the awards

for the evening. (four minutes) NOTE: Ambassador Clubs end at this point because speech classes and other instruction take the place of the following lecture.

8:00 — LECTURE. Spokesman Club Directors give instruction on speech techniques or personal instruction to help the men in overall growth.

8:10 — MEETING ENDS. The Director dismisses the club.

## Special Meetings

At least four times during the year, Spokesman Clubs will hold special meetings. For the same reason that Ambassador Clubs do not have the lecture at the end of meetings, they will not have these special meetings. Whenever practical, these will be combined meetings with the minister in charge of the area as the Director. He will appoint five speakers for these meetings, and after the opening prayer, the meetings will begin with the speeches, followed by a detailed evaluation of each by the Director. After a ten-minute recess, the Director will give an hour-long lecture from material provided by Headquarters.

## Ladies' Night

Besides the special meetings, two or three Ladies' Nights can be scheduled during the year. The format for these meetings will be set by the Director, except these will have no business section.

One of these Ladies' Nights will be scheduled for the last meeting of the club year, and if practical this should also be a combined meeting of all the clubs in the area. During this meeting—which will be held the week of June 15 for clubs north of the equator and December 15 for those south of the equator—the certificates of Merit will be awarded to the men graduating from club, and the new officers for the coming year will be announced.

All clubs will recess for a period of eight weeks and reconvene the week of August 15 (February 15 for those south of the equator).



# THIS IS MY LIFE

*"A man that hath friends must show himself friendly" (Proverbs 18:24).*

## Purpose

**W**hy would you talk about yourself, when one of the rules of being a good Ambassador or Spokesman is to get *rid* of the "self"? The answer is that one of the chief causes of self-consciousness is a fear that people will find out what you really are, rather than what you would like them to think you are. This is your opportunity to talk about yourself freely; to tell a little of your background, religious or otherwise; to state some of your likes and dislikes. Tell those things about yourself which would be interesting and helpful to the other men and enable them to know you better. Introduce yourself — break the ice — get in the swim!

## Preparation

**"Be prepared"** is fine to have as a motto; *getting* prepared is the work of living up to it. God shows all the way through His Word that the man who is prepared in his *mind*, *before* the time of crisis, is the profitable servant. Prepare yourself mentally and spiritually and your battle will be better than half won! *First*: it is going to be easier than you think! *Second*: don't keep thinking, "I'm going to have to 'make a speech'!" You are going to have the opportunity of letting the other fellows know you a little better, to help them . . . and they in turn are going to help you. *Third*: don't fear your audience. You can talk to one or two people without nervousness, and all of these men are in the same boat with you: as soon as this speech is over you'll all be bosom friends, learning from and correcting each other, growing, overcoming together.

Now organize . . . write down the main points (three or four) you want to bring; be sure you have a *logical* arrangement of ideas or a *story flow*; concentrate on one *central theme*; select a *beginning* point and an *ending* point (get each of these very *clearly* in mind) . . . and there you have an *organized* speech. If you wish to use notes, try a small 3 X 5 card.

"Practice makes perfect" . . . that's why you're in this club. But the time spent in the actual program is precious, so rehearse your talk a couple of times at least, before you use it at the club. Go over it thoroughly—point by point—in your own mind, and you may *rehearse* it before some of your friends.

## Delivery

**T**he Toastmaster of the evening will introduce you. Wait until he is finished speaking, then rise quickly, stride with purpose, and with a smile on your face, to the podium. Look at the Toastmaster and say, "Mr. Toastmaster," scan the audience and say, ". . . and fellow Ambassadors (Spokesmen)." Then talk to the whole group and tell them about yourself. It will help if you know one or two in the audience well: bring your eyes back to them more than the rest and talk to them personally. **FORGET EVERYTHING EXCEPT YOUR SPEECH.** Your hands will take care of themselves, your clothing will stay on without any readjusting, the speaking stand is in the right place, don't move it. Watch one thing in particular: the **TIMER**. When the blue light comes on, quickly begin to summarize and conclude your talk with the last point you intended to bring. **DON'T END WITH: "THANK YOU"!!!**

Then begins the profitable portion of the entire endeavor—the evaluation. No matter how rough he is on you, remember you did give a speech and that is an accomplishment. Now here is your opportunity to learn how to improve on the next one. Listen carefully, appreciatively (especially to the over-all evaluator), **TAKE NOTES** on good and bad points and do not attempt to justify yourself or make excuses. Just learn and do better next time! (By the way, don't talk back!)

## To The Evaluator

**"O**pen rebuke is better than secret love" (Prov. 27:5). To be able to correct in love is an attribute of our Heavenly Father—you now have the opportunity to develop that same attribute!

Remember, this is his *first* talk . . . do not judge him too harshly; but do not "whitewash" him. *First*: make him feel welcome. *Second*: encourage him by pointing out some good point he may have which he can capitalize on in future speeches. *Third*: bring out one or two (at the *most* three) points he will need to work on to improve his speech ability. One wisely chosen point, well explained, will be more effective than a list of several faults this beginning speaker is bound to have. *Fourth*: suggest *how* to overcome his bad points: be concrete, help him realize he *can* overcome!

# SPEAK WITH PURPOSE!



"...every idle word that men shall speak, they shall give account thereof in the day of judgment"  
(Matthew 12:36).

## Purpose

In Matthew 6:33 your over-all purpose in life is stated, simply, plainly, to the point: "Seek ye first the kingdom of God . . ." This is your great goal in life. Every action should be aimed at achieving this end. One of the means you have chosen to help you gain God's Kingdom is this speech club: tailor every talk with this in mind. Purpose to come closer to God and to bring your fellow Ambassadors (Spokesmen) closer to His Kingdom with every speech you bring.

Mr. Herbert W. Armstrong has shown us that the first rule of success is to have a goal. This is most assuredly true in making a speech. Determine in this speech to accomplish this. Pick *one main point*: make it simple, useful, *purposeful*. Aim that one point straight from your heart to the hearts and minds of your friends in the audience.

Don't lose sight of that goal; know where you are going when you start; never deviate from that point; drive that *one point* home.

## Preparation

"... out of the abundance of the heart the mouth speaketh!" (Matt. 12:34).

Pick *one* subject you *know well*, one you have been *thinking about* over a long period of time, or one that has *filled* your life recently. The better you *know* your subject matter the less you think about *self* (the less you have to fight nervousness); the *more* able you are to present it with earnestness and force and *help your brother!*

Perhaps you have just learned how to overcome some common fault that had been bothering you for a long time; perhaps you have had some experience which would help others. Don't just wander through a story though, but remember your speech must have purpose, a definite point.

Select your subject. Write down every point that comes to your mind about the subject. Pare the subject

down to the core (your one purpose, aim, goal). Omit all unnecessary ideas, thoughts, wanderings and excuses. Use only the essential elements needed to get across the subject. Draw everything you are going to say toward one point like iron filings to a magnet.

If you need to, use notes: a word or two to recall important thoughts to mind. Too many notes hold the speaker within too rigid margins; often confuse him more than they help him. One 3 X 5 card should always be enough for a six-minute speech. Print your notes. Make the words large, easy to see.

Fix your beginning and ending well in mind. It is not absolutely necessary to say the speech over, or practice out loud; but do at least go over the things you intend to bring out, quietly to yourself. This will help you come closer to the time limit and also implant the subject matter more firmly in your mind.

## Delivery

After your introduction by the Toastmaster, walk to the podium with eagerness. Greet the audience, pause just a little for their full attention, gain positive eye contact. Single out one or two and talk more to them than to the others. Study their reactions and keep their attention rooted to your topic. Press your subject home, but don't rush nervously. Drive in the importance of your speech and *forget yourself*.

## To The Evaluator

Look for the one purpose, main point, goal of this particular speech. How well did he present it? Are you convinced? Was there continuity from beginning to end or did he wander from his topic? This is most important. How about the sincerity, earnestness? Was he able to forget himself, lose himself in his subject, or was he preoccupied and nervous?

What good points did he have that he should continue to develop?



# BE CRYSTAL CLEAR!

"...and the tongue of the stammerers shall be ready to speak plainly" (Isaiah 32:4).

## Purpose

**D**ull, dry speeches that put people to sleep are a dime a dozen. You must learn to make your point, give your purpose ringing clarity. Make it sharp, to the point: remember the Word of God is likened to a two-edged sword, not a pillow full of feathers. Misunderstanding is the most common ailment of the human mind. People misunderstand each other in conversation. Political orations are misunderstood. Nations bicker over misunderstandings. The main reason for all this is lack of clarity. Most people don't say what they mean, nor do they mean what they say. Speech number two brought to focus the purpose and sincerity you should have; now concentrate on making that purpose *clear*. MAKE THE TRUTH PLAIN!

## Preparation

**C**hoose a "how to" topic unless you have something definite already in mind. Explain, clearly, with exactness, and do not forget to have a profitable subject. Almost anything can be interesting if it is readily understood; anything from how to make a log cabin or *tying flies, to how to get along with an unconverted mate.*

Do not be double-tongued; avoid sarcasm and cynicism. Don't use substitute words such as: thing, etc., so on and so forth, deal, gismo, this or that, really something. Be definite. Be clear. If you mean ship, don't say boat; if you mean cracker, don't say biscuit; if you mean woman, don't say girl.

Try to bring gestures into play in this speech. Or perhaps it would be better to say, relax and let yourself gesture . . . you do unconsciously when you talk to individuals or groups of friends. Don't worry if they do appear a little forced at first, or stiff, you'll limber up in time. Many times a gesture will convey much thought

for you. Some gestures speak things words cannot say. Gestures emphasize and bring home to the minds of your audience the words you do say. Remember always to have your words and gestures agree: don't throw your hands *down* in a sweeping arc at the same time you say, "UP!"

*Be logical* in coming to your punch line, which is the purpose of the speech. Go in an orderly manner step by step from the beginning to the end in a clear, understandable explanation of the subject. When you have selected the topic you are going to speak on, ask yourself the following questions about it: what, why and who . . . and then answer these questions about your subject so clearly that the dullest person in your audience will comprehend without a shadow of a doubt.

## Delivery

**S**peak slowly enough so that each word is distinct and clear; rapidly enough that you don't lose attention. Remember eye contact. Choose two or more individuals and use them as samples: if they are understanding your speech the rest probably are, if they seem puzzled, disinterested, confused, warm up to *them, make them understand . . . you are learning to sense audience reaction.*

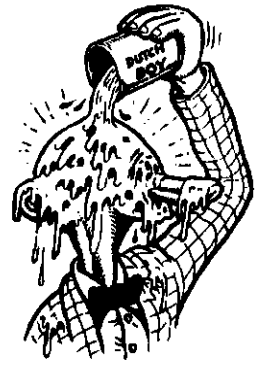
Think on your feet. Don't be embarrassed if you have to pause for a moment to get your thought; but don't look to the ceiling or floor for the thought, keep looking at your audience, keep attached to *them.*

## To The Evaluator

**L**ook for clarity in subject, in word, in gesture. Look for sincerity, purpose, profitability. Be clear yourself in evaluating this speaker: don't mince words, get to the point, HELP HIM!



# ADD COLOR!



*"There is gold, and a multitude of rubies: but the lips of knowledge are a precious jewel"  
(Proverbs 20:15).*

## Purpose

**A**n ancient Chinese proverb says, "A picture is worth ten thousand words." Your purpose in this speech is to draw a word picture so clearly and colorfully that a few, well-chosen, piquant phrases will indelibly engrave your key thought on the minds of your listeners. Make your subject LIVE! Be graphic! Be intense, vivid, PICTURESQUE!

Bring more gestures into play, add as much range of voice variety as you can, and spend verbs, nouns and descriptive adjectives like a word billionaire.

## Preparation

**S**elect a subject you have feeling for. Use your own experience. Perhaps you can tell of something which happened to you which carries a lesson for all. You may be filled with ideas from a recent book you read, or from current events, from conversation. Listen to the sermons from God's ministers, imitate their color and enthusiasm. If a sermon has stirred you deeply, speak from the depths of that stirring and you will be eloquent and colorful.

You will notice one recurring point in all speech giving: BE FILLED WITH YOUR SUBJECT! Ask God, our Father, in earnest seeking prayer and supplication to use you as a tool in His hands so that you may effectively profit the other members of your club.

If you decide to use a picture or a "prop" of some sort for illustration, use it naturally. Don't bring too much attention to it, only let it supplement your words. An anecdote will aid you, because most jokes are colorful. But be sure to use one in good taste and one that fits the subject. An analogy may be helpful to clarify clouded meanings and vividly portray the point that you want to get across.

Keep the story short, purposeful. Make the point obvious. Appeal to interest, catch and hold the eye of the audience.

## Delivery

**W**hen you get up to give this speech don't worry about choosing just the right words so you will sound like a Longfellow or a Churchill. Just try to make what you say as colorful and descriptive as you can. Think of painting a picture, draw each detail well. Don't stop and halt in your talk, but if you feel your first description was not vivid enough, say the same thing over again in different words, *but keep moving forward.*

Whether you choose a subject which is brilliant, glowing, fresh and rich; or gaudy, florid, flashy and raw; or one which is mellow, harmonious, tender, supple and delicate; or sad, somber, grave, dark and deadly; *make it flow. Pour yourself into description!*

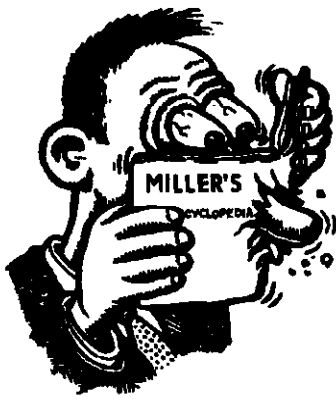
Avoid being too colloquial. Don't use "kid, swell, guy," but find a more mature expression: urchin or child for "kid"; superior or distinguished for "swell"; gentleman, hero, sailor, officer, student, etc., for "guy."

Color is added by filling in the details. To say, "The man crossed the river," has no color; but to say, "The travel-weary old prospector plunged with determined stride into the raging mountain stream, and the ice-cold, glacier-born waters cooled his sweating feet and lightened his step as he struggled up the bank on the far side," brings color and life to a flat statement of fact.

Try for total audience contact this time. Strive to make the one with the most puzzled look on his face brighten up with understanding. *Don't just make this a show!* Endeavor to edify, profit, build, enrich.

## To The Evaluator

**D**on't merely look for color, descriptiveness and good gestures; but remember that this speaker should have purpose and clarity. Be straightforward and plain—try to be colorful in your evaluation, but not at the speaker's expense. *Help him!*



# GET THE FACTS!

*"Prove all things; hold fast that which is good" (1Thessalonians 5:21).*

## **Purpose**

**F**act is reality. Fact is truth. Everyone claims to have the truth but few can substantiate their claim. Truth is elusive. "Recapture true values" is the motto of Ambassador College because we live in an age of confusion. Your purpose in this speech will be, therefore, to be absolutely factual, to **KNOW** whereof you speak!

"They say" is the most common authority quoted. In this speech you must gather source material, learn to get to the core of the matter, to summarize, to find the crux of the question at hand, to learn to quote substantial authority to back up the statements you make.

**MAKE THE FACTS LIVE!** Don't just give a dry, statistic-filled speech showing off your knowledge to the third figure after the decimal. The truth can be not only plain but vital and living. **FIRST, BE SURE YOU GET TRUE FACTS!** Secondly, arrange the facts in such an order that they have *real meaning*. Thirdly, give the facts *character* and make them *interesting*.

Don't guess or wonder or think or suggest, dream or ponder—but **KNOW!** Be positive! Imitate our Master, Jesus Christ, who shocked the Scribes and Pharisees because He spoke as one having *authority*.

## **Preparation**

**T**his is your opportunity to *research* into a subject you would like to know more about and add to your store of knowledge as well as edify your fellow club members. If you use statistics, beware of using too many, making your subject cold and your audience colder. Research and digest a great number of facts, but when you give them to your audience, be sure that they are *few* and *telling*.

Dig up some little-known facts from a genuine authority on some common subject of interest. Or put well-known facts together in a unique way and prove your point from a well-known authoritative quote.

God has given us the Spirit of a *sound mind*. Use this sound mind in gathering your material and appeal to the sound mind and reasoning of your audience.

Make this the most logical speech you have ever given and fill it with proof, *proof*, **PROOF!!!** Back your audience into a corner and by your well-organized body of proof show plainly and factually that there is but *one* conclusion to draw.

"Of making many books there is no end; and much study is a weariness of the flesh," Solomon observes in Ecclesiastes. But books *do* hold an inexhaustible supply of information; and what you are to learn from this speech is how to *extract* that information from the dull, dry books which are a weariness to read, *dig out* the facts by much effort on your part, and present them with startling clarity and irreversible logic to your listeners. The United States Bureau of Publications has printed booklets on almost any subject under the sun. Libraries are warehouses full of facts. Daily newspapers and magazine articles flood you with a mass of facts. Your back copies of the *Plain Truth* magazine, the booklets you receive from Pasadena, the Bible itself, quotes from Mr. Herbert W. Armstrong and other ministers are a never-ending supply of information you can use.

## **Delivery**

**O**nce you have made these facts so much a part of you that you don't hesitate, halt and pause in your delivery, you are ready to begin. Stand and speak boldly to your audience realizing you have vital information that is going to help them. Don't apologize for your subject or your source of information, just be sincere, straightforward and factual. Show beyond a shadow of a doubt why your main point is a point of truth.

Even though you may need more notes with this type of speech, remember to keep them at an *absolute minimum* so that you will always have absolute audience contact—for if you gain all the facts and lose your own audience, where will your speech be?

Remember humility!

## **To The Evaluator**

**B**e sure your evaluation is based on certain *facts* and principles of basic speech. Look basically for an organized, thoughtful presentation of the truth.

# STIR TO ACTION!



*"The words of the wise are like prods, and his sayings like nails driven home; they transfer the idea of one mind into action in the lives of many" (Eccl. 12:11).*

## Purpose

**A** speech may be clear, colorful, and factual, but if it does not stir to action it is useless! Mr. Armstrong has so often said that knowledge is of no value except as it is put to use. So it is that a speech is of no value unless it is purposeful and *stirs to action*.

In this speech you are to learn to present your facts in such a way that by the conclusion of the speech your audience is *ready to DO* what you suggest. Appeal to them and show that just listening is not enough. *Drive* them to the effort of accomplishment!

Have in mind the response you want from your audience and lead them to it with increased fervor so that when you reach your climax they will want with all their heart to do what you request.

The purposes of your past speeches will serve you well in this speech. The *purpose, clarity, and color* with which you put the *facts* together will determine the *action* you will receive.

If necessary to gain your end, *plead* in earnestness with your audience. Use true sentiment and real pathos. Don't fear *proper* emotion. If tears want to come to your eyes and you're not just putting on a show, let those tears flow. *Jesus wept!*

## Preparation

**A**n exhortative appeal would perhaps be the best subject to choose for this speech. Show that something is not right, show why it is not right and solicit your audience's effort to *correct* the situation in an earnest appeal. Give your audience something positive and concrete and simple to perform. Show them in one, two, three manner what is required of them.

Be sure to make this a *positive* request. Stress the fact throughout your talk that what you are asking of them *can* be accomplished. Show the *reward* that will come from their taking action as you request.

As a basic principle, however, it is unwise to request your audience to perform something you are not already

performing yourself. lest they reply, "Practice what you preach!"

Do not appeal to the vanity of your audience by showing them that what you desire is popular; but rather appeal to their desire to develop Christian character by doing what is right, good, and upbuilding. And show them how doing what is right will produce its pleasant fruit in the long run.

Spend a good deal of your time for the preparation of this speech *on your knees!* Remember that there is a responsibility that rests upon your shoulders every time you ask someone else to do something. Ask God to guide and direct and help you to *edify* and *help* your fellow member in the true Christian spirit of love. It would be good to go over your speech on your knees even after you have the notes written down.

## Delivery

**T**he fewer notes you use in this speech the better, because your audience must be *convinced* that *YOU are convinced*. Out of the abundance of the *heart* the mouth speaketh, not out of the abundance of notes. So let this speech just *flow* out of your innermost being as a river of living water! Be sure that the great part of this speech is *in your heart* and the notes that you have are only to prompt the words *from* your heart.

Don't give your audience a "chewing-out"; don't be angry *at them*, don't accuse, impugn or slander. Just plead with them earnestly to accomplish an action which would benefit them. Stress the *positive*.

Don't be fearful, but be keyed up, "straining at the bit" to really *REACH* the audience with your dynamic *message*. Try more than ever for absolute audience contact: *mind-to-mind, heart-to-heart* contact!

## To The Evaluator

**E**xplain your reaction to the speech as colorfully and as clearly as you can, and attempt with all brotherly love to *stir this man to action*, to correct his main faults.



# A COMPLETE SPEECH

*"But speaking the truth in love, may (we) grow up into Him in all things, which is the head, even Christ"  
(Ephesians 4:15).*

## Purpose

**T**his speech will be a finished product, a polished, well-rounded, whole and complete speech. It must be thorough, well-filled and purposeful. This will be your first real speech! You have learned all the basic parts of a speech; this will be your opportunity to put them all together in proper order and produce a mature, full-blown speech.

The aim here is to have all of the purpose, clarity, color and facts that were singular points and particular aims of the previous talks. This speech will stir to action and give you and those who hear you a sense of accomplishment at its conclusion. This will be a sort of graduation speech, a commencement, because from here on out you will be giving complete speeches!

## Preparation

**S**pend real effort on this speech. Review all the evaluations you have received . . . the good and the bad points. Determine to round off those rough edges: nervous gestures which may by now have become habits of speech, embarrassing hesitations where you lose your train of thought, and the "and-uhs" that crop up as fillers.

Watch for details, the finer points. Don't let little grammatical errors mar an otherwise perfect delivery. Look carefully to your dress, see that your tie is straight, your pocket flap in place on your suit, your coat already buttoned *before* you get up to speak. **BE METICULOUS!**

See to it that your notes are inconspicuous but complete. Watch organization very carefully. Have each point neatly fitted to the next, and securely joined to the whole. Don't let your punch line come too soon or too late.

Choose a title carefully. Be sure it expresses the feeling and meaning of what you intended. A thoughtfully selected title can be the capstone of success. The more brief and succinct the title the better. This conditions the mind of your audience to your subject.

Select your best type of speaking style. Put your best foot forward. Humor may be your best tool. Or maybe the use of an analogy to make your point. Just friendly conversation expanded may be your style. Perhaps a "How To . . ." speech is your forte. *Use* your best to *DO* your best! Capitalize on your good points!

Ask your Toastmaster for additional time, perhaps eight or ten minutes, if you feel you need it for this speech. Knowing you have a little longer to bring out your topic may loosen you up a little and take away some of the tension a shorter time brings on.

In giving this polished, smooth, well-rounded speech, beware that you do not become so sophisticated and suave in your delivery that you give the air of a well-greased con man. Avoid being so letter-perfect that you lack candid sincerity: this would only be an unwanted extreme.

*Spend time in prayer*, asking God's guidance and help in this speech. No one is as complete and thoroughgoing as our Creator, and He can help you develop this same attribute in your character!

When you believe you are ready to deliver your talk, your speech well in hand, *read over this lesson again*, double check, review, be circumspect in every point.

## Delivery

**D**uring the intermission make a last-minute check of your notes and clothing, choose a seat convenient to the speaker's stand, relax and forget about the whole thing until you are introduced . . . then give it all you have to give!

## To The Evaluator

**B**e thorough and complete, but don't just "pick on" the speaker so you will have a good evaluation. Remember that each point you bring out must edify and build, be helpful and profitable to the speaker and to the audience. If the speaker has not mastered certain main points, suggest to him that he "brush up" on that speech lesson next time and give this speech over until those points are mastered.

# ATTACK!

*"Cry aloud, spare not, lift up your voice like a trumpet!" (Isa. 58:1).*



## Purpose

**T**his speech is designed to develop your **POWER** potential! This is a complete speech—it must contain all the elements covered as individual subjects in the previous lessons—stressing your ability to find the crux of what is **WRONG** with a certain facet of this world and its ways. Make a furious frontal **ATTACK!** Swerve neither to the right nor to the left, but make one sustained **ONSLAUGHT!** Begin with intensity and crescendo to an **EXPLOSION!**

Lay great stress on **PROOF** and **POWER!!** **PROVE** how the **SUBJECT** you choose to **ATTACK** is inherently **EVIL!** **PROVE** your point with *emotion-etched* **LOGIC** and *uninhibited* **IRREPRESSIBLE POWER!**

Don't just scream incoherently in a high voice of frustration, but tear down with **DEEP-VOICED POWER** the *falseness* of this age. In this world gone berserk in rebellion against its Creator there are innumerable subjects to attack.

Don't argue, be sarcastic, plead, cajole, ask questions, offer solutions or proffer apologies. Bombard, storm, assault, charge, assail, besiege, beset and beleaguer, one specific subject that you are "**BOILING MAD**" about until you have **CRUSHED IT FROM EXISTENCE.**

## Preparation

**T**he subject you choose will be of primary importance. Do not just be against "drugs" for instance, but choose one particular facet of drug abuse that to you is infinitely evil and *personally* odious: be against "drug pushers in schools"! Be *specific*, basic, elementary. **FOCUS** your attack on the pinpointed nucleus. **BARE** the ugly essence, the corrupt core. Attack circumstances and situations, actions and deeds — do **NOT** attack personalities and people!

Get to **THE** point, the marrow, the inmost recess, the lifeblood; and with crystal-clear reason show with all the feeling that is in your being why it is **IRREVOCABLY EVIL!** **CHOOSE** A SUBJECT YOU FEEL **DEEPLY** ABOUT! Don't just make this a "show"—pick a subject you can be openly and totally sincere in attacking!

Start strong and build to a stinging climax! Go on the

warpath! Denounce! Protest! *Deprecate!* **HARANGUE!** Don't be afraid to really "let loose"! **SHOUT! POUND!** But be sure at all times that you are using **CONTROLLED power!**

*Come to close quarters with your subject—grapple with it in bare-knuckle desperation! You must convince the audience of the absolute evil of the subject you attack! Discharge volley after volley of positive proof.*

*Show how people have suffered because of this wrong! Use **LIVID, REAL-LIFE** illustrations as examples. One piquant example from a person's life will be more effective than the quoting of cold statistics; yet after the example has been colorfully presented you can nail the **SUBJECT** down with statistics in the millions to show how *universal* the problem is! If you do any reading—and a picture, a news magazine, a clipping from the paper can be very effective—be sure to make the selection **SHORT AND POWERFUL.** **BEWARE** of relying too much on written material. **YOU MUST PROVE THIS FROM THE RIGHTEOUS INDIGNATION AND CHARGED FEELING OF YOUR OWN HEART AND MIND!***

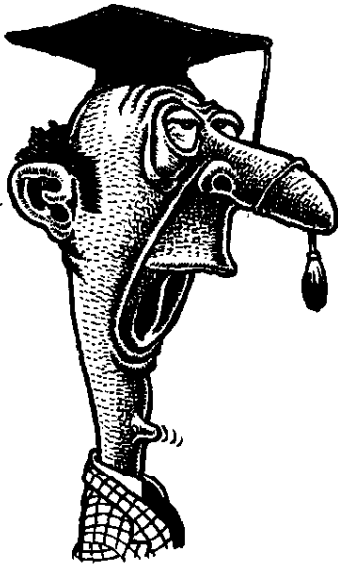
## Delivery

**J**ust before your turn to speak (perhaps the Toastmaster will let you know ahead of time the order of your speech), go over your notes, review all the wrong in the subject you have chosen—**GET YOURSELF "WORKED-UP" OVER IT!** **REALIZE JUST HOW BAD THIS FACET OF THE DEVIL'S WORLD IS!** Let your pulse quicken, your breath get short, your face color. Forget about yourself and how you will look to the other men in the club.

When you rise to the Toastmaster's introduction, walk quickly, with determination and perhaps even obvious anger to the podium. Address the group with intensity and then **BLAST INTO YOUR ATTACK!**

## To The Evaluator

**S**tress the good points of power and effect, then attack the *wrong* you found in the speech! Look chiefly for **PROOF** and **CONTROLLED POWER** . . . open sincerity and deep, personal feeling.



# INSTRUCT!

*"Give instruction to a wise man, and he will be yet wiser: teach a just man, and he will increase in learning" (Proverbs 9:9).*

## Purpose

**T**his speech must have all the ingredients of a *complete* speech—purpose, clarity, color, facts and action—with the accent on *instruction*, TEACHING!

Webster says "instruct" means: "to impart knowledge to—especially **METHODICALLY**—to teach, to inform, to furnish with *direction*." Educate, teach, describe, inculcate—but be sure to make it *plain* and *simple*, EASY TO UNDERSTAND!

Bring out detail in *logically* organized continuity. Give complete understanding to your audience of the subject you choose. Present your subject so clearly that your hearers will be able to instruct others in the same subject.

Worldly men go to great lengths to show off their intelligence. When a doctor, a professor, a Ph.D. lectures or writes he usually uses large, cumbersome words that *hide the meaning*—make you think he knows more than he does. YOU must make every effort to make your point as *plain* in the mind of your listener as it is in your mind.

## Preparation

**C**hoose a subject that will **EDIFY, PROFIT AND BENEFIT** your fellow club members. Be sure they can **USE** the information you give them—Be **PRACTICAL**!

**PREPARE THOROUGHLY!**

Have three or four main points, but be sure they all refer to the *one main purpose* you want to instill in your listeners.

**BE BASIC!** Assume your audience **KNOWS NOTHING** about your subject!

Don't just tell them the conclusion, but methodically and precisely explain *each step that leads to your conclusion*.

*Repetition is the best form of emphasis*—THIS IS A **LAW!**—OBEY IT! As you present each point, show its clear relationship to your main purpose—repeat, never let the audience forget the theme and purpose!

There are three main parts to a good instructive speech: (1) Tell them what you are going to tell them. (2) Tell them! (3) Then, tell them what you told them!

Choose *illustrations*, real-life examples or use a "prop"—a map, a diagram, a picture, an object—that will make your points simple to understand. **BE SURE** these relate *directly* to the subject! **BE SURE** they "fit"—that they do not distract or *mislead*!

Make "simplicity" your guide-word! Ask yourself concerning each point: Is this point *necessary*? Is it in the *right order*? Will everyone understand this? Is there a *simpler* way to say it? Is it **PLAIN-TRUTH-PLAIN**?

## Delivery

**K**nowing that you have a subject that will be profitable and useful, speak with that conviction. Make no apology for being basic, or taking up time with something your audience may already know—review never hurt anybody. Press your point home with relentless, simple logic. But *be enthusiastic!* Show your audience that your subject is *important*. Show them *how* they can use it.

## To The Evaluator

**I**nstruct this speaker on how he may overcome his speech faults. Be sure you **KNOW** the instructions he was given in this manual on how to give this speech. Did he successfully follow these instructions? Make your comments useful, practical!

# INSPIRE!



"Inspire me!"

"... let us consider how to stir up one another to love and good deeds"  
Moffatt (Hebrews 10:24).

## Purpose

**H**ere is a real test of your leadership—of your ability to influence, exhort and benefit people by your speech.

This is more than just a "Stir to Action" type of speech. Now you need to enliven, animate, impel your audience. Stimulate and infuse into their minds a solid truth that lifts them with hope. Fill your listeners with the same zeal you feel—leave him in an uplifted, positive attitude. Inspire him.

## Preparation

**T**O INSPIRE OTHERS, YOU MUST BE INSPIRED YOURSELF!

When Elihu, moved by Job's suffering and by the vain attempts of others to relieve that suffering, finally spoke to Job, he was *completely* FILLED with his subject: "For I am full of things to say, and my mind urges me to speech. My mind is like wine bottled up, ready to *burst out*, like new bottles. I must *relieve* myself by speaking, I must emit my answer!" (Moffatt, Job 32:18-20).

Read this outstanding example through chapter 37—a fitting introduction to God's own words to Job—the only speech that finally *inspired* Job to recognize his sin, and turn to God in repentance and hope.

Make prayer a major part of your preparation. Ask God to fulfill to *you* personally the promise *He* made in Psalm 81:10, "Open your mouth and *I* will fill it." Ask Him to inspire you, so you can inspire others!

Tell about overcoming—a story with a happy ending,

a good moral. Convince the audience that they can *share* this goodness.

Extol God's creation, and show our part in it. Show God's glory, mercy, love, power, faithfulness! The Bible is *full* of this. Speak of God's WORKS, His great MIRACLES!

The thing that inspires us from day to day is the realization that soon we will be in God's Kingdom! This is the **ULTIMATE** in happy endings, the **GLORY** that is not to be compared with the present sufferings—**THE GLORY THAT INSPIRES** us not only to endure but to welcome the trials that prepare us for it.

Hold out hope. Make it appealing, irresistible. Lift up the hearts and heads of your audience—make them see the worthwhile, the fine, the good, the true, the joyful, the pure, the attractive, the wholesome.

## Delivery

**L**aunch into your subject with color and life—a spark of knowing joy in your eye. **SMILE!** Be more than friendly! Exude enthusiasm!

Certainly you have forgotten your **SELF** by now—your only interest is to **INSPIRE OTHERS!**

## To The Evaluator

**L**ook for the good points, the present and potential power of this speaker. Show him this positive side without "whitewashing" him. **INSPIRE** him to continue improving these strong points. Offer as well any needed correction, *positively!*



# IMPROMPTU

"... be ready always to give an answer to every man that asketh..." (1 Peter 3:15).

## Purpose

**T**his speech offers a more "real-life" situation than any other. More than any other, this speech is designed to make you *think on your feet*.

A man's true character is often displayed by how he reacts under the pressure of sudden necessity! Many great men have made their mark in history because they were able to respond to the need of the moment with decisiveness, with sure, swift, cool-headedness.

You will be called upon many times to speak "off the cuff," in this club. These times may decide whether you are going to carry on as an effective speaker or stagnate where you are.

Actually, *most* of your speaking is impromptu. Impromptu means: "offhand, without preparation," and daily conversation is almost entirely spontaneous. Being able to speak impromptu on any given subject sparks a *good conversation*. People who always have something interesting to say about every topic are a benefit to others and a welcome addition to any group.

This speech lesson is designed to teach you certain principles that will enable you to *always BE prepared!* There is *no limit* to the number of times you can use this lesson. It is to be used in emergencies, when regularly assigned speakers are not present. You are also to use it enough times until you *know* you are competent to deliver thinking, purposeful, factual, colorful, well-organized and stirring comments on impromptu topics.

The unprofitable servant only does his "duty" (Luke 17:10). You can never gain the most from, nor give the most to, this speech club if you are only preparing for the very next speech. Perhaps this Impromptu, more than any other speech, will show how *active, dynamic and truly interested* you are in improving your speaking ability.

## Preparation

**Y**our mind *must always be open* for new ideas, new topics, new subjects that you want to bring to your fellow club members. Keep your mind active, thinking, questioning, investigating! **BE SPEECH CONSCIOUS!** Snap up any subject that stirs your interest **AT THE TIME IT STIRS YOUR INTEREST!** If you follow this advice fully, you will begin to see what it means to live the **ABUNDANT LIFE!**

**ALWAYS** have *paper* and *pencil* handy so you can jot down ideas and bits of information from newspapers, magazines, radio broadcasts and daily conversation—use the back of an envelope if nothing else is handy; Mr. Armstrong employs this principle constantly! When a particular subject strikes your imagination, gather more information. Put that information together in **LOGICAL**

**SEQUENCE** in a speech outline. Even if you never use a particular subject, the preparation will educate you to organize information in a logical way as it comes into your mind.

## Delivery

**W**hen your turn to deliver this impromptu speech comes, the Toastmaster will introduce you and give you your topic—the *title* of your speech. You will know what you are going to talk on at the same time your audience does! This topic will have been chosen by the over-all evaluator, the president or the Toastmaster, as one which best suits your needs and talents.

Here are five "key word patterns" that will help you get the organization of the speech in mind as you walk to the podium. One of these will be suitable as a framework for whatever topic you may be given:

1) **PAST, PRESENT, FUTURE:** Your topic might be, "Castro Challenges Uncle Sam." You would begin speaking about the Cuban situation in the *past*, showing how President Theodore Roosevelt reacted. This would bring you automatically into a description of the embarrassing *present* state of affairs, which would lead you to your conclusion—showing what God reveals the *future* holds in store. Just by having the *key word pattern* of "past, present, future" in mind, you have **INSTANT ORGANIZATION**. You know immediately *where to begin*, and you have an organized pattern for the other thoughts that come to mind to fit into.

2) **PHYSICAL, SPIRITUAL:** Here you can use an analogy.

3) **POINT, REASON, PROOF:** The subject may be, "Natural Foods Are Best." Begin by making a strong and enthusiastic statement of the *point*. Go on to show three or four main *reasons* why the statement is true. Also add *proof* to each. Summarize your points for a conclusion.

4) **PROBLEM, CAUSE, SOLUTION:** A subject like, "Why Juvenile Delinquency?" would be the type you would use this for. Begin with a *description* of the present *problem*. Next, show the *causes*. Conclude with the solution. This *key word pattern* sets your organization, gets you started at the right place and keeps you aimed toward a logical conclusion.

5) **ADVANTAGES, DISADVANTAGES:** You figure this one out!

## To The Evaluator

**EVALUATOR:** Give your *spontaneous reaction* to the speaker's total speaking ability. Watch his gestures, his vocabulary, his enthusiasm, his empathy, purpose, drive and effectiveness!



# HEART TO HEART



*"For if we would judge ourselves, we should not be judged" (1Cor. 11:31).*

## **Purpose**

**Y**ou have been giving speeches before the men in your club for a year or more. They have seen you under many different circumstances. You know by now that your fellow members are all *for* you. You may have already served in one or more offices in the club.

Now is the time for you to tear down any remaining barriers that may still exist between you and the rest of the club. **Be completely honest! Bare your chest! OPEN YOUR HEART!**

Speak on a subject so close to you that it will reveal your *innermost* feelings. Let the other men know the **REAL YOU**. "Ladies' Night" will not be a good time for this speech, because it must be *without ANY inhibitions!*

This is **NOT** a public listing of your sins! Though it may be a good self-examination in front of others—letting them know what makes you "tick"! It is designed to bring you closer to your audience, to do away with pretense, to dissolve your *self-centered* worry and fear.

Place your problems, fears, ambitions, goals—good and bad feelings—before your fellow brothers in Christ. Use *your own* experience as an example, not *others'*. Explain **WHY you** are the way *you are*—tell what *you* think about—what your deep, inner feelings about some *heartfelt* subject or about your own personality and **SELF** are.

## **Preparation**

**C**ompile your notes for this speech prayerfully, on your knees! Don't be too preoccupied about perfect organization—if *that* is still a problem, go back to the first six lessons. Don't even worry about getting any particular choice point across, drop concern about a climactic conclusion, *forget* gestures, disregard vocal variety and

any other of dozens of speech factors—and concentrate on **UTTER SINCERITY**, on a **DEEP, VIVID, OPEN, CANDID, FRANK TALK!**

Directly ask God's help, and as points come to you, write them down. You probably won't need them when you *give* the speech if you prepare thoroughly.

## **Delivery**

**R**emember this is to be sober, straight-forward, even *blunt*. **BE SURE** you don't talk about *someone else!* Any personalities brought into this speech must either be *truly anonymous* or **YOUR OWN**. **DON'T** give a "Heart to Heart" talk about your wife, relatives or friends.

*Take caution even in what you say about yourself—maintain full CONTROL—don't say something you'll be sorry for later. Avoid ANY extreme—but be sure there is plenty of PROPER emotion.*

Relax! Drop the barriers, the little falsities and self-centered nervous habits you've developed.

**JUST TALK!**

You may ask for ten minutes for this speech.

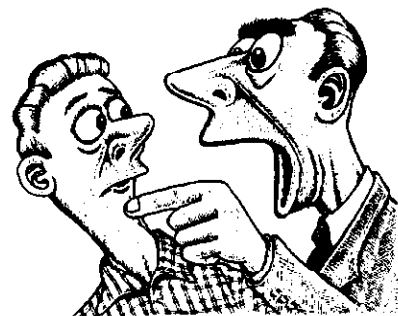
## **To The Evaluator**

**B**e open, candid and sincere in your evaluation. Remember justice *tempered with mercy*. Your speaker—if he has given an *effective* "Heart to Heart" talk—will be more vulnerable, receptive and open to your evaluation (Prov. 17:10).

Choose your comments with care and concern—be *heart to heart* with your evaluation.

**TOASTMASTER NOTE:** If there are several Lesson Twelve speeches in one evening, see the president about canceling *one* speaker so you won't run overtime.

# EVALUATE!



*"Do ye not know that the saints shall judge the world? and if the world shall be judged by you, are ye unworthy to judge the smallest matters?" (1 Corinthians 6:2).*

## **Purpose**

**T**he whole *purpose* of the evaluator is to **HELP THE SPEAKER**.

Talk **DIRECTLY** to the man you are evaluating in an earnest appeal to help *him* overcome. Have *personal* interest—get this interest through *prayer*—be sure this interest *shows* in open sincerity and humility. You usually know ahead of time that you are going to evaluate a particular man, so **PRAY** about the evaluation ahead of time, asking God to give you insight to see his problems and proper love to express them.

## **Be Positive**

**B**e sure that you do not approach the evaluation negatively! Since only two minutes are allotted to the evaluator, he often estimates the importance of the evaluation in the light of the length of time allotted to it. This produces a dull, lack-luster, criticism of a few minor points that neither helps nor inspires the speaker. Don't just tear the speech apart! Hold up a mirror that reflects the impression the speaker has made on you as a *representative of the entire audience*. Don't pick on little, trite, unimportant physical points. *Activate* your mind, using every mental effort to get to the *core* of the speaker's difficulty. Try to find one central point—the major thing he needs to overcome!

Describe the **EFFECT** the speaker's problem has on the audience—why the problem *is* a problem! Get at the **CAUSE!** For example: if the speaker lacks eye contact, try to determine why the eye contact is missing—it may be the result of **FEAR!** Fear then may be caused by a basic feeling of inferiority. If you can see this, then you should exhort and encourage *the individual* to see and overcome this core of the problem, and not just harp on the fact that he does not have eye contact!

Think **BIG!** Think **HELPFUL!**

## **Know The Answer**

**C**LEARLY **DEFINE** and *propose* an **ANSWER** to the problem you see. Be specific—give concrete, practical advice! Sometimes it is easy to say what is wrong, but to explain *how* to overcome is difficult. It is best to have the solution— but if you do not, *still* present the problem, because someone else may be able to help— what you say may inspire a comment from the over-all evaluator.

Giving a purposeful, helpful, interesting evaluation is one of the most challenging demands of the entire program. As Mr. Armstrong has many times said, "No one wants to admit he's been *wrong!*" It is your duty to help **BUILD** the speaker's ability by pointing out the errors which he has made and convincing him that he needs to **CHANGE!**

Discovering the strong points of the speaker and pointing these out is equally important. Take into account the total personality of the individual. Consider his background and speech training especially. You are going to be speaking directly to him, *about* him, *in front of an audience*. This situation gives a gigantic impact to whatever you say—so realize that your comments can effect **HIS WHOLE LIFE**, not just his ability to speak! *Never humiliate*—**ALWAYS HELP!**

## **Prepare In Advance**

**Y**our preparation for an evaluation should be *far more extensive* than just listening for six minutes to the speaker. You need to be primed ahead of time, basically prepared, and exerting super-concentration for the six minutes of the speech to find what will be most helpful to the speaker.

An old proverb says, "We only see what we are looking for!" Therefore it's highly important that you outline a number of things to **LOOK FOR BEFORE** the actual delivery of the speech you're going to evaluate begins. Don't just *hope* you will notice "something" that you can talk about for two minutes to fill your evaluation time.

## **How to Prepare**

**Y**ou can prepare for your evaluation by having a number of points written down on a piece of paper ahead of time. Each speech that is given aims at performing a specific function outlined by a particular lesson in the manual. First, find out what speech goal your speaker has. Second, read the instructions the manual gives regarding this speech lesson *as well as* the particular directions to the evaluator given at the close of each lesson. Third, ask the speaker if there is anything *in particular* **HE** would like you to watch for. Write the *key word* of *these points* down first. These notes will act as a prod on you to know what to look for, as well as organizing your delivery when you get up to give the evaluation.

For instance, if your speaker were giving Lesson Five *Get the Facts!*—you would put that down at the top of your notes with these words to the left-hand side with room for comment after each: Pertinent? True “Facts”? Proved? “Organized, thoughtful presentation of the truth?” Lively? Interesting?

Also note whether *past speech lessons* have been effectively applied in this particular speech—be sure to see that the speaker giving Lesson Five has *purpose*, and that that purpose is brought out with *crystal-clarity*, in an interesting and *colorful* manner—thus fulfilling Lessons Two, Three, and Four as well as Lesson Five.

## Evaluate Total Speech

**P**ut down the word, *INTRODUCTION*: as the speaker launches into his talk, choose a word or two which will describe *the way* he gave his introduction. Did it arouse attention and interest? Was it too long, misleading, apologetic; or enthusiastic, striking, and interest-catching? Next put down: *SPECIFIC PURPOSE STATEMENT*: was it purposeful and clear, giving a good idea of what the speaker was going to talk about; or was it misleading and inappropriate or perhaps *missing entirely*? Put down the word, *BODY*: were the main points clearly defined, properly emphasized and logically developed; or vague and misapplied, lacking supporting material and authoritative, substantiating proof? If audio or *visual aids* were used, were they effectively employed or distracting? Was the *transition* from one point to the next clear and easy to follow, *organized and logical*; or was each point given as a disjointed segment or a disorganized whole? Write down, *CONCLUSION*: did the whole speech lead to a logical conclusion? Was there a *summary* of the main points, an appeal to action, a climax, re-emphasizing and demanding action on the main purpose; or was the end left hanging as an unanswered question in the mind of the audience? Did he leave *any* questions he posed in the introduction or *specific purpose* statement section of his speech *unanswered* or *ineffectively answered*? Did he just peter out because of a lack of information, or the lack of a planned conclusion—or worse yet, did he transgress the buzzer and go overtime?

Note the following aspects which cover the main portions of any speech. Your speaker's key problem may lie in one of these. You may not necessarily have to make a comment on each: Platform—Eye contact—Posture—Gestures—Movements—Voice—Grammar—EFFECT ON THE AUDIENCE—Power—Sincerity.

## Organize Speech Evaluation

**A**fter you have written a brief comment on any of these points you feel is necessary, you will notice as the man draws to a close, a *pattern*. Now it is necessary for you to *organize* your SPEECH OF EVALUATION. What you say must be organized as is any speech! But **DO NOT MAKE THIS SPEECH OF EVALUATION A BIG “SHOW”!** This is not your big chance to impress the audience with how well you can evaluate! The accent **MUST** be on helping the speaker.

Fit your evaluation into this basic framework: 1) encourage first by bringing out the good points of the speaker—what he can capitalize on, grow and build on!

Jesus, in His letters of evaluation and correction to the seven churches in the book of Revelation, gives encouragement first: “I know your works,” before He brings out the correction. If there have been good comments you have made after a number of the key points you have listed on the left-hand side of your evaluation paper, circle two or three of them and draw a line to the top of your paper with a big number one and make any added comments. Begin your evaluation with these comments. 2) Then bring out what is *wrong*—“I have somewhat *against you!*” Here's where you need to specifically define the main weak point. Bring it out clearly, conscientiously, sincerely. Be personal! Direct! Be sure not to have more than two or three points in this section of your evaluation, because giving too much to overcome all at once may well discourage a speaker. Circle the *KEY weak points* that you have noted and draw a line to the large number two. Organize these points by analyzing them quickly and getting to the *core* of *why* they are a problem, and make this the second portion of your evaluation. 3) After this number, give *one* CONCRETE suggestion he can *USE* to *overcome* his difficulty. The more specific you can be, the better. Perhaps refer to some section of the manual he needs to review—or to some fellow member you know has overcome the particular difficulty this speaker has. Be personal here, too, even using your own example if it applies. 4) Lastly, put a large number four on your paper with a word or two to inspire you to exhort, with real, intimate and direct *ZEAL*, this man to see that he needs to *USE* your advice. Let him know that you are all for him, that everyone is on his side of the bleachers cheering him on—that if he *will*, he *CAN!*

Your evaluation must have *purpose*: to *HELP* the speaker! You must make your suggestion *crystal clear*: your main point must be inescapable and not misunderstood. You must *add color*: and your speaker will even enjoy your evaluation. *Get the facts*: don't just ramble and generalize—have *PROOF* to back up your statements, specific examples. *Stir your speaker to action*: *make him realize he must take your advice.*

## Delivery

**S**tand up, address the chairman, the group, and the *INDIVIDUAL* you are going to evaluate. “Level” with him! Bear down with your evaluation straight from the shoulder—open, sincere—with no sarcasm. Use real brotherly love to *HELP HIM!*

**CAUTION**: do not just “make fun of” the speaker. This is only a cover-up for your own ignorance or inattention. This extreme of making the speaker the butt of a few of your jokes will get a good audience reaction—it's easy to laugh at others' discomfort—it may even have a “shew of wisdom,” but it is *UNCHRISTIAN!*

However, don't be super-sober. Humor may be used. Even good-natured “kidding” where the audience *and* the speaker can enjoy it. It may be necessary to imitate the speaker in his fault—even overdoing or exaggerating it—to make him “see” himself as he is. But **ALWAYS** remember that the *purpose* of this humor **MUST BE TO HELP THE SPEAKER**. It must *obviously* come from *LOVE* of your brother—not to glorify *your* part of the program.

**REMEMBER**: the trophy goes for the *most* *HELPFUL* evaluation!

# USE EVALUATION SLIPS

*"If the world shall be judged by you, are ye unworthy to judge the smallest matters?" (1 Corinthians 6:2).*

**T**he use of evaluation slips aids you and fellow members to **KNOW** what interests and moves people most effectively. **HOW DO YOU IMPRESS** every member of the Club? **CAN YOU STIR** others to action? **ARE YOU ALIVE** and alert yourself? You and your fellow club members need to know the answers to these questions!

Each club member's effectiveness depends on how well he can move and influence people. Much depends on **BEING ALERT, ALIVE AND ENERGETIC**. As an Ambassador or Spokesman, it is **YOUR DUTY** to help your neighbor develop **THESE QUALITIES** as you develop them yourself.

Perfect these attributes by **USING** a very simple device—**THE EVALUATION SLIP**.

## **Evaluate The Total Program**

**Y**OUR GROWTH into an **EFFECTIVE LEADER** for Jesus Christ depends on how much you can learn from **EVERY PART** of the total club program! This is where using the evaluation slips comes in.

Ineffectual plodders merely mark the square of the best speaker, best evaluator, most improved speaker, etc., **ON IMPULSE**. Dullards make their choice the **LAST SPEAKER**—or the speaker whose name they can best remember. Don't let this happen to you!

**USE THE EVALUATION SLIPS!**

It will keep **YOU ALERT** during the entire program. You will **LEARN TO ANALYZE** the techniques that move men. At the end of the program, the speaker can look at the comments that you have made. He can see **HOW HE INFLUENCED EACH MEMBER** of the club. You help **YOURSELF AND THE PARTICIPANTS** in spotting techniques of leadership.

## **The Business Session**

**T**his is where **YOU BEGIN TO ANALYZE** the total program for the evening. Be alert—**REMAIN ALERT!** Ask yourself, "How does the president handle the business session? Is it smooth?"

Analyze club needs and suggest ways and means of accomplishing them. Are you able to **UNDERSTAND CLEARLY** each proposal? Why was it made? What will it accomplish?

Jot down points of help for each participant on the evaluation slips. Make notes in your own notebook of what is really needed and bring it up during the next session.

## **Tabletopics**

**U**nderstand **WHAT SUBJECTS INTEREST** the Club members. Why are some subjects thought-provoking, and others dull, trite and dry? Does the Tabletopics Master present his topics logically and clearly? What about the audience? **ARE THE ANSWERS INTERESTING?** Do you enjoy listening to the responses? Do you want to make a response? Why are you interested?

Keep a list of captivating subjects in your notebook—you can use them some day when you are Tabletopics Master. Jot down comments of help for the Tabletopics Master and for those who responded.

## **Toastmaster**

**H**ow does the Toastmaster handle the program—is there a *logical unity* in his presentation? Was it sparkling and alive? Does the Toastmaster introduce the speakers properly? Does he **MAKE YOU WANT** to hear each speaker?

Jot down hints of improvement for the Toastmaster of the evening on the back of the slip. Help him to see how he impressed the entire club. Make note of his effectiveness—**AND THE REASONS**—in your notebook for future reference.

## **Speaking Portion**

**S**earch out the good points and attributes of speech delivery. Beware of vain "exhibitionism." Don't be duped and dazzled with oratory. Recognize a sincere, **POWERFUL**, driving-home of a **SOUND MESSAGE**.

**DON'T OVERLOOK LOGIC**. Emotion is not enough. A speaker should move you with emotion—but convince you with reason, fact and logic.

Help each speaker to be more effective. Note down points of aid on the evaluation slip. Make each speaker aware of his strong and **WEAK POINTS!**

## **Speech Evaluations**

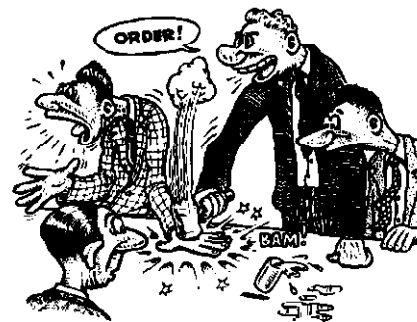
**D**oes each evaluator pinpoint the **MAIN PROBLEM** of each speaker? Does he present his criticism in a constructive, helpful—**MOVING** way? Does he have **CLEAR INSIGHT?** Does each evaluator give proper encouragement?

Help each evaluator to see **HOW** he can improve in his evaluation. Mark down points of help on the evaluation slip. Enter the principle of good technique and sound, penetrative analysis of speechmaking in your notebook.

Be alert! Use these slips! Daydreaming and wool-gathering during the club is a **DETIMENT—INEXCUSABLE!!** **TAKE NOTES** on every portion of the meeting. This will help you recall good points **YOU** can use when you are participating. Use your mind and it will become **MORE USEABLE!**

*Here's How To Learn*

# NEW BUSINESS PROCEDURE



## ***New Business Procedure***

The purpose of the business session is to allow the members to discuss items directly concerning the functions and activities of the club. These would include ideas for Ladies' Nights, occasional club outings, the financial needs of the club, dues and other topics which directly concern the *club*. The business session should be formal, streamlined and *useful*. Often there will be no useful business to discuss at a particular meeting. In these instances the President should go on to Tabletopics after the reading of the minutes.

The business session offers an excellent opportunity to learn to express your opinions about the various items that will be brought up. Do not be a "sheep" in the business session. If a suggestion is brought up that you are sincerely opposed to, do not hesitate to give your viewpoint, even if the majority of the club seems to be in favor of adopting it.

Certain types of subjects are *not* appropriate for discussion in the business session. Included in this category are projects concerning the needs of the Church and the brethren which are the responsibility of the local minister and deacons. Also included are subjects of policy outlined in this manual, changes in club format—either temporary or permanent—the introduction of special awards or equipment and similar types of subjects.

## ***How To Introduce Business***

In order to bring up an item of new business in the business session, you must present the idea to the President *before* the meeting begins. He will decide, in consultation with the Director, which items *should* be brought up, if any. During the business session, if your suggestion has been approved, the President will ask you to stand and present it to the club for their consideration. This procedure will result in a fast-moving, *profitable* session.

After you have followed this procedure and have been recognized from the chair, state your suggestion briefly but clearly, showing why you think it should be adopted by the club. The President will then call for discussion

from the floor. After the President has heard both sides of the discussion, he may call for a show of hands to determine the overall opinion of the club, and based upon the principle of "multitude of counsel," he will make the decision. The President will then clearly state the proposal so that the secretary can enter it into the minutes.

## ***Orderliness***

Every item of business should be settled at least temporarily before new subjects are introduced. An item may be postponed to allow further consideration or to await a report from a fact-finding committee, but in no case should a committee be allowed to *decide* the issue. It should report the facts back to the club so that the President, with the counsel of the club, can make the decision. The Secretary should record such items as having been "tabled."

If definite action needs to be taken, the President will appoint individuals or committees to carry out the proposal. The President should further see that they carry out their assignment effectively and punctually, reporting their progress to the club. This is not only for the club's benefit but for the committee members' personal development as well.

## ***Final Approval***

The Director in his evaluation will give the final approval for adopted proposals. He will evaluate each topic of business in the following ways: (a) the appropriateness of the topic as club business, (b) how the club handled it, (c) the wisdom exhibited by the club, (d) allow or disallow the conclusion reached by the President.

All adopted proposals must be included in the minutes by the Secretary, and he should give sufficient details on back of the Minutes Report to clarify the proposals.

## Here's How To Present



# TABLETOPICS

**T**he Tabletopics section offers opportunity for EVERY MAN in the club to be on his feet in a stimulating discussion of thought-provoking subjects. Each comment of this topics session is a short, complete, impromptu speech. Here is YOUR chance to learn to THINK ON YOUR FEET!

We are instructed in I Peter 3:15 to "... be ready always to give an answer to every man that asks you a reason of the hope that is in you . . ." Be alert and listen carefully as the Topicsmaster begins to introduce a topic. As he asks the specific question, collect your thoughts quickly, and if you have a comment to give, raise your hand enthusiastically. When the Topicsmaster recognizes you, rise and address the chair, and if you have not previously done so that evening, address the members.

Avoid long, rambling comments. The best comments will average one minute or less in length. Make your comment clear but concise, and be sure to comment on the question asked by the Topicsmaster, not another question on a related topic that you happen to know something about. Strive to volunteer so that the Topicsmaster will not have to call on you in order to get you to comment.

In order to make a worthwhile contribution during Tabletopics, you need to be informed about world news. Read a daily newspaper or a weekly news magazine. Keep your mind active, and THINK about news events, analyzing them in specific terms. Be able to back up your comments with concrete PROOF or clear LOGIC. Remember that you will get out of the Tabletopics session ONLY as much as you put into it. The key is PREPARATION AND PARTICIPATION.

### Topicsmaster

**A**s the Topicsmaster it is your responsibility to plan and present an interesting, worthwhile, balanced program. Among your topics should be at least one subject relating to a recent news item and another topic relating to the Bible or Christian living. The latter might be a question involving a seeming contradiction in the Bible, a difficult scripture to explain or a question involving a principle of Christian living. Besides one of each of these two types of topics you should include other useful topics, and at times a lighter one can spark up the session. Avoid "picky" questions—especially on a Bible topic.

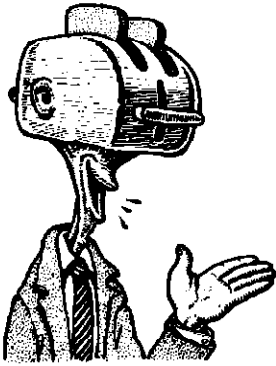
It is best to prepare MORE topics than you think you will actually use so that you will not be caught short. Your Director may want to check your topics before the meeting, and it would be helpful to have extra ones in case he does not recommend the use of one or two of them.

Continuity and good flow is important. Plan the session so that the topics will be presented in a logical order, but it will sometimes be necessary to say, "Now to go on to another topic . . ." "If the response is not good for a particular topic, do not drag it out. In this kind of situation you can either change topics after one or two comments, or modify the topic slightly by rephrasing it. You will sometimes be able to use one topic as a springboard for another.

You will find that the comments will be better, and the session will be more interesting if you recognize volunteers as much as possible, but you may have to call on reticent members who need encouragement to participate. Endeavor to get EVERYONE on his feet during Tabletopics. You should rarely, if ever, call on a member to comment for the second time before everyone has had an opportunity to comment at least once.

In introducing a topic, "set the stage" for the question so that the club can anticipate the question for a few seconds and begin to prepare a response. Generally you should avoid asking a question without any introduction, even though this would be all right for certain types of topics. Be careful, however, that you do not monopolize the floor in introducing the topics. Your job as Topicsmaster is to help the men to respond with a good comment without focusing attention on yourself. This is an excellent opportunity to learn the basis of TRUE leadership—which is serving others!

The success of the session will depend not only on the QUALITY of the topics you present, but also to a great degree on the way you present them and the personality you exhibit in your presentation. SET THE EXAMPLE for the club in enthusiasm, and this will help them give an enthusiastic response. Be alert, lively and interested in their comments! When a comment is particularly good, lead the club in applause. Remember that YOU, as Topicsmaster, are responsible for the success of this session. If you will accept the CHALLENGE this assignment offers and put yourself into it wholeheartedly, you will gain valuable experience, and the whole club will profit!



*Be A Successful*

# TOASTMASTER

## **Purpose**

**Y**our responsibility is to get the speakers off to the best start possible. You must be a genial host weaving the speaker's subjects together into a program to be remembered. Give thought to comments that will make a congruous **WHOLE** out of the separate speeches.

Create an atmosphere of eager interest and anticipation in the program *you have prepared*. The **SUCCESS OR FAILURE** of this *important portion* of the meeting is **IN YOUR HANDS!**

## **Preparation**

**T**he shortest way to spell responsibility is . . . **WORK!** *Plan your program!* Contact each speaker and evaluator *well ahead of time*. Prod them. Urge them! **HELP THEM!** It is **YOUR RESPONSIBILITY** to see that the formal speech section is in **READINESS** when the meeting begins! **This will test your leadership ability.** It's easy to do things for yourself, but to get others to perform takes hard work and determination, sparkling drive and ability!

**DON'T WAIT UNTIL THE LAST MINUTE TO GET DOWN EACH OF THE SPEAKER'S NAMES AND SPEECH TITLES, OR YOU WILL BE THE FATHER OF A GRANDIOSE FLOP!**

Go to work as soon as you get your assignment! Find out each speaker's and evaluator's name: how to spell it, pronounce it correctly . . . perhaps the derivation of it as a point of interest. Then check into the general background of the speakers: where they came from, what their job is, an outstanding past experience, any point of interest that could be woven into an introduction. Next, determine what lesson in the Speech Manual the speaker is going to work on and the subject he has chosen. Demand a **TITLE!** If he doesn't have one, help him choose a fitting one.

Armed with this information you will be able to organize the *order* in which the speeches should be presented. *Jot down a few appropriate thoughts to give the program continuity*—perhaps a joke or two to spark things up: exercise caution here and try to introduce any joke you have as naturally and unsuspectingly as possible—and you will be ready to confidently fulfill the Toastmastership!

## **Presentation**

**A**cknowledge the president's introduction. Make a general comment or two to spark the members' interest in the speeches to come.

With an alert, expectant tone of interest in your voice, smile warmly to audience and speaker. Gesture toward the speaker as you give the **TITLE** of the speech and the speaker's *name, clearly, distinctly and CORRECTLY!* **FOCUS ALL AUDIENCE ATTENTION ON HIM!** When he acknowledges you, sit down quietly, with minimum motion and noise so as not to detract. Don't do *anything* that would steal the spotlight from the speaker.

If a speaker is appearing for the first time you will "introduce" him; if he has spoken to the club before you will "present" him.

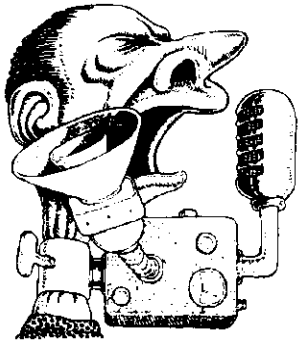
**BE BRIEF!** If you have **FULLY PREPARED** it will be easy. Ten to thirty seconds will usually be enough for the actual presentation . . . **NEVER OVER A MINUTE!**

**AVOID STALE, WORN-OUT PHRASES. DON'T USE, "IT IS INDEED A PLEASURE . . . A MAN WHO NEEDS NO INTRODUCTION . . . WE ARE GATHERED HERE TONIGHT . . ." BE DIFFERENT. USE VARIETY!** You can explain some interesting point of his background that qualifies him to speak on the subject he has chosen. Don't embarrass the speaker or make fun of him. Be complimentary in a sincere way, presenting him in the *best light possible without flowery exaggeration—but BE BRIEF!* The trick is to **MAKE THE AUDIENCE WANT TO HEAR THIS MAN!** Don't forget to mention what speech goal he is working toward.

When the speaker finishes, *lead* the applause, make some brief comment of appreciation. Don't rehash his speech in your own words—just a comment briefly to pick up the flow of the whole program.

**DO NOT EVALUATE THE SPEAKERS!** This is the job of the evaluators. Evaluating the past speaker will detract from the next man's speech. Quickly get into the introduction of the **NEXT** speaker.

At the end of the program, thank the audience for its attention, and return control of the meeting to the president.



*Here's How To*

# USE LANGUAGE

## ***Tell Them Plainly***

**Y**our big job as a speaker is to TELL SOMEBODY SOMETHING! Present your meaning clearly and exactly enough that the listener clearly understands the message YOU intended.

All language is symbolic. An audience does *not* hear meaning—they only hear *symbols*—words, phrases, and sentences. These stand for the meaning that you had in mind. The listener must try to cull out the point, message, or information by the WORDS YOU USE.

When your audience misunderstands the meaning of the sounds you use—words, phrases and sentences—YOUR MESSAGE HAS NOT GOTTEN THROUGH TO THEM!

The task is not to get words *out* of your mouth—but into the listener's mind.

## ***Move From Idea To Idea***

**L**et nothing divert your thought. Keep out extraneous material. Keep your story moving. Move on a straight verbal line, the shortest distance between your mind and the listener's mind.

When a speech moves in a straight line, each IDEA LEADS TO THE NEXT IDEA. Each idea will be understood clearly! Preserve an "expected" SEQUENCE RELATIONSHIP between ideas, otherwise, your audience will constantly be running in the wrong direction. They will have to back up again and try to catch on to your next thought. Exhausted and disappointed, they are likely to give up the effort. STRAIGHT-LINE FOLLOW-THROUGH (from idea to idea) is more effective than here-to-there-to-here-again wandering from the route laid out in the *first specific purpose statement*.

## ***Step Off Your Subject***

**M**any speakers—when preparing their speeches—think deeply about a subject, then write down a conclusion. They research, study and think deeply and then add another conclusion. They then—in their speech—race on from conclusion to conclusion and *leave out the steps* they went through to arrive at their conclusions. As a result their audience is lost.

Learn to lead your audience THROUGH THE SAME steps you went through to get to your conclusions. GIVE THEM THE FACTS AS WELL AS THE CONCLUSIONS.

## ***Know Your Subject***

**S**PEAKING IS THINKING. Get your *specific audience* clearly in mind. Decide the main idea or ideas you want to leave in their mind. Know *to whom* you are speaking. Know what would be GOOD for them to know. Then think your subject through—KNOW ALL ABOUT YOUR SUBJECT! All too often speaking begins before thinking does.

If you can't be plain—you probably don't know the subject well enough yourself. ANYONE WHO REALLY KNOWS HIS SUBJECT CAN MAKE HIMSELF CLEAR!

Approach the subject from the audience's point of view. Begin with *their level* of thinking, with *their level* of understanding.

Use simple, direct, expressive and effective English—within the hearing vocabulary range of the average listener. The PURPOSE OF WORDS IS TO CONVEY A MESSAGE and to convey it effectively!

## ***Be Convicted***

**D**on't speak anything that you don't really BELIEVE YOURSELF. Be sincere, really in earnest, filled with conviction. Be sure of what you are saying, and then say it with authority and with conviction!

Know the true need of your audience. Be truthful, honest, and an *expert adviser* to your audience.

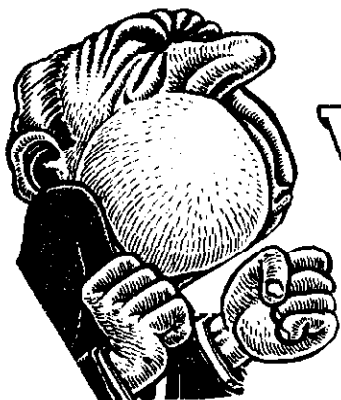
## ***Use The Familiar***

**J**esus Christ used FAMILIAR SETTINGS TO PRESENT AN UNFAMILIAR IDEA. He said, "I am the DOOR: if any man enter by me, he shall live . . . He who does not enter by the DOOR into the SHEEPFOLD, but climbs up from another place, he is a thief and a bandit." Christ took a spiritual principle—that none can obtain salvation except through Him, and cast it in deathless bronze. HE MADE THE ABSTRACT CONCRETE! He used door—sheepfold. WE *understand* what *those* things signify.

Use objects and situations within your audience's experience and understanding. Make your ideas live—put them in solid, earthy clothing!

When you speak you are using tools—the *building* blocks of language—letters, words, phrases and sentences. Use them wisely, discreetly, correctly, clearly—AND WITH CONVICTION!





# WORD POWER

"A word fitly spoken is like apples of gold  
in pictures of silver" (Proverbs 25:11).

**A**re you always wrestling with the problem of "how to say something"? Most of us are. This problem **NEED NOT EXIST**—yet it so often does.

The crux of the difficulty lies in a **SIMPLE DEFICIENCY** that most of you have. It is the lack of a precise and powerful vocabulary—words at your fingertips—to express any and every idea you have.

Building a vocabulary is not easy. But it is **THE ONLY WAY TO SUCCESS IN EXPRESSING YOURSELF**. There is a way to acquire a more effective vocabulary. It requires no money and is priceless. The only price is **YOUR APPLICATION** of five definite laws of vocabulary building.

## Be Word Conscious

**T**HE HABIT of building your vocabulary comes after a **CONSCIOUS DESIRE** to improve it. Squeeze every ounce of learning from the tons of waking time. Become an eternal question box. Ask yourself—when you read—what **NEW WORD**, what **BETTER EXPRESSION** CAN I learn NOW, that I can **USE LATER**?

Make vocabulary building fascinating, captivating, and rewarding. Read about the history of words. Give words life—personality. Carry a list of words with you to memorize during spare moments.

## Read Widely

**E**XPAND YOUR **READING HORIZONS**! Subscribe to a news magazine. Peruse *Reader's Digest*. Browse through *Science Digest*. Occasionally take time to read about such subjects as economics, world affairs, medicine, geology, carpentry, architecture, art, farming, or ranching. This will depend on your interest and time.

As you read, cultivate the habit of **SPOTTING NEW WORDS IN YOUR READING** and listening. Guess at the meanings of new words **IN THE CONTEXT** of the book or speech. Words you never knew existed will stand out like an elephant at a fashion show.

Strive to build a **RICHER** vocabulary—and your life will be greatly enriched! Remember, you may have a million-dollar idea—but penny-powered words will not convince anyone.

## Get The Dictionary Habit

**B**uy yourself a copy of *Webster's New Collegiate Dictionary*. Then look up new words you come upon—**AT THE TIME YOU COME UPON THEM!**

Follow this procedure in looking up a new word. Take the word "precocious" as an example:

**pre-co'cious** (-shus), *adj.* [L. *praecox*, -ocis, fr. *praecoquere* to cook or ripen beforehand, fr. *prae-* + *coquere* to cook ] 1. Exceptionally early in development, esp. mentally; forward: — chiefly of children. 2. Of, pert. to, or suggesting precocity. **pre-co'cious-ly**, *adv.* — **pre.co'cious-ness**, **pre-coc'i-ty** (-kos'i-ti), *n.*

**FIRST**, check the proper **PRONUNCIATION**—*practice* until it is sunshine clear! The part in parenthesis (-shus) for *preco* (shus) gives the phonetic equivalent.

**SECONDLY**, the dictionary places the original derivation of the word in brackets, (*prae* + *coquere* = to cook before). Here you find the prefixes, suffixes and roots.

**THIRDLY**, learn the definition of the word. *Precocious* means "having early mental development."

**FINALLY**, use the new word in a sentence: "James, a very **PRECOCIOUS** individual, learned to speak Hebrew at age five."

## Use The Word

**W**HAT YOU DON'T USE YOU LOSE! When you *take* in these new words—you must *give them out* in conversation, writing, and **SPEAKING!!**

USE **NEW WORDS** you are learning. Force yourself to use **APPROPRIATELY** the new words during the week and also in club meetings.

## Set A Goal For Yourself

**S**et a goal of learning **ONE** new word per day. Force yourself to use these words in conversation at home and at work. Take the opportunity to write and incorporate new words into **YOUR ARTICLES**.

Increase your **VERB** vocabulary. Verbs are the power-houses of language—they make your speech flow. Notice this change in verbs. Weak: The car *went* over the curb and *came* at him. Now with power-packed verbs: The car *hurdled* the curb and *roared* toward him. A powerful verb rockets your speech to life!

Acquire **NOUNS** and **ADJECTIVES** that are picturesque and colorful. Root out generalities such as: great, nice, fine, and big. Demand a clear verbal photograph!

But remember! A huge, ponderous vocabulary is **NOT** what you want. Don't build a vocabulary as an end in itself. Learn common, easily understandable—but **powerful** and **picturesque** words—words you **CAN USE!**

# TONGUE



# TWISTERS

**P**owerful and persuasive voices require **PRECISE ARTICULATION!**

Learn to articulate properly. It is simple and can be **INTERESTING**. Tongue twisters are excellent for sharpening enunciation. They make your lips, jaw, and tongue **EXERCISE** and increase your ability to articulate.

## **Tongue Twisters For: B, P, M, and W**

**T**hese consonants demand **ACTIVE LIPS!** Say "Boom." Explode that "b." Bring those lips *down hard*, quick, and sharply for B, P, M. For the W, pucker the lips.

**FOR B:** A big black bug bit a big black bear, made a big black bear bleed.

**FOR P:** Peter Piper picked a peck of pickled peppers. If Peter Piper picked a peck of pickled peppers, where is the peck of pickled peppers Peter Piper picked.

**FOR M:** Military malarkey makes monstrous madmen into maligned martyrs.

**FOR W:** If a woodchuck would chuck wood, how much wood would a woodchuck chuck, if a woodchuck would? But if a woodchuck would chuck wood, how much wood would a woodchuck chuck, if a woodchuck could and would chuck wood?

## **Th (thing) and TH (thou)**

**T**ouch the tip of the tongue to the rim of the upper teeth. The tongue tip should *protrude ever so slightly*.

**FOR TH:** Theophilus Thistle, the thistle sifter, sifted a sieve of unsifted thistles. If Theophilus the thistle sifter sifted a sieve of unsifted thistles, where is the sieve of sifted thistles Theophilus the thistle sifter sifted? What dost thou think of those that go thither?

## **S, Z, and WH**

**T**hese sounds require extremely tenuous coordination. To pronounce "S" you raise your tongue, groove it, and arch it toward the hard palate. Force the breath through the narrow fissure. The same for the "Z"—except it is vocalized.

For "Sh" and "Zh" the fissure is broader. For "Wh" purse the lips as you blow the breath through the extended fissure.

**FOR S:** Suzy Schell sells sea shells on the seashore.

**FOR Z:** Moses supposes his toes are roses, but Moses supposes amiss. For Moses knows his

toes aren't roses as Moses supposes.

**FOR WH:** What whim led Whitey White to whittle near a wharf where a whale might wheel and whirl?

## **T, D, N, L, and R**

**A** lazy **TONGUE** will get you in trouble with these twisters. The first four of these consonants are made alike. Your tongue should snap as a whip. The tip of it should **SHARPLY TOUCH** the hard palate—just *above* the upper teeth.

On the R, the entire tongue arches itself along the roof of the mouth—*without touching it*.

**FOR T:** Thomas Tattertoot took taut twine to tie ten twigs to two tall trees.

**FOR D:** Double bubble gum bubbles double. Non-double bubble gum doesn't bubble double.

**FOR N:** A snifter of snuff is enough snuff for a snif for the snuff-sniffer.

**FOR L:** Likeable Lillian loves lovely luminous aluminum linoleum.

**FOR R:** Around the rugged rock the ragged rascal ran.

## **F and V**

**B**oth F and V are formed by biting lightly the lower inside lip. Say the word "fife." This is an example.

F is unvocalized and the breath is merely allowed to escape. But V is vocalized.

**FOR F:** I never felt felt feel flat like that felt felt.

**FOR V:** Vern Verve is well versed in very wordy verb verse.

## **H, K, and NG**

**H** is simply made by expiring through the mouth.

K requires the back of the tongue to touch the soft palate. The breath is then released **VERY SHARPLY**. G is merely the vocalized form of this sound.

When sounding Ng (sing), again arch the tongue in the same manner. But force the voice through the nasal passage.

**FOR H:** Harry Hugh hid the heel behind the high hill. If Harry Hugh hid the heel behind the high hill, where is the heel Harry Hugh hid?

**FOR K:** Cass Cash can catch a check casher to cash his uncashed check.

**FOR NG:** The ringing, swinging, singing singers sang winning songs.

**PRACTICE THESE CONTINUALLY!!** Concentrate on *your* particular articulation problems.

