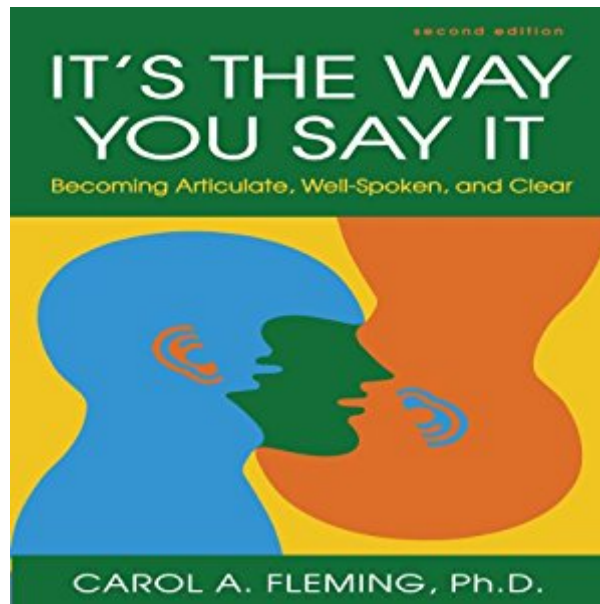


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# It's The Way You Say It - Second Edition: Becoming Articulate, Well-Spoken, And Clear



## Synopsis

Speak your mind effectively! The best, most direct way to convey your intelligence, expertise, professionalism, and personality to other people is through talking to them. But most people have no idea what they sound like. And even if they do, they don't think they can change it. It's the *Way You Say It* is a thorough, nuts-and-bolts guide to becoming aware and taking control of how you communicate with others. Dr. Carol Fleming provides detailed advice and scores of exercises for:

- Understanding how others hear you
- Dealing with specific speech problems
- Varying your vocal patterns to make your speech more dynamic
- Using grammar and vocabulary to increase your clarity and impact
- Reinforcing your message with nonverbal cues
- Conquering stage fright

An entire section of the audiobook focuses on communication issues in the workplace - interviews, presentations, voice mail, and more. Dr. Fleming puts a human face on her advice through vivid before-and-after stories of 40 men and women who came to her for help...

## Book Information

Audible Audio Edition

Listening Length: 9 hours and 5 minutes

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## Customer Reviews

Are communication issues keeping you from presenting how awesome you are? As a consultant, I occasionally stumble over communication issues - aware that something is off, but not sure what's going on, much less what to do about it. I'm choosy about quality when I go looking for help dealing with challenges: these ubiquitous lists of "the 10 best techniques for (fill in your challenge)" just don't cut it for me. I want the deeper psychology, stories, strategy, specific exercises for the habits I want to change... all of it. In *"It's The Way You Say It,"* you'll find out the exact habits of speech and

self-comportment that reveal your level of confidence, how to move the location of where you create sound to become more compelling and approachable, what small talk is all about and how to participate (it's so simple once you understand!), and how to end a conversation when it's time. Much more: rambling, mumbling, too loud, too soft, cold and unapproachable, too friendly, annoying sound quality, high voice, even how you look when you talk!! love this book! It changed my life and could change yours too if you have communication issues that get in your way AND you're willing to put in the work to develop new more effective habits.

I ordered the book for help in being able to express clearly what I want . Not to correct a speech problem but rather how to be concise and focus on the primary issues I am trying to convey. Book is directed more towards correcting speech patterns. It is interesting and written in terms everyone can understand and there are some ideas about speaking that we're useful . Just wasn't what I wanted.

I was not reading this for a quick fix or with the intention of turning a few pages and then speaking like a president, but I did expect to gleam something useful from the book. The book is quite repetitive and each chapter builds up to the next, however each chapter also passes without much being said. Worst of all is the actual advice, for example I'm sure most people who talk too fast know they talk too fast, and I expect most of them bought this book with the intention of learning a technique to master their fast talking, for example to know what trigger signs to look out for, to learn ways of slowing down mid-speech, I doubt many bought it to be told the way to avoid the problem of talking fast, is to not talk so fast. Most of the advice is along the lines of: if you want to stop smoking, simply don't buy cigarettes. A statement of fact with little description of technique, other than keep practising (but keep practising what?). Try the sample on the kindle, the book does not improve after that.

Like someone else pointed out, it reads like a brochure. If that were the only problem, I wouldn't have given it a single star.. but I wish I had taken other honest reviews seriously (Perhaps this would have been useful for someone who is not a native English speaker, though.) The author uses case studies and anecdotes a bit too often, almost to try and legitimize and prove herself, rather than just laying out an efficient and useful procedure to become a better speaker/conversationalist/etc. To summarize the book's strategy, you basically record yourself and compare the melody of your voice to those of prominent individuals. Oh, and do this using your favorite poems. Why? Because so and so did it and after x y and z amount of weeks, there was a

drastic improvement in his or her life. Person B did not do so, and I 'could not assure B's employer' to keep them employed. You get the idea.

I have never in my life been so impacted by a book then after reading "It's the Way You Say It" by Carol Fleming. If I had read this book way back in my career, I would have been a better speech teacher, preacher, and person!

As a professor and public speaker, I thought I was articulate, well-spoken, and clear. Then I read Carol Fleming's book, and learned many ways to improve my ability to communicate effectively. This is a very valuable book--and a delight to read.

"Just Listen" is another book you need to read along with this one. They both work very well with each other for the skills we need in communicating. We must, must know how in our verbal language to be effective in our skills with others. A very good read on applying relational skills with different techniques for best results. Mrs. Fleming did a fantastic penmanship on being articulate. It is worth your time and effort to capitalize on your influence in relating to others to be more affectionate and understanding!!

I talk too fast. So I jumped to the chapter on that in this book. The simple technique she recommended was worth the price of the book. There was a 160-word sample text in the book. She said, read it while timing it. If it takes much less than a minute, you're speaking too fast. Keep reading it while timing it until you can feel what 160 words a minute feels like. Then, keep that as a tool to use when it's important you are clearly understood. She made me feel better about my natural speaking rate by saying that I needn't abandon it, just have the standard rate available as a tool to be used when needed. That's the sort of tact, the sort of understanding of the human condition that differentiates the truly effective speech coach from the mere technician. I'd imagine that the author would be an outstanding coach, but her generous book is the next best thing, for a tiny fraction of the cost.

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