2. Different Uses for Your Guide

You can easily adapt the "Effective Communication Skills Guide" to a wide range of conversations and presentations. Start with the outline's basic steps and focus on the needs of the audience.

PREPARING FOR A JOB INTERVIEW
Concentrate on how you can fill the needs the position involves. Your thought process might go something like this:
1. Ending. (Think about this first, though you will use it last): "And those are some of the reasons why I am the best candidate for the job."
2. Beginning. (Use this first) State what they're need is and why you're qualified to fill that need.
3. Middle. Tell in detail what you know about their needs and how you can help them.

GETTING YOUR MESSAGE OUT
It's called an "elevator speech." You're stuck in an elevator with someone for a few seconds. They ask what you do. The doors will be opening soon. You must grab their attention, add a few details and wrap it up in 10 to 20 seconds. Your opening, body and conclusion must all fit into one sentence. Example: "I make umbrellas that fit in your purse, so when it rains, you pull one out, open it up and stay dry."

MAKING A SALES PRESENTATION
Beginning. Start with the most important benefit your service or product offers AND how it fixes their need. Make sure you know in advance how long your presentation should be.
Middle. Continue with more benefits and what problem they solve. Next, go over the features that provide the benefits. Follow with what they will lose if they don't use these goods or services. Explain the guarantee.
Ending. Summarize the key benefits and how they can easily get what you're offering.

LEADING A COMPANY MEETING
Be sure you know the subject matter well, because many of your listeners will. But be careful. Your knowledge of the product or service is not the most important thing. It's how much you know about the general subject area and how that information can benefit your audience.
Beginning. Tell them what you're going to tell them.
Middle. Tell them. Use facts and details to make your point. Avoid using adjectives.
Ending. Tell them what you told them.

CREATING A WEBSITE
Ending. (presented third) Write down the goal for the website in one sentence. This will go at the bottom of every page.
Beginning. (presented first) Write down in one sentence what your website offers and what problem it solves. This will be your home page.
Middle. List all services and products, their benefits and features. Each page should deal with one category or item. In other words, let visitors focus on one item at a time.

WRITING AND GIVING A SPEECH
The principles apply to a speech of any length. The longer the speech, the more details you add to the middle with only small increases in the opening and ending. If you find that your time is almost out, simply jump ahead to your conclusion. Never run overtime. That tells the audience that you are disorganized and do not respect their time.
Ending. (presented third) What is the moral of your story. "And that's why…" Tell them the point of your story and one line they should remember.
Middle. Use this part to build your case for the ending. Facts and details. They should see it, hear it, feel it.
Beginning. (presented first) Grab their attention with a line or two that makes them want to know, "And then what happened?"

WRITING AN ARTICLE
Ending. (presented third) Start your outline with the main point of your story.
Beginning. (presented first) Entertain the reader with a "and then what happened?" beginning.
Middle. Research your topic so you have too much information in the middle. Then thin it out so it becomes the length required.

WRITING A BOOK
Ending. Clearly state how you want your audience to respond after reading your book.
Beginning. Explain in one sentence what your project is about
Middle. List the topics you plan to cover in the body of your project. Each topic may be a new chapter and its own story with a beginning, middle and end.