

Listen to TV ads. Some of these TV ads are ideal from this viewpoints. There's one I just love to hear;+- it is so different. The man the woman and she says, David have you got your deoderant ? He looks up, My deoderant! I'm going out. She says, Your breath deoderant, David. He says, Oh yes. Breath! And the way that they each said that, it just stuck in my mind and I love to hear it. There are some mighty good ads on the TV that if you will listen to and I think it will help you in getting the tone that expresses the thought you have in mind.

Run in such a way as to obtain. A preacher should preach in such a way as to hold attention and to get his thoughts across. Noone who with a little time every day of working at this cannot tremendously improve his effectiveness as a speaker. We should think about our preaching and how we can improve its effectiveness. This applies to every aspect of our work, of course. Paul says, Though I am free and belong to no man, I make myself a slave to everyone. That does not mean you let people use you for a doormat.

I once met a man in Canada who was travel agent. He told me a person came in there and said, I don't like the service your travel agency is giving me; they are not treating me right. He asked, Why? He said, Well, I wanted to go at 8 o'clock, and they are not going till 9. He said, We'll give them a special car. So he had a special car to take him. He did everything he could to please him and still he could not. Finally he reached the end of his patience. He said, That's enough; you go with the