

## Session 8

# Connectors Create An Experience Everyone Enjoys

### How To Be Interesting

**1. Take \_\_\_\_\_ For Your Listeners.**

In general, there are no bad audiences, only bad speakers.

Cemetery Communication – Lots of people out there but nobody is listening!

**2. Communication in \_\_\_\_\_.**

People don't remember what we think is important; they remember what they think is important.

**3. Capture People's Attention From the \_\_\_\_\_.**

*"People have remote controls in their heads today. If you don't catch their interest, they just click you off." – Myrna Marofsky*

**4. Say It So It \_\_\_\_\_.**

**Patrick Henry** – *"Give me liberty or give me death."*

**Nathan Hale** – *"I regret that I have but one life to give for my country."*

**Abraham Lincoln** – *"A government of the people, by the people, for the people."*

**Winston Churchill** – *"Never, never, never give up."*

**John F. Kennedy** – *"Ask not what your country can do for you. Ask what you can do for your country."*

**Martin Luther King, Jr.** – *"I have a dream."*

**Ronald Reagan** – *"Mr. Gorbachev, tear down this wall!"*

# EVERYONE COMMUNICATES FEW CONNECT

Session **8**

Dear Speaker:

The world has never gotten over its likin' of the truth. I've been a member of a church now for more'n fifty years. We must have had twenty pastors or more. I don't know for sure. None of 'em stayed very long. Every one of them told the truth. In fact they could bore you for hours on end with the truth. There was only one out of the whole bunch that we ever really wanted to keep. He told the truth interestingly. One time he put on his bathrobe and played like he was King David. Sure was interesting. Another time he played like he was the innkeeper in Bethlehem. Then one time he smeared his face with soot—sure looked strange—and told us he was Job. We all knew better and he knew we did, but I never really understood the Book of Job till that sermon. One time he dressed up in a white robe and came in the back of the auditorium carrying a sign. He told us he was an Archangel. He seemed so convinced, we believed him. Darndest thing, he'd do per't near't anything to keep our attention. He always did. Big church down in Chattanooga hire him away from us. The good 'uns always seem to get away.

They arrested a man over by Greenville the other day. They threw him in jail. He was walking around town in a white robe, carrying a sign that said "THE WORLD IS COMING TO AN END." I don't know why they arrested him. Most everybody believed he was right. As I saw it, he was telling the truth interestingly. Last week my preacher preached on that very thing. The way he told that same truth wasn't all that interesting. They might have locked up the wrong man.

It sure seems important to me to tell the truth interestingly. Not too many people do it. A bunch of us who listen to your sermons are wishing you'd do it. You might try the white robe and sign routine. Just don't go outside.

—Your Audience

**Key Concept:** Work to create the right experience for your communication setting.

**Question:** "How much time do I intentionally set aside to create enjoyable experiences for others?"