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Pixar's Joe Ranft's 2 Rules For Living

By Susan Harrow

Joe Ranft knew how to live. Considered the heart of Pixar's films his sense of humor and gift for storytelling were legendary throughout the industry and throughout the world. How can you apply his life lessons to promoting yourself, your product, business, service or cause? Storytelling is key along with two others.

1. The journey is the reward.

I want it now. I can't wait. Hurry, hurry. Show me the money. What do I get? Life will be better tomorrow.

Stop.

What about now? What about doing without knowing what will result, just for the fun of it?

This is what Kathan Brown, a client of mine who is legendary in the print making/etching world and who has worked with such artists as John Cage, Richard Diebenkorn, and Richard Tuttle, writes in the opening of her book, *Ink, Paper, Metal, Wood*:

"Thirty-three years ago when I founded Crown Point Press I didn't have a clear plan, but I liked the feel of ink on my hands and the look of it after I'd printed it onto paper using an etching press. I liked working with polished copper, aromatic liquid tar, rosin from pine trees, and wax, heated and rolled out thin -- poetic materials from another age."

She goes on to say that she started the press for her friends who were painters and sculptors and how they taught her ways to make sense of life in this day and age.

During this time when our troops and the Iraqi people continue to die, when hundreds have died or are in desperate straits in the wake of Hurricane Katrina, when depression, obesity and anxiety have become as commonplace as the housefly, how does what you do help us make sense of the world?

And while the journey is the reward, Kathan says, "You can't just sit around and enjoy. You also have to look for the next step."

2. Trust the process.

Process is often mysterious, frustrating and slow. Process is also miraculous, easy and instant. They are part of the same continuum.

Margaret Welty is a great example of trusting the process. She's an artist and gifted teacher who just got her own cable TV show). She has attended the Soundbite System for Success (tm) teleclasses) every single time they've been offered.

She practices weekly with her soundbite buddy and has done so for over six months. She's made dramatic strides that have come from trying different ways of saying things, hearing her soundbite

buddie's feedback and booking herself on radio shows so she can hone what she's learned. I love the phrase (soundbite) on her website: "No Talent? No Problem! Drawing Free allows anyone — even YOU to start drawing NOW."

Even me? With Margaret holding my hand I will trust the process and give it a go. No doubt Joe Ranft would cheer me on.

Susan Harrow shows you how to trust the process while doubling or tripling your business in her book, *Sell Yourself without Selling Your Soul*. Learn how to promote yourself, your business, your product or your cause without bragging, begging or whoring—and get exactly what you want—from the media and ultimately, from life.

<http://tinyurl.com/79hb>

The Secret to Writing a Captivating Speech for Any Occasion

By Sir Jon Weaver

'The Secret to Writing a Captivating Speech for Any Occasion' by Sir Jon Weaver

You're going to write a speech. And you're scared to death. Sure, I know you're not afraid of the speechmaking. Spouting it out is comparatively easy; in fact, it may be fun. But writing—ah! That is another story.

At the start let's write this speech to Joe. We'll pick out a typical Joe from your audience, a fellow who is a fairly good composite of the group. Then we'll write our speech directly to Joe.

How do you think of the group to whom you're going to talk? Perhaps you think of them as gentlemen and scholars. Again as brothers. Or maybe more familiarly as "you guys" or "you lugs." But no matter

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how you have them pegged, there is one Joe among them who is a cross section of all of them.

Let's put the words down on paper just as you would speak them to Joe. Write the word "Joe" up there at the start of the first paragraph, put a comma behind it, and write:

Joe, as I stand up here on the platform tonight I can think of the time a few years ago when I met you in Kansas City. Remember, Joe? It was in that little restaurant with the blonde waitress. I still remember, Joe, what you said that night.

Would Joe and a group of Joes listen to a story like that? You know they would. And whenever you start off so closely to this Joe's thoughts and interests, you are certain to get attention. Once I heard a speaker start a talk to a group of his dealers with, "Gentlemen and Chiselers." He smiled when he said it, of course, but the crowd roared. He was talking right down their alley. And all through the talk you could see that this man had thought of the Joes out in front of him when he was writing it to the one Joe who was a composite of the group. He wrote it just as he would talk to that Joe face to face. His talk was on the beam every minute.

Writing to Joe, you keep your talk on a conversational level. Sit him across the desk and talk to him as you write. You can't go high-hat on a guy across the desk. You won't get up in the blue sky, over his head, if you imagine he is right there talking to you, asking a question now and then. Putting in an argument occasionally. Adding a thought or two. No, you'll keep down to earth where your talk belongs.

This goes for any kind of audience. All groups are made up of Joes. You may be talking to bankers, lawyers, merchant chiefs, rich men, poor men, beggar men, or thieves. But in each group there is an average Joe. Pick out that individual and write your speech to him.

By simply following this one piece of advice, you will be on the road to writing conquering your writers block, shoving nervousness aside and end up writing a great, audience captivating speech!

Discover how to write audience captivating speeches with this FREE step-by-step guide. FREE information and articles on every aspect of great Speechwriting for every occasion! It's FREE – Click here:

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