

INTERNATIONALLY ACCLAIMED
PUBLIC SPEAKING EXPERT

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THE 7 SECRETS TO CREATING CAPTIVATING SPEECHES

THAT ANYONE CAN APPLY TODAY

LEARN THE SECRETS TO WRITING
CONTENT THAT CAPTIVATES
OTHERS IN OUR DISTRACTED
21ST CENTURY WORLD.

A Captivating Publication



Hello friend!

This is Chanti Niven, keynote speaker, serial entrepreneur, founder and CEO of Captivating Speakers.

Inside this book, you will learn how the most successful speakers captivate audiences around the world using 7 simple yet highly effective secrets in their presentations, their keynotes and in their overall communication.

For more than 12 years, my team of certified trainers and I have coached executives, entrepreneurs, artists, authors and other experts in the art of conscious communication, influential leadership and powerful branding, that not only leaves a lasting impression, but creates raving fans instead of just customers.

If you're completely new to public speaking, you'll find this book extremely helpful in getting started when it comes to crafting a speech and how to go about it.

It will not only give you a solid overview of an entertaining speech anyone will want to hear, but it also provides you a step-by-step system you can use to create a captivating presentation right now, no matter the topic.

If you're already familiar with public speaking or have had prior training in this invaluable skill, I also believe that you'll find new value in this publication.

It will be a great refresher of a few foundational concepts you may have forgotten, and also provide some unexpected insights that can take your speaking to the next level.

Let's get started.

Secret #1 - Short Sentences

You've probably been there. You're sitting in a classroom or some type of conference room, and the speaker is droning on and on, using long, drawn-out sentences.

You quickly lose interest.

As you glance around the audience, you notice that people's eyes glaze over, some are doodling, others furtively fiddle around with their phones, and — if possible — a few even sneak out of the room.

Why?

Neuroscientists have discovered that the part in our brain that is responsible for processing audible information can only do so in small chunks.

This is also the reason why most people prefer music that has a rhythm with consistent beats.

In other words, that particular part of your brain wants its information to be 'bite-sized.' When information comes in bigger chunks, it literally overwhelms the brain and it goes into self-preservation mode by distracting itself with other short-term activities.

Yes, if you force yourself to listen, you will receive the information, but guess what? You're going to get tired very quickly and it's doubtful you will remember much of what is said...

Speaking in long sentences is not good for you, and it's not good for your audience. Unless you want to bore them to death that is.

In today's world, attention spans are already at an all-time low, so you want to make sure to deliver your presentation in short, digestible sentences.

How short is *short*?

When you type out your speech, use Times New Roman or Arial and select size 12 for your font. Try to keep your sentences inside of one line.

Sound impossible? It's a great practice. Try being more succinct in your communication. It will pay off.

If your sentences must absolutely be longer than one line, divide them up by using commas, semicolons or by adding pauses when you talk. I tend to mark these on my notes when writing speeches. I will type a forward slash (/) for one beat, two for two beats (//) and three for three beats (///). Each one represents one second.

Now, you may be thinking: "Okay, Chanti. That'll make me sound like a robot! You want me to speak one sentence at a time for my entire keynote?"

And my answer is: "Yes!"

... and "No."

Keep your sentences under a line but vary your sentence *length*. You won't sound like a robot because you are human. Even if you haven't been through our vocal training, you'll sound okay because - once again - you are human. As a human, your voice is infused with emotion whether you want to or not. You would have to try really hard to

sound monotonous and robotic by stripping away all emotion from your voice. Go ahead, try it. I'll wait.

See?

Secondly, it is highly unlikely that every single sentence in your speech **can** be shortened to under one line. I just want you to try to cut your sentence length.

Notice, I used the word "try"? You'll see when you rewrite your speech after finishing this book. That's why I recommend using commas, pauses and "chunking up" your longer sentences.

A good question to ask yourself as you examine your speech is: "Would this sentence get through to a teenager with ADHD?"

If the answer is "Yes" then you're The Full Monty.*

Even if you speak extemporaneously, be aware of this fact. Don't drone on!

**British expression:*

going all the way with it, going big instead of going home.

Secret #2 - Vivid Language

When I was a child, I loved to visit my grandmother. Not only because she would always make her famous Bilberry Pie that you could smell from down the street, but because I could never get enough of her amazing stories.

Grandma was a phenomenal storyteller.

I don't know where she got all her stories from. Perhaps her mother or grandmother told her stories while she was growing up or perhaps she just had a very active imagination and she made them up, however, I think she passed this on to me.

My kids still remind me of how I'd share stories with them and how their favorite time of day was bedtime when I'd ask, "What story do you want me to share tonight?" They'd invariably reply, "One from your head, mom!" Of course, that warmed my heart.

I loved that they wanted to hear a story I'd made up. Often, though, I didn't make up stories. I'd tell stories from my own life or, even better, from theirs. They adored it when I told funny stories about when they were babies.

Anyway, I digress. I was talking about my grandmother. I used to call her Lally.

As a kid, I took it for granted that Lally knew all these stories by heart. After all, that's how I grew up, and she always did it with such skill and a warm, knowing smile that drew me in and made my eyes as large as saucers.

The most captivating thing about her stories, though, was how vividly she described them. It was as if witnessing a movie, except it was a movie in my own head. She used colorful metaphors, extravagant hyperboles, and dynamic imagery.

Needless to say, I never wanted her to stop. That's when you know you captivated your audience! When they want more.

As a speaker, you are a messenger. You convey information and emotion to your audience and your goal is to elevate them one way or another. You are there to help them, to educate them, to lift them up — and your vehicle is a simple story.

Stories are one of the easiest and most powerful ways you can captivate your audience, which is why they are an integral part to all of our training programs.

Think about your favorite stories as a kid. Perhaps even re-read them. It is a fascinating experience that I highly recommend to anyone. If you have kids, for goodness sake, please read to them. Have fun with it. Get into character. Play with different voices and accents. Change your facial expressions and watch your child's face.

If you get a good reaction you know you have done a good job in bringing a story to life. This will demonstrate the power of stories to touch emotions and affect change.

Why are good stories so powerful? You will find that they all use **descriptive and vivid language**. The authors draw pictures in our mind that we can "see" even though we are reading or listening to them. Stories play to the theater of the mind. You create the frames and your audience colors between the lines.

Science has proven what we already know. When we are captivated by a story, we *live* the story. We experience it as though we were in it.

Descriptive and vivid language stirs the imagination, it makes us an active part of the story rather than a casual observer. As a speaker, you have to do the same if you want to capture your audience's short-lived attention span.

Draw mind pictures.

Instead of, "I was depressed," say something like: "My heart was tired."

Instead of, "She was blonde," say something like: "Her hair was the color of lemons."

Ironically, I stole these quotes from the book "The Book Thief" by Mark Zusak. I love the vivid way in which he writes. I don't know anybody with hair the color of lemons but I immediately saw the color in my mind's eye.

There's no need for complexity or excessively flowery language. In fact, the simpler the better. All you have to do is create a movie in your audience's mind.

The more visual the imagery, the more your audience will remember your content.

Obviously, you don't want to make every single sentence of yours descriptive and vivid, unless you are performing at a poetry slam that is. Even then, simplicity tends to grab more attention.

Want an example? I highly recommend Sarah Kay's "Love Letter" for a brilliant example of the dance between simplicity and profundity. [Check it out on YouTube](#). In this video you will see how she uses the attributes of two inanimate objects, namely a toothbrush and a bicycle tire and writes a love letter between the two. She presents this in Spoken Word Poetry style and the audience laps it up. When I watch it, I get goosebumps every time.

Remember, how you create mind pictures depends on your content and your audience. This secret works best when you use it within a story.

Think about your most important points you want your audience to take away from your talk. Can you describe them in a more vivid way so that they can be easily remembered? How can you impress your message so that it remains an indelible mark?

The rule of thumb to always ask yourself: "Can they **see** it?" "Will they **feel** it?"

One of the greatest examples of rich and varied vivid imagery comes from Charlotte Brontë's, *Jane Eyre*:

"A lover finds his mistress asleep on a mossy bank; he wishes to catch a glimpse of her fair face without waking her. He steals softly over the grass, careful to make no sound; he pauses -- fancying she has stirred: he withdraws: not for worlds would he be seen. All is still: he again advances: he bends above her; a light veil rests on her features: he lifts it, bends lower; now his eyes anticipate the vision of beauty - - warm, and blooming, and lovely, in rest. How hurried was their first glance! But how they fix! How he starts! How he suddenly and vehemently clasps in both arms the form he dared not, a moment since, touch with his finger! How he calls aloud a name, and drops his burden, and gazes on it wildly! He thus grasps and cries, and gazes, because he no longer fears to waken by any sound he can utter -- by any movement he can make. He thought his love slept sweetly: he finds she is stone dead."

Notice the appeal to the senses?

While this is a classic and the language is not contemporary, did you notice how effectively the author painted this scene with her words?

To become more creative in your expressions, join literary groups, read more and, above all, practice. Creative expression is developed through practice.

We run a Storytelling & Writing class called “Creative Minds” every month, where we practice and dive deeper into these concepts. If you’re interested, you can find more information here: [Creative Minds Storytelling Class](#)

Secret #3 - The Power of Repetition

"I have a dream that one day this nation will rise up and live out the true meaning of its creed: 'We hold these truths to be self-evident, that all men are created equal.'

I have a dream that one day on the red hills of Georgia, the sons of former slaves and the sons of former slave owners will be able to sit down together at the table of brotherhood.

I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character.

I have a *dream* today!"

- *Dr. Martin Luther King, Jr.*

Excerpt from Dr. King's speech on August 28th, 1963 at the Lincoln Memorial, Washington D.C.

Without doubt, this is one of the most powerful speeches in history. I get shivers every time I read or listen to it. Not only because of its message, but because Dr. King understood the impact of conscious communication and how to captivate an audience, no matter its size.

Dr. King understood that the spoken word is the most effective weapon of democracy; the most effective weapon of freedom.

The main reason why I'm citing Dr. King's speech here, though, is to illustrate the power of repetition. What is the one key phrase he keeps bringing back?

"I have a dream."

We all understand these four simple words, and yet we know exactly who said them and what they stand for. These four words have gone down in history, and even generations from now, our descendants will learn and remember what these four simple words stand for.

That's the power of repetition.

Technically, it's called the "Anchoring," or "Foundational Phrase". Your motif or main theme should be repeated liberally throughout your speech or presentation, if you wish to captivate your audience.

Create a motif that is central to your message and use it often. This is especially helpful if you wish to get a particular point across, when branding yourself or your company.

I highly recommend to revisit Dr. King's speech after you finish reading this book, because you will realize how masterfully he used the 7 Secrets.

One of my trainers and I were working with a client on her personal brand and how that could be expressed in a speech. She is a beautiful, Oscar-shortlisted female filmmaker, who takes really good care of her appearance.

When asked how she was able to look so young, she jokingly admitted to us that her entire bathroom countertop was filled with all sorts of beauty and anti-aging products.

Creams, tonics, emulsions, cleansers... you name it. She had created her own system that helped her look 20 years younger.

When we were brainstorming on her Motif, my trainer - being the jokester that he is - suddenly said: "I've got it!"

We looked at him with anticipation and wide eyes. He smiled at us and said...

"I have a cream!"

We enjoyed a good laugh but needless to say, we didn't go with that one.

Keep your Anchoring Phrase simple. It doesn't matter what your topic is, there is always a short, easy sentence that can tie your whole speech and theme together.

When your audience leaves the room, you want them to remember that one phrase.

Think of it as a mantra, or an affirmation almost.

That one phrase is your tagline that connects your content with your audience's needs, wants or desires and it does so through their emotions. Even if that phrase is the only thing they remember from your presentation (which is unfortunately often with today's short attention spans), it will remind them of how they **felt** and what they **learned** from you.

Companies have been using Anchoring Phrases in their advertising and marketing since... well, since the very beginning.

Just Do It

Think Different

Got Milk?

I'm Lovin' It

I don't have to tell you which companies these are, because you already know.

That's the power of repetition.

If you want to learn powerful methods for making your communication stand out, we teach The 7 Secrets and much more in-depth at our [Captivating Speakers Gym](#).

Secret #4 - Rhyme

Public speaking made me nervous when I was in school.

Getting up in front of class, I always lost my cool.

I memorized my speeches and really knew them well,

But between my brain and lips, things just didn't jell.

Here are a few examples with embarrassing details.

"Saving whales," I meant to say instead of "waving sails."

And when one wants to talk about "battleships and cruisers,"

My audience will likely laugh at "cattle ships and bruisers."

It shouldn't be as hard as jumping a high hurdle

To say "hypodermic needle" not "cryogermic nurdle."

And certainly one understands that a "well-oiled bicycle"

Will last a whole lot longer than a "well-boiled icicle."

During school it seemed likely I'd been "wasting two terms."

Still, a whole lot better that "tasting two worms."

So compared to public speaking, writing is the "fun part,"

More dignified that expounding on the latest "pun fart."

When I was a child, my dad always used to say: "I'll pay you, if you will just shut up!"

If you think about it, it's kinda funny that today I get paid to speak.

Believe it or not, as a kid, when it came to speaking in front of my class for a presentation, I would suddenly freeze up and stumble my way through my half-heartedly prepared homework.

For some reason, though, whenever I had to perform a poem in front of my English or Creative Writing class, I had no problem doing it.

Was it the rhythm? Was it the creative aspect?

It was definitely more fun presenting a poem, than some lame part of history I'd crammed into my head the night before and forgotten by lunch.

Throughout my years and years of research into behavioral psychology, neuroscience, social psychology and how it all integrates with the art of public speaking, I came across a phenomenon that suddenly made everything click into place.

In his classic book *"Memory in Oral Traditions,"* cognitive scientist David Rubin notes:

"Oral traditions depend on human memory for their preservation. If a tradition is to survive, it must be stored in one person's memory and be passed on to another person who is also capable of storing and retelling it. All this must occur over many generations."

"Oral traditions must, therefore, have developed forms of organization and strategies to decrease the changes that human memory imposes on the more casual transmission of verbal material."

What are these strategies?

Tales that last for many generations tend to **describe concrete actions** rather than abstract concepts.

They use powerful visual images (Secret #2).

They are sung or chanted, and they employ patterns of sound: alliteration, assonance, repetition (Secret #3) and, they most often include **rhyme**.

One of Rubin's experiments showed that when two words in a ballad are linked by rhyme, college students remember them better than non-rhyming words.

Such characteristics of oral narratives are, in effect, **mnemonics** — memory aids that people have developed over millennia "to make use of the strengths and avoid the weaknesses of human memory," as Rubin puts it.

In other words, use rhyme if you want something to stick in your audience's mind.

Now, I must add a caveat here.

Obviously, I don't want you to rhyme every point you are trying to get across in your talk. Unless, once again, you are at a poetry slam.

In fact, rhyme works best when you combine it with Secret #3: Repetition.

Make your Anchoring Phrase a rhyme, and your audience will definitely remember it.

A good rule of thumb is to use around three rhyming phrases in your talk and not more.

Limited use of rhyme (including imperfect rhyme) can be a very effective tool in speechwriting. It provides emphasis and helps people to easily remember your key principles or statements.

A client of mine, a motivational speaker, who speaks at schools about compassionate communication uses the term “Labeling is Disabling.” Even though you have not heard her talk, you get a very clear sense of what it’s about. Again, she used her Anchoring Phrase, combined it with rhyme and effectively created a mantra that sticks in her audience’s mind.

Many great speakers use some rhyme in their speeches. Here are a couple of examples:

“Your *attitude* determines your *altitude!*”

— Zig Ziglar

“Out of intense *complexities*, intense *simplicities* emerge.

Humanity, not legality, should be our guide.”

— Winston Churchill

One of my favorite speeches is the TED Talk by Shane Koyczan, “To this Day - For the Bullied and The Beautiful” Please [watch it on YouTube](#). It garnered 1.2 million hits in the first two days and put Shane on the map. He uses Spoken Word Poetry combined with the poignant sound of a lone violin and imagery to deliver a profound and moving message. The beauty of his composition is only surpassed by the poetry of his words.

Here is an excerpt:

"But at night while the others slept
we kept walking the tightrope
it was practice and yeah some of us fell.
But I want to tell them that all of this is just debris,
leftover when we finally decide to smash all the things
we thought we used to be,
and if you can't see anything beautiful about yourself,
get a better mirror,
look a little closer,
stare a little longer,
because there's something inside you
that made you keep trying
despite everyone who told you to quit.
You built a cast around your broken heart
and signed it yourself.
You signed it "They were wrong".
Because maybe you didn't belong
to a group or a clique,
maybe they decided to pick you last for basketball or everything.
Maybe you used to bring bruises and broken teeth to show and tell
but never told, because how can you hold your ground
if everyone around you
wants to bury you beneath it?
You have to believe that they were wrong!
They have to be wrong...
Why else would we still be here?

When Shane recites these words, he stops at the rhymed portions.

Example: "Maybe you used to bring bruises and broken teeth to show and tell but never told, because how can you hold your **ground** if everyone **around** you wants to bury you beneath it?"

The sparing use of rhyme lends a beauty and poignancy to his words. It gives us points upon which to anchor our attention. We experience his emotion in a deeper way.

You do not need to be as poetic as Shane in your speaking but you could learn from his delivery.

Coming up with a rhyme is actually easier than you might think. There are plenty of rhyme dictionaries and generators on the internet.

Go through your speech, look at your main points and play around with them. I bet you will soon find an appropriate rhyme that will stick in your audience's mind long after you have left the stage.

Secret #5 - Tricolons

*"**Tell** me and I forget. **Teach** me and I remember. **Involve** me and I learn."*

— Benjamin Franklin

*"You are talking to a man who has **laughed** in the face of death, **sneered** at doom,
and **chuckled** at catastrophe."*

— The Wizard of Oz

*"Can I get you anything? Cup of **coffee**?*

Doughnut? Toupee?"

— Dick Van Dyke

If you've never heard the term "tricolon" before, it may conjure up a somewhat peculiar image...

However, it is simply a rhetorical device for a series of three parallel words, phrases, or clauses. Tricolon comes from the Greek, literally translated meaning "three" + "unit."

A tricolon in speech and writing involves any pattern of three, whether that be three words, or three sentences that in one way or another relate to each other.

Why is this important?

The power of three! Remember Secret #1 - Short Sentences?

It goes back to that same part of our brain that can only process information in small, bite-sized chunks.

A pattern of three has a rhythm to it, and if combined with Secret #4 - Rhyme, it becomes a delicious piece of easy-to-process, easy-to-remember meal for our brain that it often likes to regurgitate.

Ever had an annoying song or advertising jingle stuck in your head?

It probably had a tricolon in it.

The power of three is also often used to comedic effect with two items setting up a predictable path and the third deviating from it (called the "non-sequitur").

It's the basic joke structure of "setup-setup-punchline."

For the first two sentences the story/the frame is set up going in one predictable direction. The third sentence — the punchline — completely deviates from this direction and becomes something unpredictable and unexpected.

That's what makes it funny.

Research has also shown that the limbic system at the center of the brain — which contains the amygdala, the hippocampus and processes our most basic emotions such as hunger and fear — is also triggered when we see or hear something funny.

This activity eventually stimulates the motor region of the brain to become active, and that's what produces the physical reaction of laughing and the vocal expulsion of sound.

On average, humans have this laughter reaction around 17 times a day, and although it's still being researched and debated, many scientists agree that we're the only species on the planet that laughs.

The best part about all of this is that laughter is actually good for you.

Researchers at the University of Maryland have linked laughter to the healthy function of blood vessels — something that can lower your chance of a heart attack.

Laughter also boosts your heart rate and the production of certain antibodies, which strengthens your immune system.

As a rule of thumb, we always work on some form of humor in the beginning of my clients' keynotes. You don't have to be a trained comedian in order to elicit this magical tool of making the audience instantly like you. An offhand comment about something that happened in the room before your presentation is sometimes all you need.

This is also why me and my trainers incorporate techniques from Improvisational Comedy, so that you can use situations and moment-to-moment wit to your comedic advantage no matter where you are.

Now, whether you already have humor in your presentation or not is beside the point. You can harness the power of tricolons no matter your content.

Again, I often coach my clients to use tricolons for their key points and phrases, because, after all, that's what you want to "stick" in your audience's mind.

In the beginning of this chapter, I actually used a tricolon on top of three tricolons. I used two well-known quotes that each consists of tricolons (setting up a direction), and then ended with a joke by Dick Van Dyke (deviation from setup).

But since this is not a book on writing jokes, it's still important for you to know the basic structure behind it, so that you can go through your speech and identify sentences that can be transformed into tricolons.

A word of warning.

If you overuse tricolons, your audience will become distracted or bored by that pattern, and you will lose all credibility.

Use tricolons for emphasis or humor. Not more, not less.

Do not use more than 3-4 tricolons in a 5-7 minute talk.

I'm sure by now you can see the powerful effect tricolons can have on your audience. Yet they can become even more powerful when you combine them with Repetition (Secret #3).

Make your Anchoring Phrase a tricolon, repeat it throughout your speech and your audience will definitely remember it for a very long time.

A client of mine actually took the power of tricolons and made it his own personal brand called "*Trinspiration*" — a series of keynotes and a best-selling book filled with 3-word inspirational quotes.

And yes, he trademarked it. Sorry.

Secret #6 - Contrast

*"A **lie** can get halfway around the world before the **truth** even has a chance to put its pants on."*

— Mark Twain

Here's another Bonus Secret that all successful speakers use, yet none of them admit.

Whenever you quote someone but forgot the author's name, just give it to Mark Twain. At least that's what I say and it always gets a laugh.

If you wish to be politically correct, give it to Helen Keller. Don't shoot me for saying it. I'm just joshing. Playfulness is an important tool in the speaker's arsenal.

Getting back on topic. This quote has actually been attributed to many historical figures, all the way from Winston Churchill to Franklin Roosevelt's Secretary of State, to the omnipresent Anonymous.

The reason why I chose this quote to illustrate Secret #6, is because it's not only funny in a "sad-but-true" fashion, but it also uses Contrast.

Contrast in speech and writing is similar to most people's understanding of contrast in color. Your TV and your computer screen very likely have a setting called "Contrast."

What does it do?

In sharpens and emphasizes the difference in color tones.

For example, if you were looking at a screen where half was black and the other half was white; the more you turn up contrast, black will become darker and white will become brighter. If you turn contrast down, obviously, the opposite will happen.

In speech and writing, we use contrast to sharpen and emphasize differences, as well.

Marianne Williamson actually used the contrast example of "light" and "dark," as well as "inadequate" and "powerful," in her legendary poem "Our Deepest Fear."

*"Our deepest fear is not that we are **inadequate**.
Our deepest fear is that we are **powerful** beyond measure.
It is our **light**, not our **darkness** that most frightens us."*

— Marianne Williamson

Did you notice how many Secrets she used in just those three sentences? It's no mistake that hers is one of the most quoted poems in the world.

Contrast works best when you have two opposing forces: Light, Dark, Warm, Cold, Earth, Sky, Truth, Lie, Love, Hate... the list is endless.

The reason why this works so well is simply because it goes back to the ancient storytelling principles of Good versus Evil, that are hardwired into our brain.

Any two opposing forces create conflict, which in and of itself is still the most captivating storytelling tool to this date.

Why do superhero and action movies continue to be so popular all around the world?

Because conflict and contrast are universal. Every human being understands it on a primal level and we want Good to triumph over Evil. Well, at least most of us.

This is not to say that you have to put a compelling story into your speech that has flying jumpsuits and explosions, but you can use contrast very effectively if you simply look at where you have two different (preferably opposing) “things,” put them in the same sentence and emphasize their difference.

Another caveat.

Just as too much contrast on your TV screen is going to oversaturate the colors and make the picture look unnatural, too much contrast in your speech is going to make you look inauthentic.

It’s going to come across as too rehearsed and planned. Once again, use it sparingly for your important moments and sentences.

The opposite applies, as well. Too little contrast on your TV screen is going to wash out and dull the colors. Too little or no contrast in your speech is going to make you uninteresting.

True, you could make a keynote captivating even if you never used contrast. But why wouldn’t you, when it’s so easy? Here’s another great example.

*“What good is the **warmth** of **summer**,
without the **cold** of **winter** to give it sweetness?”*

— John Steinbeck

Secret #7 - Antimetabole

Last, but certainly not least, probably my favorite Secret of them all.

Antimetabole, pronounced: **AN**-*ti*-*mə*-**TAB**-ə-*lee*.

The dictionary defines it as: "the repetition of words in successive clauses, but in transposed grammatical order. It is similar to chiasmus although chiasmus does not use repetition of the same words or phrases."

What?

Antimetabole and chiasmus are very closely related, and some experts even use them interchangeably. However, both the terms still exist to refer to two distinct literary devices. According to scholars, when a sentence is repeated by reversing it, so as to convey an idea or stress a point, it is called chiasmus.

What?

Antimetabole is not very much different from chiasmus, only that in an antimetabole the words and grammatical structure is also reversed, because just reversing the meaning is not enough.

In the light of these facts, it can be deduced that all the antimetaboles are chiasmus, but not all instances of chiasmus are antimetaboles.

Still, what?

Alright, it's probably easier if I give you an example.

*"Ask not what **your country** can do for **you**.*

*Ask what **you** can do for **your country**."*

— President John F. Kennedy

This is probably the most famous antimetabole in history. It says so much, yet contains so few words. That's the power of the awkwardly named antimetabole.

In essence, this Secret is simply reversing the order of words from the first sentence with the order of the second sentence.

Here's one you've definitely heard before:

*"When the **going** gets **tough**, the **tough** get **going**."*

— Mark Twain

You probably didn't even know that Mark Twain came up with this phrase, did you?

I don't actually know who said it, but it makes sense that he would say it. Right?

(Bonus Secret!)

Anyway.

The point is that an antimetabole is one of the easiest, and yet one of the most captivating Secrets to use in your presentations.

Why?

Because it can combine several Secrets into one.

1. It's usually used in short sentences
2. It often describes something visual or vivid
3. It repeats two key words
4. It almost sounds like a rhyme, because it has a certain rhythm to it (some speakers actually make their antimetaboles rhyme)
5. It's often used to emphasize contrast

When you use antimetaboles, something clicks in your audience's mind instantly. It's a nicely wrapped, complete, bite-sized chunk of valuable information, that encapsulates the essence of your entire talk.

Ideally, that's what your antimetabole should be: the essence/core/heart of your keynote.

Sometimes it's really difficult to find. Other times it's easy.

*"I saved the **best Secret** for **last**,
because the **last Secret** is **best**."*

— Chanti Niven

That one was easy. Now, it's your turn. Go through your speech and find its essence. What do you want audiences to remember? What value do you want them to take away from you? What's the **one thing** that summarizes your entire speech?

Again, you are almost creating a mantra here, so that when your audience members go home, and they remember your antimetabole (even though they probably don't even know what that is), they remember exactly what it is you want them to do.

As with many of these Secrets, you want to use antimetaboles sparingly. You can see how this can be the most powerful, most memorable sentence of your entire presentation.

Place it wisely. Repeat it only a few times.

Epilogue

There you have it. The 7 simple yet highly effective secrets that successful speakers use in their presentations, their keynotes and overall communication.

Now that you're aware of them, I encourage you to watch some of your favorite speakers. You're going to notice the 7 Secrets popping up everywhere, because they have been tried, tested and proven to not only captivate any audience, but most importantly, leave audiences with a positive impression of the speaker and their content.

Of course, there are more than just 7 Secrets for creating a captivating keynote, but these are the top ones that we always recommend first.

If you do nothing else but use these seven, you and your speech are going to stand out and leave an impact anywhere you go.

I hope you have fun using the 7 Secrets, and find them to be an invaluable asset to improve and spice up your presentations.

Now Is Your Time To Take Action

You now have seven ingredients for creating highly captivating speeches that people will want to listen to.

I recommend you keep this book as a reference and refer back to the 7 Secrets as you write your content and build your brand as a speaker.

You may also want to go back through this book from time to time at different stages of your personal and career development. You'll find that depending on where you are at in your growth, you'll understand the 7 Secrets in a different way.

I'm going to leave you with just one last concept I like to call the "Momentum of Application."

This is basically the idea of taking anything new you learn and applying it in the real world as fast as possible, while you have the momentum of fresh knowledge on your side. In my opinion, this is the best way to do things because it forces you to learn fast and also get results fast.

Now is your time to take action.

Thanks for reading, and I'll chat to you again soon.

A handwritten signature in a cursive script that reads "Chanti". The signature is written in black ink and has a decorative flourish at the end.

P.S. If you liked what you learned in this ebook and want even more in-depth and advanced trainings for public speaking, effective leadership, and conscious communication, then I highly recommend you check out our [programs and services online](#). Join us for our fun [Captivating Speakers Gym](#), or our cozy Storytelling & Writing class [Creative Minds](#). Whether you want to learn how to generate authentic confidence in under 2 minutes; how to triple your conversion rate every time you "sell" to a crowd; or if you simply want to get over your fear of public speaking, we can help you get the results you want, attract the right people for your career, and become more influential in your industry. If this sounds like something you'd find helpful, then click the links to learn more about me, [Chanti Niven](#), and [Captivating Speakers](#).