

Exercise: Building Message Mantra



Reduce your message to its powerful but complete essence.

Reduce the Sauce.

In this exercise, choose a current topic or message worth practicing. Using your watch, take two minutes to explain this topic aloud. Then reduce the sauce to get your point across in half the time, and then half again.

Speak it first!

Make sure you do this as a spoken-word exercise first. Once you have discovered your 1-minute and 30-second versions, chronicle them in the spaces below.

Reduce the sauce. Say it in one minute.

Reduce the sauce some more. Say it in thirty seconds.