

IT'S THE WAY YOU SAY IT

Becoming Articulate, Well-spoken, and Clear

CAROL A. FLEMING, Ph.D.



It's the Way You Say It: Becoming Articulate, Well-Spoken, and Clear

Carol A. Fleming

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"No other skills will position you ahead of your competition as much as good speaking and presentation skills. No book approaches the depth and breadth of Dr. Carol Fleming's It's the Way You Say It." -Patricia Fripp, CSP, CPAE, Keynote Speaker, Executive Speech Coach Make Your Speaking More Impressive Refine your voice, words, and demeanor and speak your mind effectively. It's the Way You Say It offers: Useful vocal self-evaluation tools Valuable tips to solve specific voice problems Expert advice on how to develop a dynamic voice Advice on how to become verbally competent and fluent Practical methods to become well-spoken How to speak with comfort and confidence Steps to become approachable and gracious Professional guidance in conquering stage fright Speech consultant, Dr. Carol Fleming brings unique knowledge and skills to the speaking needs of individuals and corporate clients. She has leveraged her professional background and skills, a Ph.D. from Northwestern University and over thirty years of successfully helping clients to improve their communication skills, to write a book that will benefit the individual to refine their voice, words, and demeanor and speak their mind effectively. Dr. Fleming knows what is important to the adult learner and how to streamline the learning process.

It's the Way You Say It: Becoming Articulate, Well-Spoken, and Clear Details

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From Reader Review It's the Way You Say It: Becoming Articulate, Well-Spoken, and Clear for online ebook

J.W. Wexford says

I wish this had some speech exercises, or more about public speaking. It goes over different problems people have in their speech, most of which was irrelevant for me.

Lolo says

An ok book, but not for me.

Heather Clawson says

This was a self-help book on correcting the way you talk - both the "what you say" and the "how you sound" components. While I thought the book was interesting and slam-full of information and examples, I thought the author's tendency to make somewhat admonishing comments to the reader to be highly distracting. For example, in her chapter on "Breathy Talkers," Dr. Fleming gives a bulleted list on how to combat this problem, the last bullet being the statement that this type of speaking can be a medical issue. She suggests seeing an ENT (Ear, Nose and Throat doctor) for an evaluation to determine if your problem is physiological in nature. Her closing statements for this suggestion are, *"This medical visit is no big deal. It doesn't hurt, takes little time and can provide much relief. Be a grown-up and go."*

Uh, excuse me? Am I three? I know there are plenty of people out there who hate going to the doctor (any doctor) and will avoid it all costs but really - do you think that you (someone I don't know) telling me not to be a baby is going to somehow launch me to the doctor's office if I'm one of those individuals who refuses to go? Give me a break.

But my favorite, by far, was this pearl, uttered in the middle of her chapter on "Developing The Resonant Voice." *"Maintaing the lower pitch, go 'Hohoho' like the Jolly Green Giant, letting the tone come from deep in the chest...If you have never even heard of the Jolly Green Giant, you might use Santa Claus as an image. If you have never had an image of Santa Clause, I can't help you."*

WTF?

First of all, I'm guessing that making the statement "I can't help you," in the middle of a self-help book (even if done in semi-jest!) is tantamount to the president of America giving a speech on how the head of the government is not doing a very good job. Secondly, if you seriously thought that some of your readers wouldn't know who the Jolly Green Giant or Santa Claus was, then why use them as an example? In short, why would you even make that statement? My guess is that the author was trying to be amusing but frankly, I've seen funnier things dead on the side of the road in the middle of the desert.

In short, this was an interesting book, but it's self-published and it shows. (I'm doing you a favor by not mentioning the multiple grammar and organizational faux pas. Trust me.)

Lyddie says

I read pretty much straight through instead of going through the exercises. This is one I want to reread and follow along properly.

Joan says

This is a good book for just about every person to read. Communication is so important and Fleming has done a great job helping us do it well. Intonation, articulation, it's all there. This is a great resource for anyone wanting to better communicate verbally. The exercises are very good. See my full review at <http://bit.ly/IFo6eZ>.

Outmind says

4/5

I wasn't aware that the author was a speech therapist. I thought that the book would deal entirely with making a good impression, sounding eloquent etc. while the 2nd part of the book addresses this, the first focuses more on curing speech impediments or annoying habits, which i didn't find as interesting.

coolwind says

A good book on talking skill. I think not so many people notice how to better use the voice. This book has given a lot of practical tips on how to improve. I also like the section on small talk. It is very comprehensive and helpful.

Luca says

Carol is really a communication and speech professional, this book is a great help if you want to take a serious look at your communication, speech, voice, and everything else. It addresses the key points from different perspectives and it creates something for your own particular areas of improvement. I speak too fast for example and there are countless points and tips to deal with it. Am impressed by this book, definitely a great read!

Ana says

Has lots of important tips. I need to re-read!!

Sarah says

Too much lengthy anecdotes and it seems that the author loses her train of thought sometimes. I couldn't put up the energy to skip the less interesting parts in search for the exercises/ pointers.

Tram Nguyen says

There are some of the good points in here. Yet the book isn't really organized. So I found myself lost in the author's rambling words many times. It is definitely worth my time, though I don't think this is the best self-help book yet.

Luke says

I learned a lot about Power Points when it comes to the do's & don'ts. Although it may not seem helpful to some of us it was a big deal for me. Being able to get inside secrets on how to master this skill of speaking to an audience and giving it in a story format and not a word for word slide has been immensely encouraging and comforting at the same time. I am going to check the resources to see if I can get anything from those books as well.

Vere Linares says

I really expected a bit more; I really think she tends to ramble way too much on some examples, the techniques given were usually the ones read in other books.

Bunnyhugger says

I think this book could be very useful provided you are willing to put the work in. The author covers specific speech issues (such as talking too fast, too softly, too high, or fading at the end of sentences) and offers ways to address them. The exercises laid out involve recording yourself (in a group setting as well as by yourself) and obtaining objective feedback from friends. There are some issues I would like to work on but it's unlikely to be in the near future. (And, rather embarrassing to admit, I'll first have to figure out the updated equivalent of the tape recorder...)

Junsong Li says

Excellent book that helps me step ahead and chat

I am so lucky to come across this book. I used to be a person that stayed along in any kind of events; I didn't know how to start conversation, and didn't know what to expect from a smalltalk, which I didn't even know was called "smalltalk."

This book is full of concrete case studies on communication. I learned how to get the ball rolling on start, how to proceed with a bridge and get meaningful conversation going.

This has changed my lifestyle too. I find I become outgoing. I am willing to talk to anyone whom I think he/she is willing to have a quick smalltalk at anywhere, and yes, of course, just like any smalltalk, with a reasonable expectation of the depth of topics.

Strongly recommended.
