

SURVIVAL SPEECH

Critical Communication Skills For The Way Things Are Now



HOLLAND COOKE
www.SurvivalSpeech.com

embarrassing praise, as accomplished talkers
talk-up Holland Cooke:

who is this guy?

"A trusted person who was cool to me when I was nobody, and helped me just to help me."

Christine Bellport,
WMTV NBC15



"Holland is an entrepreneur with so many incredible ideas and original projects. Being around him will breed a lot of creativity."

Michelle Jerson,
New Jersey 101.5



"I consider you an expert in communication."

Heidi Harris, a familiar face if you devour political talk on cable; author, "Cocktail Waitress Wisdom: Life Lessons Learned While Carrying A Tray In Las Vegas;" and morning host, KDWN/Las Vegas



"Thank you so much for all you do."

Carolyn Davidson,
Author and "Words You Never Heard" host



"Holland Cooke's name is known throughout the news and talk industry as the 'go-to-guy.' Trust him."

Donna Francavilla,
CBS News Radio correspondent



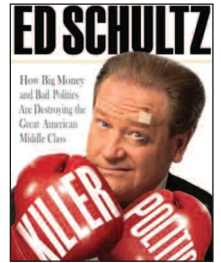
"Holland helped me create a strategy, a direction for my career. I can fast-forward without looking back."

Dr. Evelyn Higgins,
Author, radio host



"Holland, you told me a long time ago that the two most important words in Talk Radio are 'YOU' and 'YOUR.'"

Ed Schultz, Author,
national radio host, MSNBC host



"You have done excellent work in an amazingly short period of time. We couldn't be happier."

Tom Scott,
Senator-turned-talk-host



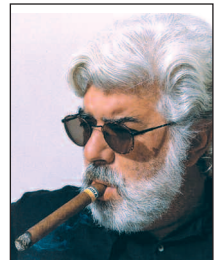
"Holland Cooke is one of the smartest guys in Talk Radio...a leading expert on the nuts and bolts of the trade as well as the changing universe in which it operates. That's why so many broadcasters seek his advice."

Michael Harrison, Publisher,
Talkers magazine



"One of the brightest minds in the spoken word formats. Holland is as skilled in new media as he is in the traditional transmitter based stations and programs."

Nick Michaels, who said "Excedrin, the Extra-Strength Pain Reliever," a voice you will instantly recognize from umpteen other commercials; and host, "The Deep End with Nick Michaels"



"Quite simply, we would not want to compete without Holland Cooke on our team."

Phil Zachary,
Curtis Media Group President and COO



"Holland will probably tell you that he knows me, and that we're friends, and that he knows nothing of Jimmy Hoffa's disappearance..."

Jim Bohannon,
Talk Radio big shot



“You should write a book.”

And when I do, it'll be about-what-you're-about-to-read-about.
If we're all communicating better, we're all better-off.



Holland Cooke

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www.SurvivalSpeech.com

“Avoid clichés like the plague.”

JUST kidding. But seriously, “at the end of the day,” you’ll want to avoid this “scenario:” Sounding like everyone else. Survival Speech means cutting-through the blah blah blah.



Say what?

Ready for The Lighting Round? Let’s go!

Do you know the difference between “erudite” and “pedantic?”

If you do, you could be pedantic. But seriously, a surprising number of erudite people mispronounce “erudite,” which has three syllables, not four. Say “AIR-ooo-dite,” not “AIR-eee-ooo-dite.”

Because you are judged by how you speak, avoid these common misstatements:

“Due to the fact that...”

Instead, say “Because...”

“I could care less.”

Do you say this when you mean the opposite?

Do you know the difference between “imply” and “infer?”

Only a speaker can imply, only a listener can infer.

How about “it’s” and “its?”

“It’s” is a contraction for “it is.” “Its” is possessive, as in “the cat licked its hurt paw.”

“out-of-pocket”

Do you mean “out-of-the-loop?” Being “out-of-pocket” means you’re on-your-own-dime, not-yet-reimbursed. Often, people misspeak by using this phrase to mean “out-of-the-loop,” meaning they’ll be incapable-of-being-contacted for a while. If you mean you’ll be out-of-touch, say “out-of-touch.”

“Switching gears...”

Gears don’t “switch,” they “shift.”

NEVER say or write “...the good, the bad, and the ugly,” the title of a 1966 movie.

Among other tortured uses, you’ll hear this at the end of the year, as a-way-too-cute-way to look-back at “2012, The Good, The Bad, and The Ugly.” Because 2012 – 1966 = 46,

you’re begging to blend-into the blah, blah, blah. Also beat-to-death: “A Tale Of Two _____.” And “It’s déjà vu all over again.”

Common mispronunciations that I deliberately include in radio auditions:

“Jewelry;”

pronounced “jewel-ry,” is often mispronounced “jew-lery,” which could offend.

“Literally”

has four syllables. “LIT-trilly” sounds pseudo-intellectual.

“undoubtedly”

Surely you mean “undoubtedly.”

“vice-a-versa”

It’s “vice-versa.”

Some of the most common malapropisms I hear are redundancies.

To sound sharper than people who don't know better, don't say things such as:

- “added bonus”
- “advance warning”
- “end result”
- “past history”
- “personal belongings”

When you say “amount,” do you really mean “number?”

Incorrect: “Police estimate the amount of people attending the protest march at over a thousand.”

Instead: “Police estimate the number of people attending the protest march at over a thousand.”

“Amount words relate to quantities of things that are measured in bulk; number to things that can be counted,” according to *“Common Errors in English Usage,”* worth-bookmarking

(<http://public.wsu.edu/~brians/errors/errors.html#errors>).

And another speech pattern to avoid?

One that really annoys people?

It's when the speaker stops?

Mid-sentence?

And inserts question marks?

This is job interview tear gas, and grating generally.

It sounds tentative, and imposes upon the listener. An effective communicator sounds more confident.

And WHATEVER you say, don't say “Whatever.”

As a single-word sentence, it's THE-most-annoying, to nearly half of Americans polled by Marist Institute for Public Opinion.

Never use a preposition to end a sentence with.

Forgive me. Old English teacher gag.

[Say what?]

“So...” is the new “like.”

Inserting “like,” repeatedly, mid-sentence, sends the wrong message. And beware of another annoying speech pattern now common: beginning sentences with “So...,” which doesn’t accomplish anything grammatically, and can sound condescending. I hear this a lot, often from otherwise-articulate people.



Common Misstatement:

Mixed Metaphor

How common? Here’s a multi-million dollar example.

You’ve probably seen the commercial. The gorilla dispensing advice about variable rate annuities shrugs, “...but what do I know? I’m just the 800 pound gorilla in the room.”

This mixes two metaphors, neither of which apply:

- “The elephant in the room” is something-so-painfully-obvious that everyone-is-trying-to-ignore.
- “The 800 pound gorilla” gets what he wants, whether he’s right or wrong.

Separately, neither suggests reliable advice. Together: “Huh?”

In this case, the room was probably a conference room at an advertising agency; and the 800 pound gorilla was the boss, whose idea it was. Everyone else in the room smiled and nodded.



and the **Winner** is
...you!

In a nutshell, all of this Survival Speech lore is about sticking-out, in a world where much of what's said simply blends-in. And "speech" isn't just verbal. In various other ways you express yourself, seeming-different will advantage you. Remember that the next time you enter a prize drawing. And remember, you can't win if you don't enter. Doing this will improve your chances of winning, and I speak from experience:

**"When you've filled-out your entry blank,
wrinkle it up. Then smooth it out."**

Why this works:

If they'll be spinning the drum before drawing, your entry blank will move-around more than – and not-adhere-to – other perfectly-flat entry blanks.

If they don't spin the drum, and merely reach into a box full of other perfectly-flat entry blanks, many of which are sticking together, yours will feel different to the person reaching-in.

**When you win,
act surprised.**

The Survival Speech Manifesto

I make my living communicating, and helping other people, and companies, communicate better. So I better get it right. Here are fundamentals I've observed:

Attention is fragile. People are pacing in front of the microwave oven! It's never been more important to distill what-you're-trying-to-say into what-we-now-call "an elevator speech." Accordingly...

As the teacher asked in Public Speaking 101, "At the end of the speech, **what one thing do you want 'em to remember?'**" Prep accordingly.



This sign, on the newsroom wall at WPTF Radio in Raleigh NC, reminds newscasters that **less is more**. "Same goes for you."

Adjectives can be lazy. Ernest Hemingway, himself once a news guy, said "write it like a telegram."

"You" and "your" are powerful, no-less-than magic words.

Are you talking to the right person?

Negotiation is the ultimate communication. (And -- as you'll read at www.SurvivalSpeech.com -- effective complaining is the ultimate negotiation.)

So only negotiate with people who have authority. And learn to identify "sneezers" (influentials, opinion leaders). When they speak, others "catch it." And your seeming-to-BE a sneezer will enhance your own communication. That said...

Talk with everybody. When you interact with strangers, have "a moment." Converse with people who wait on you. Smile at people in the elevator. You never know what fortunate "small world" story you could end up a-part-of.

As "The World's Best Negotiator" Herb Cohen reminds: **The answer "no" is a break-even, so ask.** MUST reading: Herb's "You Can Negotiate Anything."

Body language can speak louder than the spoken word. It helps to sound like you know what you're talking about, and look-like-you-belong where-you're-trying-to-go...especially if you're without credentials. **Don't break-into jail.** As lawyers say: "Never ask a question if you don't already know the answer." And, as my attorney puts it: "If you're asked 'Are you wearing a watch?' say 'Yes.' Don't tell 'em what-time-it-is."



Self-deprecating humor underlines the no-frills value message at New England's Building 19 closeout store chain.

Fun is fine, if situation-appropriate, and in moderation. This is one of those aforementioned less-is-more things.

The media are neither your friends nor your enemies. They don't know as much about your story as you do, and it's not their job to make-the-point-you-want-to-make. And recent draconian newsroom staffing cutbacks make it easier than ever to "do their homework for them." Having managed news organizations, I'm now helping those-seeking-coverage -- or confronting "bad news" situations -- to make the most of media exposure. More on meeting-the-media in a few pages.

[Manifesto]

And lest you think that my Manifesto is saying “talk louder,” au contraire. Here, radio’s Nick Michaels, (www.NickMichaels.com) pictured below, offers his:



The Manifesto of the over communicated world

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In the over communicated world:

A whisper becomes a scream.

What the audience discovers is more important than what they are told.

For advertising to work, it must detach from selling.

Write powerfully, read humbly.

Speak in a human voice

Make them feel.

Time is the new currency.

Every message is a meeting.

All messages swim in the same ocean.

The best way to attract an audience is to back away from them.

Instead of trying to make the consumer understand your product,
be the product that understands the consumer.

The audience is us.

The best messages empower the audience.

The negative space matters.

Digital Do's

Two things it's tough to remember: A time before fax machines, and the last time I used one.



"Technology is a lot like sex. Before the first time, you're afraid of it. Once you do it, you think, 'I'm not very good at it.' Then you start doing it and you don't know how you ever lived without it."

Wired magazine Senior Editor
Nancy Miller

“The Subject line is the email ‘envelope,’ the most important line of the entire message.”

Remember the one thing you'd never-make-it-to-the-driveway without? Your keys. Now there are two things. It's tough to imagine a day without that-everything-in-your-pocket-thing we used to call "a cell phone." And Email has become indispensable. And there's texting, which any mom can tell you isn't just a teen-to-teen thing. Technology enables life-as-we-know-it.

With new-tech comes a new etiquette; or, too often, a lack thereof.

Is Email you send getting read? Or deleted?

We're all hip-deep in spam, "the new junk mail." So we sift through snailmail over the wastebasket. In just a glance, at the outside of the envelope, we decide whether to bother opening the envelope.

You yourself will demonstrate this, next time you check your Email. You'll delete-without-reading, based on Subject lines. What can you write there that will make-the-cut?

One technique I've found useful: Make the first word the recipient's name, and the next few words JUST-enough-of-what-the-message-will-convey to make the recipient curious.

"Heidi: Just made plans to be there next week. Lunch?"



Got several issues? Send several Emails.

Got 3 topics to broach with an associate?
Send three separate single-topic Emails.

Why:

- Your associate might want to bring-some-one-else-into-the-loop on topic A, but not topics B and C. Emailing only about Topic A spares the recipient the need to cut-and-paste...or, potentially, the embarrassment of not-doing-so.
- The recipient might be reading a mobile device and not-scrolling-past Topic A.

“Marketing 101: Who is your target prospect, the person you want to find your web site? What words is that person typing in the Search box?”

You need content about THOSE WORDS in meta tags and as keywords (ask your webmaster); and early and often on your web site.

- Be clear: I'm NOT talking about “cramming,” that late-90s tactic of repeating and repeating and repeating your keywords, invisibly, because they're in teeny-weeny letters, same-color-as your background, so only robots can see 'em. That'll quickly get you shunned.
- Instead of teasing spiders, feed 'em! Google spiders are constantly crawling around the Internet. And they'll gobble-up regularly updated content, about what-your-prospect-is-entering-in-Search. Making your site a publication – instead of merely a brochure – will make a big difference.

Google has become a verb...

...and it's your front door if you're doing any sort of business online.

The secret to showing-up better in Search results is no secret at all...notwithstanding all the spam you're getting if you have a web site. Search Engine Optimization gimmicks that trick-out your web site won't fool Google; and if you get caught trying, Google could de-list you. OUCH.

Another way to improve your lie:

Incoming links.

So submit your site to pertinent directories, and invite related web sites to swap links, as radio stations I work with do on-air (“...AND WE'LL BOTH GOOGLE BETTER!”). Facebook and Twitter can also help, if what-you're-putting-online is sufficiently compelling that people will want to pass it around.

What's the most common way people misspell your name?

Register that name too, and point it at your web site. With domain names so inexpensive, it's a false economy not-to-do-so. I'm “Cooke” with an “e,” but quickly registered HollandCook.com, the most common misspelling, after I looked over-the-shoulder-of a radio station manager who told me my web site was down, after she had misspelled my name.



OK, one gimmick, and this is legal!

If you Google “talk radio consultant,” my site www.HollandCooke.com will always come up first. Go ahead. Try. I'll wait...

Why my site shows-up so well?

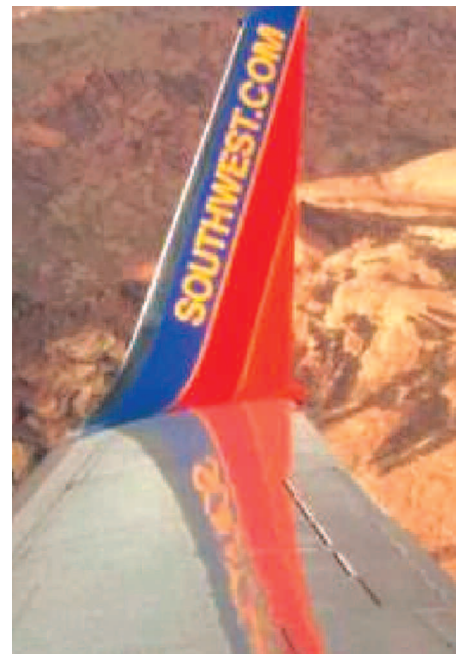
I do all-of-the-above...AND, because talk-radio-consultant.com (note hyphens) also points to my site. Hyphens help Google spiders “see” the words “talk radio consultant.” So if you're Jones Remodeling in Springfield, and you do kitchens, consider also registering the name Springfield-kitchen-remodeling.com, and pointing it at JonesRemodeling.com.

Put your domain name everywhere, including in front of your existing customers, not just prospects.

In almost every industry, your best prospect for future business is the customer who's already bought from you.

Doing so can help you turn users into repeat customers, as they discover whatever value you offer online. Getting bookmarked is big. You're now having an ongoing conversation with your customer.

Bonus: Not-yet-your-customers will also see it, and visit your site.



“Text that works best on the Web is text that gets right to the point fast and that makes it easy for readers to pick out information.”

Tips from the voluminous and DARN useful Yahoo! Style Guide

Writing On Your Web Site

- Because “most online readers scan first,” favor “concise sentences that convey their point quickly.” Online content has “a few seconds – three or less! – to encourage people to read more, to take action, or to navigate to another of your pages.” So use short words, short sentences, short paragraphs, bulleted lists, and short pages.
- Front-load your content. “Put the most important content in the upper-left area of the screen. Put the most important information at the beginning of headlines, paragraphs, and sentences. Don’t spend time leading up to your point.”
- KEEP IT SIMPLE: “Include only one or two ideas per short paragraph.” Help the reader by “breaking up text into digestible, interesting chunks.”
- Bold text catches the reader’s attention, “but be careful not to overuse this effect: Too much bold text is hard to read and obscures the essential information.”

Tips For Better Digital Pictures

From Dan’s Camera City (danscamera.com), a company I’ve used, to print custom Christmas cards:

Fill the frame. Stepping closer or zooming to your subject will eliminate distracting clutter and make it easier to see your subject.

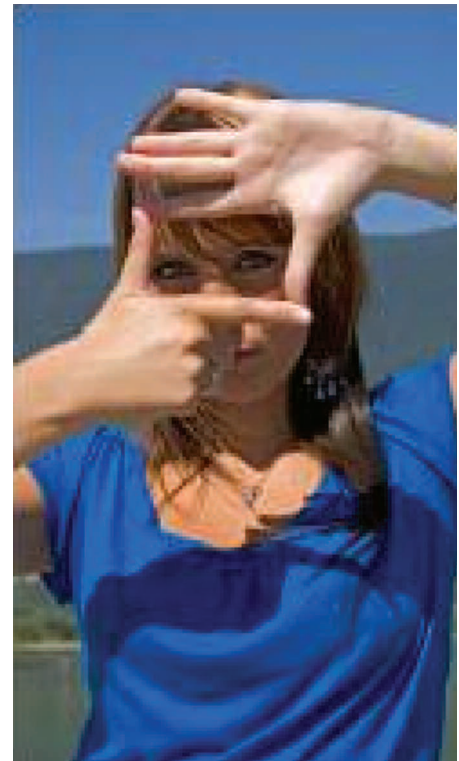
Put heads at the top. When taking photos of people, remember to put their heads towards the top of the image, not in the middle.

Use plain backgrounds. Take a moment to look at what is behind your subject. Cluttered backgrounds distract from your subject.

Turn the camera. For pictures of one or two people, a vertical format works best. You can better fill your photo with the subjects.

Up, Down and All Around: Often, we take pictures of kids and pets while standing over them. By getting down to their level, you can capture a more flattering image. Also try walking-around your subject to look for different backgrounds and lighting effects.

Use your flash outside. Sunshine often creates undesirable shadows, especially when the light is coming from behind the subject. Using a flash outdoors fills the shadows with light.



Digital Dont's

THE rudest, most-common gaffe?



In his book “Intelligence for Your Life: Powerful Lessons for Personal Growth,” John Tesh urges that, “unless you have children or you’re waiting for news about a liver transplant, it’s too tempting to keep checking who is calling each time it rings, and your date might just think it’s another man or woman.” Ditto for your text messages.

“It’s disrespectful to divide your attention between the person in front of you and a beeping little piece of plastic. It also says, ‘You’re only semi-important to me.’”

Email is easy, instant, and free, and that can be real embarrassing.

Email lacks the eye contact and body language you get in face-to-face conversation. Or the tone-of-voice and other nuance you hear in a telephone conversation.

Email is just words...often few words. We're all smothering in spam, so we often Reply in terse fashion that's easy to misunderstand. And Email doesn't cost you a postage stamp. And it lacks the deliberation time that's built-into a walk to the snailmail box.

So it's easy to succumb to the "Oh YEAH???" stimulus-response trap.

“When-in-doubt, DON'T snap-back at snippy messages. You may have mistaken the sender's intent.”

And, unless you're sending AOL-to-AOL, there's no Unsend.

Never send a follow-up Email asking “Did you get my Email?”

Email 101: If it didn't bounce back Undeliverable, it got where you sent it. Also avoid trans-media pestering, i.e., calling-to-ask “Did you get my Email?” Or Emailing to say “I left you a voicemail.”

When tough staffing choices are being made, pests are the first to go. We're talkin' Survival Speech here.



Puh-LEEZ: Don't “Reply-to-All” when you can simply...Reply.

Occasional E-mailers unintentionally torture those-of-us-who-work-online (and feel like we live there), by replying-to-the-entire-list-to-whom-the-message-was-sent.

Example: I was recently among 100+ invited to a corporate reunion, always a warm affair. And that's the problem. Enthusiasm for our upcoming get-together caused (too) many recipients to RSVP the organizer with a cheery Reply-to-All, i.e., “I can't wait!”



Then, others piled-on with a Reply-to-All to THAT! And THEN, the “I'm out of my office now” auto-responders joined in.

When I begged the reunion organizer to ask — in his next alert to all funsters — that we be careful to Reply, rather than Reply-to-All, he didn't know that these were separate options. Hey, he's retired. This — and family messages and photos and other Reply-to-All stuff — are probably the only Email he does.

So I did a Reply-to-All, explaining the situation. swearing that “I'm not a party-poop-er...honest!” And, promising that “I'll be there, wearing the lampshade.”

I asked that, in-the-interest-of spam control, we all Reply-only-to-the-organizer. And that, by doing so, we'll help him avoid RSVP confusion.

Hey, at least I tried. One invitee, apparently also retired, shot-back: “point taken, but the truth is, I really like seeing the responses, especially since they are coming so rapidly and are so positive,” with a smiley face.

This better be Open Bar.

“People who Email you at work probably know that you don't work weekends, or on the Fourth of July. Save your auto-out-of-office greeting for vacation.”



Listen to your voicemail before returning calls.

Does your wireless phone send calls you didn't answer into voicemail? Does it list phone numbers of calls you missed? If so, DON'T call-back callers-you-missed until you first listen to your voicemail.

Otherwise, you frustrate them, asking them to repeat a message they just left, as your voicemail greeting instructed them to, which you didn't bother listening to. If you're a job applicant, this-alone could be a deal killer. There are few things you can convey that are as-fundamentally-maddening-as, "I didn't hear you."

Don't let technology take-over.

Call Waiting is often abused. Why let whoever-happens-to-be-calling-at-the-moment interrupt the-conversation-you're-already-in-the-middle-of? Yes, if it's truly urgent, go. But because we're all so busy, common courtesy dictates NOT asking people to wait, if you can avoid doing so. If your phone is fancy-enough to have Call Waiting, it'll also probably bounce calls-you-missed into voicemail.

I met Bill Clinton when he was President-Elect, and several of my friends and acquaintances who also met him when he was President, or since, report the same feeling I felt: For however-brief your-moment-together was, you had the uncanny feeling that you had his complete attention. It was the utter opposite of that texting-while-you're-talking-to-someone feeling. Maybe you know people who, like President Clinton, "lock-onto" you when you're talking, and you know the feeling I'm describing. Be one of those people, and you'll get more accomplished.

When I worked at USA Today in the early 90s, our state-of-the-art telephone system had two features I had never seen until then.

- One button was labeled "Pick." If you were at-the-other-end-of the floor, and heard your phone ringing in the distance, you could pick up any phone and press Pick, then dial your extension, and answer the call.
- Equally handy was the "Camp" button. If the extension you're calling is busy, press this button to, effectively, "camp-out on" that line. When the other party hangs up, both phones ring, and there you are.
- I was impressed...until I saw someone Pick a Camp. Suddenly, two people were on the phone with each other and had no idea why. This wasn't tantamount to Skynet becoming self-aware and taking-on mankind in Terminator II, but it struck me as tech-run-amok.

Don't make the-thousand-dollar mistake!

Another example of abusing easy technology? Several business owners who-found-out-the-hard-way tell me that the form letter from Getty Images comes with a \$1000 invoice enclosed. Pay-up, or they sue. And they do! They constantly patrol the Internet for purloined photos.

I use, and recommend, fotolia.com, where prices start at \$1. Many of the photos in this booklet are from Fotolia.com. See also istockphoto.com. And there are free photos at morguefile.com.

Looking for work?

Lately, who isn't? So how do you stand-out-from-the-crowd? In this agonizingly-gradual economic recovery, it's still a hellish numbers game. Applicants WAY-outnumber openings, and every casting call is a cattle call. Hiring is a process of elimination, and you're trying not to be eliminated.



“Think you, the applicant, are in Survival mode? The person making-the-hire might feel more jittery!”

How you handle every step of the process is critical. Your objective is to “make the cut” and move on to the next step. Competition is intense, most applicants look alike and make the same mistakes, and management is nervous.

Now, every hire is under the microscope. The person interviewing you probably had to fight to keep this position in the budget.

If a position "has been eliminated," the old job description has been dropped in someone else's lap, or divided among several surviving co-workers. If several people were let go, and their jobs were consolidated into a single new position, the person making the hire will be judged by how well the new hire works out. In The New Normal, you not only need to seem capable and qualified. You need to give that person comfort that hiring you is not a mistake.

Before you print a resume, or pick up the phone, or apply online, two tips...

- Assume that you will be Googled. That photo of you guzzling from the jug-handle-size bottle of Popov Vodka last winter in Jamaica, on your Facebook page? Wrong message.
- Set up an Email account only for this purpose, and make it yourname@gmail.com, or something/anything-more-businesslike than FunnyBunny69@aol.com

“Nobody has a free hour to hear your sob story.”

Fortune Magazine

So let's get you that interview.

Headline news: Your resume won't get you a job. It's not supposed to. The objective of



your resume is to get you interviewed. A good one will either prompt an interview; or be filed-for-future-reference, which is good, if time is on your side, and you're aiming to meet your next boss before the next opening. An ineffective resume will also get filed (circular).

Your resume is paper-clipped to a cover letter that is one page, four short paragraphs. This is your written “Hello.” It should tell your prospect four things:

1. That you're applying for work. This person gets a ton of mail, about all sorts of things. Make the first paragraph a single sentence that tells the reader which pile your material goes in. “I'm responding to your Help Wanted posting; and I can show you why I

am uniquely qualified for this job.” If you have “a password,” that's your first sentence, i.e., “Holland Cooke tells me you and I should meet.”

2. What you do, and how that relates to the opening. This is a one or two sentence paragraph. “Currently, I'm a Sales rep for Springfield Concierge; and I'm the company's webmaster.” Relate as-specifically-as-possible to your prospect's situation. “I myself have been your customer for years, so I know your product; and I have some ideas I think you'll find opportune.”
3. Why you want this particular job: “I'm originally from Boston, so I know the market well. I have family and friends in the area, so this would be a great homecoming for me.”
4. What happens next: Unless the job posting stipulates “no calls,” end: “I will call you to follow-up. THANK YOU, in advance, for your time!”

Your hard copy resume should be one page.

It's in the hands of a busy person, and the meter's running. It's “a snapshot,” not your life's story. Most only get a glance, and you want yours to get a good look.

So keep-the-eye-moving with plenty of white space and zero typos. And zero means zero, as you will surmise from these actual (I'm NOT making these up) resume faux pas...

“Am a perfectionist and rarely if ever forget details.”

“I am loyal to my employer at all costs...please feel free to respond to my resume on my office voice mail.”

“Please don't misconstrue my 14 jobs as 'job-hopping.' I have never quit a job.”

“The company made me a scapegoat, just like my three previous employers.”

What you SHOULD include:

- Internet skills/accomplishments, especially if you have helped your company make money online. This is big. If you can list specifics, that warrants a separate page, possibly with screen shots, which your resume should allude to. In many industries, managers are under immense pressure to develop Internet revenue, and many are at a loss as to the-nuts-and-bolts-of how.
- Any icebreaker that can differentiate your package from other applicants' material can give you an edge. I don't golf. But golfers seem like a dang cult. And lots of business gets done on the links. I do own a sailboat, and am impressed with how clubby boaters are (misery loves company). Again, the value of doing your homework. Is your prospect a diehard Cubs fan? Catch his eye by listing “long-suffering Cubs fan” as the last item among skills you list. Remember The Manifesto: In moderation, fun is OK.
- Achievements that are impressive, though unrelated. Did you make Eagle Scout? Don't leave that off your resume. It demon-

strates that you've been a go-getter all your life. I'm always impressed when I see “waiter” or “waitress” or “bartender” on a resume.

Why? THAT person...

- a) Is willing to work hard,
- b) Is willing to work awful hours,
- c) Can listen,
- d) Can manage multiple/conflicting/perishable priorities in real-time, and
- e) Can work-around impatient/obnoxious people. In other words, he/she would make a GREAT employee.

As for your electronic resume?

Be there or be square. Not-being-online will cost you valuable social media exposure, and send an unfavorable message, since most industries are scrambling to migrate to the Internet.

Recommendation: Build an online audition on WordPress.com, which is free, and once you get-the-hang-of-it, easy to use. I've built lots of sites on this facile platform, including SurvivalSpeech.com. As you'll see-and-hear there, WordPress supports audio and video and photos; and you can include a Resume page, and a References page with phone numbers and Email links to enthused evangelists.

Unless you're job-seeking in stealth mode, register YourName.com and set it up to “redirect” to your WordPress site -- just as SurvivalSpeech.com redirects to <http://survivalspeech.wordpress.com> -- then put your domain name on every page you send to prospective employers.

You should already be on Facebook.

Why: EVERYONE else is. Facebook recently announced member # 500 million!

According to Nielsen, it reaches 56% of the active USA Internet universe.

If you're presently working, and your job search is stealthy, DON'T make your Facebook page look like a Situations Wanted ad. Just make it presentable; and put your more-overt portfolio on a WordPress page the-address-of-which you only give to prospective employers.

“If you convey specific interest in THIS job, at THIS company, you will be conspicuous among applicants.”

Thus the value of going-to-school-on the company you’re applying to.

“Muhammad Ali did not become heavyweight champion of the world by punching twenty people one time each. He became champ by punching one guy twenty times.”

Best selling author Seth Godin

Still can’t get the interview?

Having trouble getting-past gatekeepers? It’s not their fault! Because there are SO many more applicants than openings, the-person-you’re-TRYING-to-reach would be paralyzed if he/she couldn’t hide behind receptionists and secretaries and the Human Resources Department.

Tips:

- If the Help Wanted listing says “No calls, DON’T. Seem like someone who follows instructions, eh?”
- If it doesn’t, be nice to the palace guards. They’re people too. But don’t be smarmy like other applicants. If anything, you want to sound nonchalant, as-though the-person-you’re-trying-to-reach is expecting your call. Don’t say so if he/she isn’t. Just sound that way. If the gatekeeper answers “Tom Frederick’s office, Pam Johnson speaking,” simply say – without sounding as-artificially-friendly as telemarketers -- “Hi Pam, Paul Goldstein, for Tom.”
- Better yet, end-run the palace guards, by calling Tom’s direct number when Pam isn’t there screening his calls. If the little voice in your head is asking, “And that number...IS? And Tom-is-there-but-Pam’s-not...WHEN?” hit SurvivalSpeech.com, and scroll down the homepage and click “Sneaky way to end-run gatekeepers.”

Understand this fundamental...

...and, as a longtime corporate suit who’s hired lots of people, I can assure you that this is more than a nuance. To the person interviewing you, there is a world of difference between applicants who convey “I need a job,” and those who simply ooze “I want to work.” Especially in these tough times when many of the applicants you’re competing with will seem desperate, in I’ll-take-anything mode.

During your interview...

Tips from The Wall Street Journal:

- Wait until 10 minutes before your scheduled interview to announce yourself. Arriving any sooner shows that you’re not respectful of the time the hiring manager put aside for you.
- Signal confidence by offering a firm handshake.
- Focus your attention on the interviewer. Avoid looking around the room, tapping your fingers, or other nervous movements.
- Always exude an upbeat attitude. For example, if you were laid off, instead of lamenting the situation, you might say the experience prompted you to reassess your skills, and that’s what brought you here.
- Offer examples of past accomplishments – not just responsibilities you’ve held.
- Wait until you’re extended a job offer before talking pay.
- Follow-up, but don’t stalk the interviewer. Check back in a week.

Lose “like.”

Even if you are a teenager, try not to sound line one...which you will by inserting “like” mid-sentence.

Know: You will be judged more by questions you ask than answers you give.

Yes, DO anticipate the obvious questions, and prepare concise, insightful, glass-half-full-sounding responses. But YOU should interview your interviewer. Seeming genuinely curious about what-will-help-get-results for the company will help differentiate you from other applicants.

And when you get the job...

From our forthcoming English-to-Survival Speech Dictionary, this definition:

re-think: verb \ree-thingk\

When your boss says that he or she would like you to “re-think” a decision you’ve made, don’t take it literally. Smell the coffee. He or she is telling you do-something-different. “Re-think” is a face-saving euphemism. You get to own the preferred outcome, and the boss doesn’t come-off autocratic.





Ultimate Survival Speech: Negotiation **Ultimate Negotiation: Complaining**

Remember The Survival Speech Manifesto:
"The answer 'no' is a break-even."

Got a beef? If you simply flame the other party, that's that. You're still injured; and if your grudge keeps you from patronizing the business that wronged you, you've limited your options in the future. If, instead, you play win-win, not only can you get-whole, you'll help others avoid what you've suffered.

Note the dates on the actual letters which follow, written long-before Twitter and blogs and other newfangled ways "little people" like us can make a big stink. Smart companies have gotten smarter about fixing-what's-broken.

Actual complaint letter to the top guy at a major airline, and his gracious response.

<p>May 26, 2001</p> <p>Mr. Gordon Bethune ← Chairman and CEO Continental Airlines 1600 Smith Street Houston, TX 77002</p> <p>Dear Gordon;</p> <p>We met once, at a function in Washington, when I was working at USA Today. I'm sure you don't remember me, but you were very gracious, and I enjoyed meeting you.</p> <p>For the last six years, I've been a full-time media consultant... or -- in airline marketing parlance -- "an independent business traveler." Two-thirds of the year, I travel two-thirds of the time. And, though I've not flown Continental as much as other carriers lately, I did fly Continental recently.</p> <p>Which is why I'm writing.</p> <p><u>I wish I didn't have to write this letter.</u> ←</p> <p>But knowing your company as I do, and having had the opportunity to meet you personally, I cannot imagine that you would condone the experience I suffered. And I'll save the worst for last... but please don't skip-ahead. I'm sure you'll find this incident regrettable throughout.</p> <ul style="list-style-type: none"> • As you can determine from the enclosed, I was to fly from Denver through Newark to Providence. • Weather delayed our landing in EWR; and I arrived two minutes before my PVD connection, which left without me. Notwithstanding the captain's announcement speculating that "YOUR CONNECTING FLIGHT IS PROBABLY DELAYED TOO, AND THEY KNOW YOU'RE COMING," I can understand that it might not be practical to hold the flight for me. <p>But <u>what happened next is what I am certain you yourself would find unacceptable.</u> ←</p> <ul style="list-style-type: none"> • At your Customer Service counter, I was told that: <ol style="list-style-type: none"> 1. There were no other flights available that night; and 2. Because the missed connection was weather-related, the airline "WAS NOT RESPONSIBLE FOR" providing me a hotel room. • Fair enough. But when weather has stranded me elsewhere in the past, several airlines -- including yours, as I recall -- have nonetheless <i>chosen</i> to offer such arrangements. • So I asked if anyone at Customer Service had such discretion. <p>Here's what I find so out-of-character to the Continental Airlines described in your company's marketing...</p>	<p>Something like this probably won't ever get to The Boss, because he or she got to BE The Boss by having palace guards that keep little problems from becoming big. Start at the top anyway.</p> <p>Authentic-sounding fib, which validates "Dear Gordon;" and tells the palace guards they've got "a sneezer" on their hands.</p> <p>Keep the eye moving.</p> <p>Set the scene. Put the reader in your shoes.</p> <p>Seem like a reasonable person, and the-people-you're-complaining-about will seem all-the-more UNREASONABLE.</p> <p>AVOID sounding like a lost cause. The purpose of this letter is to extract restitution.</p>
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TELL ME you don't think whoever-gets-this wouldn't turn the page...

[Negotiation/Complaining]

<ul style="list-style-type: none"> • <i>Without making further eye contact with me – and while she collated photocopies of an HerbalLife flyer -- your staffer (a Ms. ██████████) answered my question by circling 800-WE-CARE on a ticket jacket and summarily pointing in the direction of a pay phone.</i> • <i>Inferring this to mean that 800-WE-CARE, and not she, had such latitude...and in the interest of time...I called right there from the counter, on my cell phone. At which point Ms. ██████████ walked away, to another position at the counter, though not to help another customer.</i> • <i>Some 10 minutes later, she returned, and resumed collating her HerbalLife flyers.</i> <p>800-WE-CARE wasn't any more helpful, though less rude.</p> <p>Then I tried calling your Reservations number, and eventually spoke with a supervisor who would only identify herself as "Miss Robinson." This call was <i>such</i> a run-around, it would make a GREAT Customer Service training tape (if – as the recording says – calls are recorded for Quality Control purposes).</p> <ul style="list-style-type: none"> • <i>I explained my situation, whereupon Miss Robinson also recited that, because the missed connection was weather-related, "THE AIRLINE IS NOT RESPONSIBLE."</i> • <i>Several times, I re-explained my reason for calling:</i> <ul style="list-style-type: none"> ➢ <i>The Customer Service representative at the counter who claimed no authority to issue a voucher sent me.</i> ➢ <i>Though I understand that, while the airline is "NOT RESPONSIBLE," who has authority to make an exception?</i> • <i>Though I thought I had articulated that distinction clearly to her the first time, Miss Robinson repeatedly answered my question saying "THE VOUCHERS ARE THERE, AT THE COUNTER."</i> • <i>Still thinking I had been unclear, I several times responded "BUT WHO HAS AUTHORITY TO ISSUE THE VOUCHER?"</i> • <i>Thinking that Ms. ██████████ (at the counter) needed authorization from Miss Robinson (at Rez), I offered to hand my phone to Ms. ██████████. At that point, Miss Robinson shouted "YOU'RE NOT GETTING A HOTEL ROOM!!! DON'T YOU UNDERSTAND?!?!"</i> <p>Customer Service is one thing.</p> <p>Race Relations is another matter. ←</p> <p><i>I'm a white guy. All of the people at Continental's Customer Service counter that evening were African-American. As I left to go find a hotel room, I saw another Customer Service representative discreetly issuing vouchers to another weather-inconvenienced passenger, an African-American.</i></p> <p><i>After bearing the hotel expense, and the cost of an Amtrak ride north the next day, I could only wonder as I stared out the train window: If I were Gordon Bethune, would I want to know about this?</i></p> <p><i>Thank you for hearing me out. Continental Airlines has an opportunity. To treat its customers better than I was treated that night.</i></p> <p>Sincerely,</p>	<p>At this point, the reader is squirming, as though he or she were reviewing footage from a surveillance camera.</p> <p>"But wait, there's more!"</p> <p>The airlines have a term for situations like this. They call people-in-my-situation "mishandled."</p> <p>I KNEW that, but was careful not to USE the term. Rather than sounding like an insider, I need to seem like an abused customer.</p> <p>Climax (think "Bolero")</p> <p>Reasonable to-the-end, and addressing The Boss with simpatico, so whoever reads this is thinking "How do we fix this?"</p>
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No, not every situation will be as-complaint-worthy as this was. Yours may be worse! Or not-so-bad, but still worth reporting.

THEN what happened?

**Continental
Airlines**



Continental Airlines, Inc.
Newark International Airport
Newark NJ 07114

June 8, 2001



Dear [REDACTED]

On behalf of Continental Airlines and our Newark staff, I would like to apologize for the service failure you experienced while travelling with us. I was extremely disappointed to learn of the situation that occurred.

It is always our endeavor to provide the very best customer service in every area possible and we missed an opportunity with you.

While most of our passengers travel without incident, I am always concerned when we have been unable to meet our customer's expectations. I recognize that no company can be successful if inefficient, unorganized or rude service is tolerated. I can assure you that the issues presented to me in your correspondence about the agent's words and attitude are being addressed.

Enclosed for your future travel use I have sent you a travel certificate in the amount of \$250.00. The voucher is valid for one year after date of issue and can be used on any Continental flight. In addition you have received two roundtrip Positive Space First Class Upgrades. The Upgrades are also valid for one year and can be used on any domestic flight including Latin America, the Caribbean and Canada.

Mr. Holland, Continental Airlines would like to have an opportunity of serving you in the future under better circumstances. I sincerely hope you will give us another try.

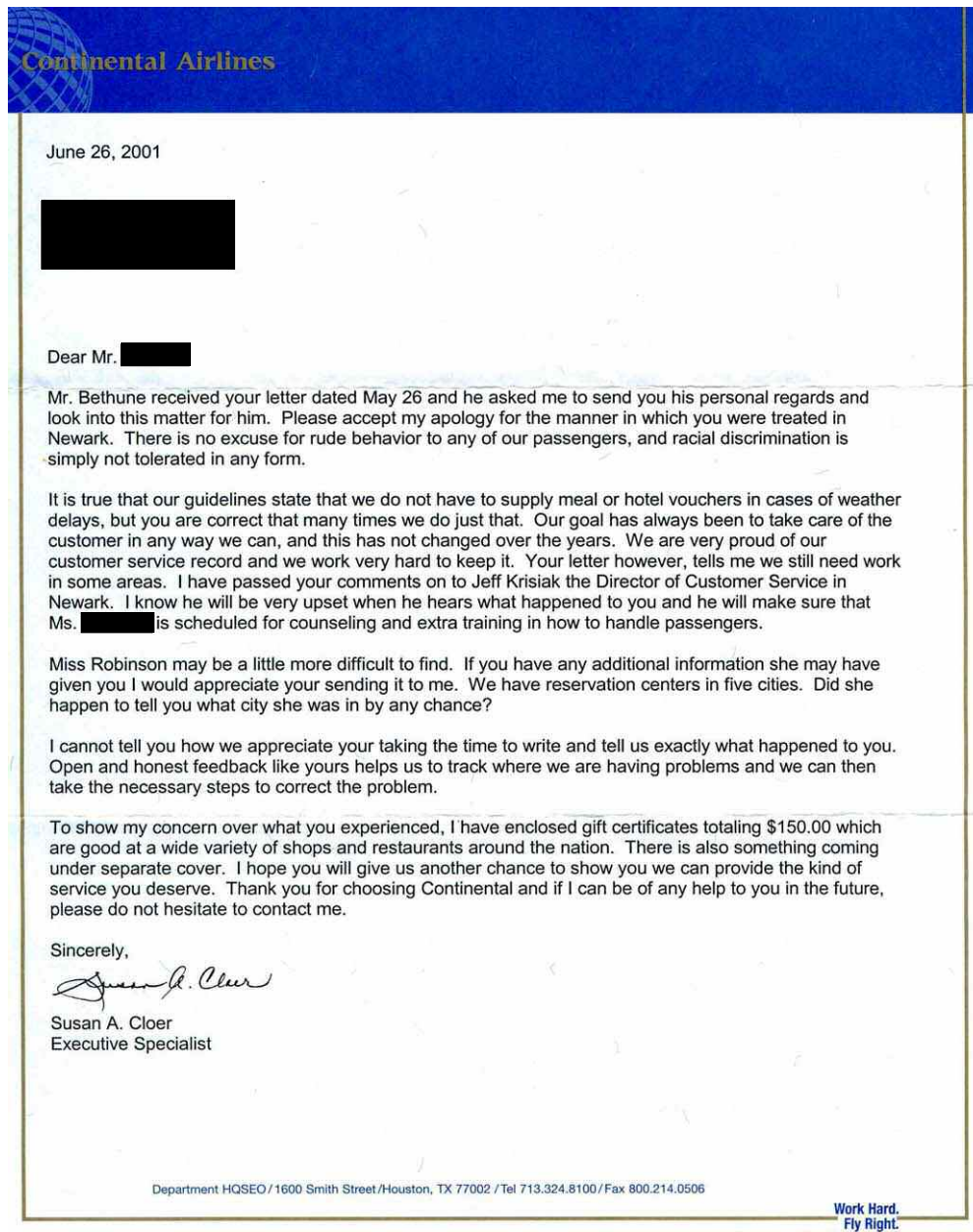
Sincerely,



Kathleen Agudo
Customer Care Coordinator
Newark International Airport

And...

[Negotiation/Complaining]



Meet The Media

As The Survival Speech Manifesto reminds:

- “The media are neither your friends nor your enemies.” And...
- “As the teacher asked in Public Speaking 101: ‘At the end of the speech, what one thing do you want ‘em to remember?’”

And when your interview begins, choose every word like it’ll be your last. For instance, if you’re an author, never say “IN MY BOOK.” Only refer to your book by its title.

“Mike Wallace is in Reception.”

The 5-Most-Feared Words in Public Relations

Admittedly-dated reference, but you’ll get the point...

Good Strategy For Handling Bad News
Managing Bad News 101: Get-out-in-front-of the story.

Tips for handling unfavorable news about your company:

- Act quickly. The sooner you confront a negative story, the sooner it will be over. Responding as quickly to negative stories as you do to positive ones enhances your credibility.
- Be honest. Hiding embarrassing information or lying will do more damage than damage control. Never stonewall.
- Tell your side of the story. Use specifics, and detail what corrective action “has

already been taken.” You’ll sound responsible and in-control.

- Respond in kind. If the issue is emotional, don’t sound like a cold, unemotional Mr. Spock.

“I HAVE A TEENAGE DAUGHTER MYSELF, AND I KNOW HOW MUCH OUR EMPLOYEE’S COMMENTS MUST HAVE HURT.”

As we’ve seen from Watergate to Monica: The cover-up ends-up worse than the crime.

In the words of George Costanza, “do the opposite” of what disgraced Congressman Anthony Weiner did. Or how Sarah Palin reacted to the shooting of Rep. Gabrielle Giffords.

Beforehand, she was conspicuous for metaphors like “Reload,” and for publishing a map with gun sight crosshairs “targeting” Democratic congressional seats, including Rep. Giffords.’ When Palin did surface, her angry, rambling home video sparked new controversy when she carelessly alluded to “blood libel.”



“Where is Sarah Palin?”

What-the-media-asked, in unison, during Palin’s conspicuous silence after the Tucson shootings.



If you are about to be interviewed, do their homework for them.

Know this about the person who will interview you:

1. He/she is busy. Expect minimal, if any, prep on his/her part.
2. He/she doesn't know as-much-about-your-topic as you do.
3. He/she isn't as concerned with you-getting-YOUR-message-out as you are.

So YOU should take responsibility. Provide something like the following, the document I send when I've confirmed a media interview. Keep it simple, and on-message. You'll like the results.



SURVIVAL SPEECH

Critical Communication Skills For The Way Things Are Now
www.SurvivalSpeech.com

INTRO:

**HERE'S THE GUY WHO TRAINS TALK RADIO TO TALK.
MEDIA CONSULTANT HOLLAND COOKE HAS A 40+ YEAR BROADCASTING RESUME, AND HE ADVISES
STATIONS LIKE THE ONE YOU'RE LISTENING TO, AND HE COACHES PEOPLE LIKE ME;
AND HE PUBLISHES A MONTHLY NEWSLETTER FOR BROADCASTERS AND PODCASTERS.
HOLLAND IS ALSO A FREQUENT GUEST ON MSNBC'S "THE ED SHOW."
AT SURVIVAL SPEECH DOT COM, HE'S BLOGGING SPECIFIC ADVICE FOR MAKING THE-DOZENS-
OF-CONVERSATIONS-YOU'LL-HAVE EACH DAY MORE EFFECTIVE.**

FAQ:

- What do you mean by "Survival Speech?"
- So much of what-passes-for "conversation" these days is non-verbal and hi-tech. We use (and abuse) Email, voicemail, texting, and Tweeting. What are some Do's-and-Don'ts?
- We're all negotiating, in various ways, every day. How does "Survival Speech" apply?
- For politicians, speech is LITERALLY a survival issue. Which prominent political figures are particularly effective speakers?
- In this economy, so many people are seeking so few job openings. What can an applicant do to stand-out from the-rest-of the cattle call?
- Common mistakes to avoid?

Are you the media?

If you're the interviewer, you're already humble about attention. You understand how every... single... sentence... needs to make the reader/listener/viewer want to read/hear/see another sentence. Toward that end, these tips, from a GREAT interviewer:



Bill Thompson worked for me three times, in three different news organizations that I managed. Today you hear him doing news on WMAL Radio in Washington DC. And you can hear him interview literally

hundreds of the most famous, most thoughtful people in the entire world, at EyeOnBooks.com.

Just listening to how he does what he does will be instructive to Talk hosts. And I'm delighted to be able to share the following with you, interview techniques Bill recommends, in his own words:

Homework counts for most of your grade.

Absolutely nothing substitutes for proper preparation. If you're going to interview an author, read the book (or at least skim it thoroughly). For an athlete, know his current stats. A doctor? Be familiar with her specialty. With the Internet, there is no excuse for being unprepared (if there ever was before). Listeners can tell when you're "winging it."

Warm up your guest.

Make small talk. Offer coffee. Art Linkletter had a clever way of making children comfortable on his TV show. He told me that having a child say her name, age, and grade in school allowed her to "test" her speaking voice — and then, properly warmed up, Art was free to ask her if her parents slept without any pajamas on.

The people you interview need an opportunity to "test their voice," too [while setting levels]. I ask authors to billboard the interview by reciting their name, the title of their book, and the name of their publishing house. This also helps ensure that I pronounce their name correctly.

Give 'em an essay question. A few years ago, I noticed people were tucking 3-by-5 cards back in their pockets as they were leaving my studio, saying, "Gee, I sure wish you'd asked me about..." No interviewer can possibly think of everything a guest might want to say. So I now end every interview by asking, "Is there anything else you wanted to add, or any question you wanted me to ask you that I didn't?" About one third of the time, the best sound bite of the interview comes from their answer to that question.

Break a rule. You've no doubt seen interviewing how-to's that say, "Never ask a yes-or-no question." Horsefeathers. I ask yes-or-no questions daily, and get great answers. The likelihood of a guest giving a monosyllabic answer is almost nil.

For heaven's sake, let them talk!

Presumably you have asked for the interview for a reason, and that reason should not be to show off how smart YOU are.

Prefer fresh, not canned. Getting your guest to put down those 3-by-5 cards filled with canned answers and just talk to you from the heart requires genuine interest and empathy on your part. Eye contact, a nod of the head from time to time, and a smile will make your guest forget that they're being interviewed. Remember how easily Art Linkletter got great answers from children, the hardest people to interview?

I've literally had hundreds of people tell me after an interview that they were astonished at how relaxed I made them feel. I use no magic — just human-to-human contact.

Have fun! After all, isn't that why we're in this business? We get to meet the most fascinating people in the world, we have them all to ourselves for thirty or sixty minutes at a time, we can ask them anything we want, and we get paid to do this!

Says who?

So who pronounced me “a communication expert?” Mrs. Munro, my first grade teacher. On my very first report card, she noted “He’s talking.” On the next three: “He’s still talking.”

Fast-forward to 5th grade. Mrs. Young made me sit in the corner for all-but-two-days of the entire school year, same reason. Yep, she busted me on day one. She softened-up on Christmas, and a day later I was back in the corner.

I felt like Mrs. Krause was stalking me. She followed me building-to-building, from junior high school, to high school, where I had her again! She told me, “It looks like you-write-what-you’re-going-to-write, then, you sprinkle the page with a salt shaker full of commas.” If she could read this, she’d scold me for using-too-many-hyphens. And sentence fragments! (Oops)

Then, in 12th grade: Public Speaking! Mr. Kerson MADE me talk! “Slower! Slower! PLEASE.”

I’m media consultant Holland Cooke. Before 40+ years in broadcasting, I taught Speech. ‘Got certified the last year that The Commonwealth of Massachusetts certified public school teachers for life. And promptly went into broadcasting instead.

I myself worked on-air for years; then managed one of the USA’s most-respected radio stations, WTOP, where we scored the highest ratings to-date as Washington DC’s all-news station.

Then, in 1991, three other plucky entrepreneurs (real techie nerds) and I founded USA TODAY Sky Radio, the live-via-satellite News, Sports, and Talk channels

heard on Delta, Northwest, and United Airlines. Technology we developed evolved into Sirius Satellite Radio.

On January 1, 1995, I began consulting full-time, and was named News/Talk Specialist by McVay Media, the largest radio programming consulting firm on Planet Earth...much-of-which I’ve covered, developing programming and marketing strategies for Talk radio stations from Alaska to New Zealand, providing career counseling for radio and Internet talent, and training speakers and sales people.



This whole Survival Speech thing is something I promised myself I’d do, because effective communication skills aren’t just for professional talkers.

No matter who you are, or what you do for a living, you’ll get-through-your-busy-day better if you communicate well. So I’m helping people and organizations tell their stories better. I speak at conventions and corporate conferences, and I’m writing the book...literally. You can read, and contribute to, this work-in-progress at www.SurvivalSpeech.com, which I update on an ongoing basis.

**That's my message.
What's yours?**

HOLLAND COOKE
www.SurvivalSpeech.com
401-330-6868



Are you merely talking? Or communicating?

This has always been the difference between successful people and everybody else.

Then came Recession. Gasoline prices alone change lives, by making everything more expensive, and forcing tough choices. With the stakes so high, the margin for error is real low. So it's only prudent to assume that everyone you deal with is at least distracted...possibly even fearful on some level...literally in Survival mode.

You need to cut-through THAT much mental clutter...especially if you're looking for work.

"There is no such thing as an attention span. This whole idea of an attention span is, I think, a misnomer. People have an infinite attention span if you are entertaining them."

Jerry Seinfeld

"The easiest thing in the world for a reader to do is to stop reading."

Bernard "Barney" Kilgore, who, as Managing Editor of The Wall Street Journal, grew circulation from 33,000 in the 1940s to one million by the 1960s

"If you were down to your last dollar, would you spend it on this record, or would you buy a sandwich?"

Standard question by Motown Records founder Berry Gordy, to the panel he would assemble to audition songs recorded at the Hitsville USA studios in Detroit, when his label dominated the charts in the 1960s.