

The Importance of saying what you mean

The ability to communicate doesn't come easily or naturally to most of us, regardless of the extent of our education.

This is unfortunate, since virtually all public speakers / motivators agree that the ability to express our thoughts clearly and effectively is an essential ingredient in the recipe for business success. Nowhere is this more true and important than in a Personal Training service profession.

Dr. Wilfred Funk in his classic book, Words of Power said "Success and vocabulary go hand in hand". Another educator Dr. John Dewey said simply "Thought is impossible without words". Henry Thomas made a similar observation when he wrote "Words are the materials out of which we built our thoughts" The more words you know the more clearly and powerfully you think.

To say 'cheap' when 'inexpensive' would more correctly describe your thought, could under some circumstances, lead to an unfortunate misunderstanding.

There are more than 600,000 words in the English language (no one knows exactly how many). Shakespeare, who used more words than any other writer, wrote his works using about 16,000 different words. Today the average professional writer will use far fewer.

Perhaps **the importance of saying what you mean** is best illustrated by the story of the young boy who was explaining how he got his black eye to a friend. The big muscle guy sitting next to me at the pub said "Shut Up" but I thought he said "Stand Up"