



## **Antoni Lee's four hot tips for constructing effective video messages:**

### **Tip 3:**

#### **Provide proof for the points you make**

Hi, Antoni here.

Here's a powerful, simple model for constructing messages.

It's especially useful in time and issue-pressed contexts like media interviews, but it also works in presentations and speeches. I developed this model on reviewing a consistent pattern of spokesperson and presenter strengths and weaknesses, and finding that in-use models weren't wholly addressing the issue.

My model is also a metaphor, which goes like this: for your message to fly, it needs two wings. If you think that seems too cute, bear with me.

The first wing is any point you wish to make; a brief, simple declarative statement. For example, "This government is hopeless" or "Widget X helps you lose weight."

Unless you're in a news interview, where all you need is a quote, points alone are rarely enough. This is because points alone come across as mere claims and assertions, lacking detail that audiences would usefully consider.

The second wing is proof for your point, support for your statement, explanation for your declaration. You can make a clear point in five seconds, but proofs take longer. In long-format interviews, proofs can run to 60 seconds, in presentations, longer.

Business communicators too often leave out proofs. Loquacious communicators too often dribble on. Data, anecdotes, examples and illustrations provide evidence and colour, but must support a key point.

Communicators who make points and prove them, seem reasonable and likable — which is at least half way to being persuasive.

Thanks for watching.

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About Antoni Lee: Antoni is a communication and issue management professional with more than 20 years' experience in government, business and industry, social sector and political arenas. He is a sought-after media and communication trainer in Australia and overseas. He is also a respected crisis advisor and a polished and awarded writer.

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