

## AIDA

### FOUR STEPS TOWARD EFFECTIVE COMMUNICATION

#### A for ATTENTION

For best results in communication, you must first obtain your listener's undivided attention. Begin by asking a question or saying something unusual. This will arouse their curiosity. "What's coming next?", they wonder. Alright, don't disappoint them. Show them something unusual thereby adding a visual stimulus to your audio appeal.

#### I for INTEREST

You have captured their attention; now you must keep them interested. Introduce your main points with a strong statement. Use appropriate gestures. Look at the subject from the listener's point of view so that they can associate with your ideas.

#### D for DESIRE

Your audience is interested. Now you must make them believe in your proposals. Show them your way is easier, more rewarding or more exciting and they too will desire it – it's human nature.

#### A for ACTION

You have made your proposals more attractive than the alternatives and shown both sides of the controversy. But with a Toastmaster's skill you have brought your listeners around to your viewpoint. Your listeners are ready to action your ideas because they have been presented effectively.

By Jack Kiuru, DTM (TM in 1970)

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