HOW TO BUILD A GOOD ACROSTIC QUICKLY

Many people give up trying to create an acrostic, because they think it is just too much effort. However, creating a powerful acrostic is actually relatively simple, and typically only takes a few minutes, but it can deliver very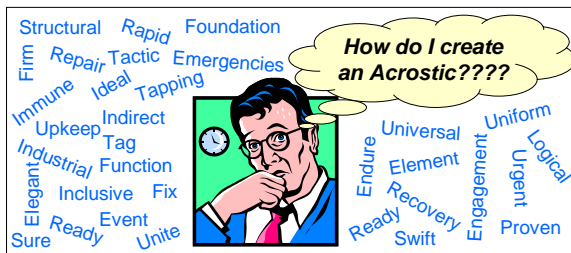 real benefits. For example, Chapter 11 of the practical exercise *(which is discussed later in this document)*, demonstrates how an acrostic can be generated to create a product name that really engenders a positive feeling.

To quickly create an appropriate acrostic, just use the following steps:

(1)   ***Step 1.***   Single out the first letter/s of your product/concept. In the case of the practical exercise the product is a Super Widget, so the first letters are 'S' and 'W'.

(2)   ***Step 2.***   Go to the dictionary and identify words that begin with the letter, or letters you identified in Step 1. For example, from the letters 'S' and 'W' you can find words like; swag, swat, swell, swift, switch, swivel and many more. As you look at each word, see whether it has some positive relationship to the theme, aims, or the issues that your audience need to believe. Typically you will find some useful words fairly quickly, but if you can't then:

> ➢   try just the first letter *(if you have more than one)*, or

> ➢   go to the Hot Words listing shown in Chapter 9 of the book *'Persuasion and Influence – The Science and Art of Effective Presentation' (which is discussed below)*, and develop one of these words as your acrostic; or

> ➢   pick out a key word from your theme to act as your acrostic.

In the scenario covered in the practical exercise, the word 'swift' was selected because it was related to the fact that the Super Widgets could be fitted quickly. However, 'swift' on its own didn't tell the story that was needed for this product, so I looked at merging it with a second word. This is best done if there is alliteration between the two words (e.g. *S*wift and *S*ure both start with an 'S'), so there is an inherent rhythm. Once again, I went through the dictionary and identified a word that was appropriate. The word 'sure' was selected because it is related to the concept of proven reliability, which is an important element of the theme covered in the practical exercise.

(3)   ***Step 3.***   Once you've selected the lead word/s for your acrostic, go through the Hot Words and see if any are applicable to your target audience. In this situation, words such as integral, and technology, were selected. If you can't find a specific Hot Word that fits, then use a synonym. Alternatively, go to the dictionary and write down any words that fit for each leading letter. For instance, for the letter 'U' in 'sUre', there are words like; union, uniform, unity, urgent, utility and upkeep, which could be applicable. After identifying each of these words for each leading letter in the acrostic, develop combinations that make sense, and support your theme.

This may sound fairly involved, but it really does not take too long. For instance, the SwiftSure example cited in the practical exercise, took me just over 18 minutes to develop from scratch.

You can see what the SwiftSure example is all about, by downloading the file from the following web site:
http://www.seahorses-consulting.com/persuasion_influence/PracticalExercise.pdf .

This file provides a really interesting example on the application of a range of advanced communications techniques to influence other people.   The underlying techniques are described in more detail in the book *'Persuasion and Influence – The Science and Art of Effective Presentation'*.

This ground-breaking book simplifies wide-ranging research into the psychology of effective communication, so anyone can apply the powerful techniques needed to communicate more effectively and influence other people.   In practical terms, this means that you can readily use this information to optimise any message, whether you need to teach others, sell something, or just generate personal success.
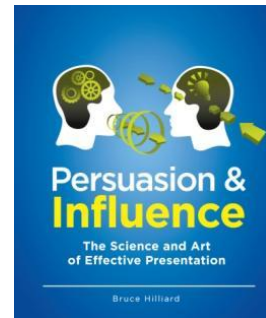
You can order a copy of this book online at the following web site:
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You can also download other free *(and very useful)* documents from this web site:
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