



Sustainable Speakers Online



The Elmer Wheeler Method Persuasion is a Science ⚡

Dear Members and Friends ,

In our previous newsletters this month, we've discussed **#MyWhy**, the personal confidence-building journey of our members and our **Top Seven Tips** for communicating complex sustainability topics.

Now, we are taking a deep dive into the legendary 1940s 'super salesman' **Elmer Wheeler** to learn how to turn that confidence into real-world impact.

Elmer Wheeler was a pioneer of consumer psychology who tested over **105,000 words and phrases** to see what actually triggered action. His work, summarized in his "Wheeler points," provides the perfect toolkit for any sustainability speaker.

[Visit our website](#)



The Wheeler points for Sustainability Speakers

1. Don't Sell the Sausage—Sell the Sizzle!

This is Elmer's most famous rule. In our context, the "sausage" (or "steak") represents the dry data, technical specs, and statistics.

The 'sizzle' is the emotional benefit and the vision of 'Heaven' that gets people's juices flowing.

- **Important Note for our Community:** We use the term "sausage" purely as a **metaphor** for the raw facts of a speech. We are mindful of our diverse community, including our Vegan friends. In Elmer's philosophy, the 'sizzle' is simply the spark of an idea that makes your message irresistible to your specific audience.

2. Don't Write-Telegraph

Your first ten words are more important than your next 10,000 so get to the point quickly.

Elmer believed in getting to the point immediately. In sustainability, this means translating complexity into meaning right away so you don't lose your audience in 'jargon'

3. Say It with Flowers Persuasion isn't just about what you say; it's about your delivery. It's about body language and voice.

At **Sustainable Speakers**, we practice matching our energy to the audience and using body language and voice to support our message.

As Elmer said, your gestures should 'speak' as loudly as your words.

4. Don't Ask 'If'. Ask 'Which'

Never give your audience the choice between doing something and doing nothing.

Instead of asking *if* they want to help the planet, give them a choice between two positive actions. This moves the conversation from 'overwhelm' to 'agency'.

Register for our next meeting



Practice Makes the Sizzle

Elmer Wheeler didn't become a master overnight; he tested and practiced his phrases in a "Word Laboratory."

Sustainable Speakers Online is *your* laboratory.

We offer a supportive space to practice these techniques, receive constructive feedback, and grow in confidence.

Join us for our next session to test your "Sizzle"

When: Second and fourth Monday of each month.

Time: 6:30 to 8:00 pm GMT

NEXT MEETING 26th Jan 2026

Register: Visit the Meetings page at www.sustainablespeakers.org.

Warm Regards

Kavita Dulai DTM

VP Memberships

Let's stop selling the 'sausage' of climate data and start selling the 'sizzle' of a sustainable future!

[Register for our next meeting](#)

Sustainable Speakers Online

London GMT Time Zone



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