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Issue #280

March 31, 2023

Delighted to produce this hard-hitting issue of *Uncommon Sense*. Read it carefully.

The **Self-Development** column looks at an approach to communication that we could all benefit from. Check it out.

There was a horrific tragedy early this week. **The Elephant in the Room** column exposes the Transgender Killers for what they are. Read it and be emboldened.

The **From Ara's Journal** column shares a lighter recounting of a wonderful event I attended last weekend.

And **The World of Words** column: A great word awaits you there.

OK, let's get started.

Ara Norwood



## Self-Development

### Keep It Succinct

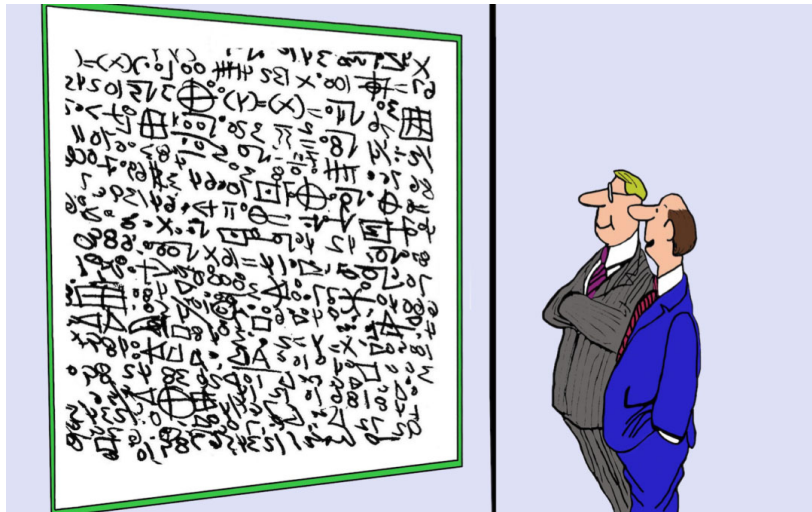
I notice a lot of people in corporate life seem to be possessed by an insatiable urge to talk. . . and talk, and talk, and talk. Talk for the sake of talking. They are uncomfortable with silence -- their own silence.

These individuals are long-winded. They over-talk. They over-explain.

Years ago I read a wonderfully succinct book about how to be, well, . . .

succinct. Fitting.

Milo Frank, the former head of talent and casting at CBS Television, wrote a short book titled: [\*How To Get Your Point Across in 30 Seconds Or Less\*](#). Here are some of the key takeaways we all would do well to adopt:



Chapter 1: Why keep it to 30 seconds? Because of time constraints and short attention spans.

Chapter 2: Your Objective is your goal, purpose or destination. You can have only one objective. In every form of communication, your thoughts and words should introduce, reinforce, or help you achieve your objective. You need to have a single, clear-cut objective.

Chapter 3: Who's Listening? Get to the right person. Know as many facts as possible about the person you'll be talking to. Identify with your listener.

Chapter 4: The Right Approach is the single thought or sentence that will best lead to your objective. The right approach will also take into consideration the needs and interests of your listener. It will give you focus and keep you on track toward achieving your objective.

Chapter 5: The Hook -- A statement or an object used specifically to get their attention. Use your hook as the first statement in your 30-second message. It should relate to your objective, your listener, and your approach. Your hook can be a question or a statement, dramatic or humorous. If it's a question, it must be answered. Anecdotes or personal experiences are excellent hooks. Your entire message can be a hook.

Chapter 6: Your Subject, which must explain, reinforce, and prove the point you are there to make.

Chapter 7: Ask for the order. A message without a specific request is a wasted opportunity. There is an *action* close, and there is a *reaction* close.

Chapter 8. Paint a picture. Imagery, clarity, personalizing, and emotional appeal will give power and memorability to your 30-second message.

Chapter 9: The Spotlight Is On You. Discusses the importance of first impressions, facial expressions, movements and gestures, personal appearance, etc.

Chapter 10: Whether Your Audience is One or a Thousand: Great tips on public speaking.

Chapter 11: Any time, any place. Great content for communicating effectively in a variety of settings: Press Conferences, Interviews, Telephone Calls, Leaving Messages on Answering Machines (or, Voice Mail), in meetings, on elevators or restaurants, giving toasts, and in various forms of written communication.

There's a very short 12th chapter, the final chapter, with a wonderful story that gets the author's point across in 30 seconds.

This is a useful book, only 120 pages, which can be read in about 100 minutes. Get a copy. Read it. And follow its sage advice. It will make you a better communicator -- and one worth listening to.

## **The Elephant in the Room**

### **The Trans Killers**

Take a close look at the face of the child peering through the window of the school bus.

That child has just experienced the horrors of a deranged individual who decided to murder innocent children and adults at a school in the Nashville area. The child is clearly traumatized and will likely experience nightmares and other psychological problems brought on by the mayhem caused by a Transgender Killer -- not a person who hunts and kills Transgender people, but a Transgender person who hunts and kills the rest of us.

There was a time not too many years ago when the enemies we feared were radicalized Islamic terrorists. They haven't gone away entirely. Then, more recently, we have seen terrorism in the recent

"mostly peaceful protests" by BLM radicals and Antifa, the Fascists who pretend they are anti-fascist. We also face challenges from the Mexican Cartels at our southern border.



But the most recent foe to confront us comes from the Trans community, that group of people comprised of the delusional -- men who imagine they are women, and women who insist they can change themselves into men, and other advocates who support the lunacy.

The Trans community is delusional because they have bought into a narrative of madness -- a narrative that insists human beings can, by sheer will, transform themselves into the opposite gender. This insane thinking betrays a colossal lack of understanding of the laws of genetics. All human beings have 23 pairs of chromosomes. The first 22 pairs give us our unique characteristics, things such as the shape of our feet, the size of our nose, whether we are prone to allergies, whether our skin tends to be dry or oily, whether our lips are thin or full, etc. But that final 23rd pair of chromosomes is what determines our gender. And here is how it works for that final 23rd pair: all of us receive an X chromosome from our mother for one of the units of the pair. But our father could provide either an X or a Y chromosome for the other half of that 23rd pair. If the father provides another X chromosome, making that 23rd pair a "double-X," the gender will be female. But if the father provides a Y chromosome, making that 23rd pair an "X-Y" pair, the gender will be male. Puberty blockers will not change that reality. Surgically removing female breasts or male genitalia will not change that. Medically altering the sound of a

person's voice will not change their gender. The chromosomal structure is the only determining factor of one's gender. Cosmetic changes result in turning men into feminized men, or turning women into masculinized women; nothing more.

But the Trans community insists that we buy into their newfound myth that they have power over gender -- [as if they are gods](#). But worse, their new emboldened belief is that if the rest of us do not subscribe to their fantasy, they will murder us.

Thus, a Trans person who goes by the name of "**Aubrey Hale**" shot her way into a Christian elementary school and murdered three innocent 9-year-old children and another 3 adults before being shot to death by police.

Was this an anomaly? Was this something that shocked the Trans community and their allies, and caused them to hang their heads in shame?

Not at all. They are proud of "Audrey Hale" and see her as a hero and as a martyr. The deeply radical **Trans Resistance Network** issued a statement as follows:

*"The second and more complex tragedy is that Aiden or Aubrey [SIC] Hale, who felt he had no effective way to be seen than to lash out by taking the life of others, and by consequence, himself."*

The group also said that "hate has consequences" -- meaning that the innocent people at the Christian school who were murdered in cold blood deserved to die because, it is presumed (without evidence) that they hated Audrey Hale. Of course, it is assumed by this group that Audrey Hale had no hate in her heart while she was busy murdering innocent people.

**Josselyn Berry**, the Press Secretary for the Leftist-Dem Governor **Katie Hobbs** of Arizona, put out a Tweet in response to the murder spree featuring a photo of a woman holding a gun with the caption written by Ms. Berry: "Us when we see transphobes." In other words, Josselyn Berry, a radicalized Leftist and a quasi-public figure, sincerely believes the innocent murdered victims in Nashville got what was coming to them and she is encouraging more murders in the future. Thankfully, she was relieved of her duties as Press Secretary, but she never did apologize. She's proud of her minacious messaging.

**Alejandra Caraballo**, a Trans Activist at Harvard, tweeted the following bit of snark: "Thank god [SIC] Tennessee protected the children from the so-called horrors of drag and gender affirming care

so they can be shot up at school by an AR-15 instead" -- never mentioning that it was a Trans radical who shot them up. Get it: it was an AR-15 that committed the murders, not a Trans person who committed the murders.

**NBC News** did not express shock or outrage that a Trans person murdered a bunch of Christians. But the news outlet did report that, in their opinion, it is the Tennessee Trans community that is the real victim here, because now they are fearing for their lives.

A Leftist-Dem Senator named **Katherine Clark** spoke as follows on the House floor, as she gushed over the wonders of the Trans community -- following the murder of children by a Trans Monster:

*"Layered in my pride is my concern for you. I know your strength but I also know how determined the forces are that have pitted themselves against you: the politicians and preachers who would rather see you languish in a dark closet than watch you engage the world as you do, cultivating joy and love wherever you go. Let's reject the forces of opposition and bigotry. Let's celebrate the bravery and beauty of our trans community."*

This Senator is positively sick. A member of the Trans community just murdered in cold blood innocent children, and the Senator claims that it is the Trans community that is under attack, it is the Trans community that cultivates joy and love, it is the Trans community that must be celebrated, it is the Trans community that is brave and beautiful. The Senator is shameless.

It is interesting to note that the Trans community has recently made it clear that they feel they need to buy guns -- lots of guns. Makes one wonder why? Perhaps we are starting to understand.

Have Trans people stopped to regroup and rethink their violent tendencies in the wake of this horrible massacre at a Christian school where children were butchered? Not at all. They are emboldened. They are planning an event in Washington DC this coming weekend that originally was called "Trans Day of Visibility" but is now called a "Trans Day of Vengeance." Being sponsored by Antifa, this ominous event is actually not even able to be discussed on social media. **Ella Irwin**, the Head of Trust & Safety at Twitter, is doing what Twitter had been doing in the past, pre-Musk: she is [deliberately censoring the story](#). Various members of Congress who have attempted to tweet about the story have had their Twitter accounts suspended merely for making reference to this planned violent event by the Trans community. Where is **Elon Musk**?

Normally I would advise any American or Religious Patriots in Washington DC to arm themselves in preparation for the violence that has been threatened to take place this Saturday. But as there are almost no such persons left in Washington, I will refrain.

\* \* \* \* \*

And that, my friends, is the latest elephant in the room.

## **From Ara's Journal**

### Music and Culture from India

Last weekend I attended an event at the Shrine Auditorium in Phoenix. Invited by a dear friend and colleague, Pranavi, it was hosted by the American Telugu Association. I was a welcome outsider, probably only one of 3 non-Indians at the



event that saw hundreds of people come together, virtually all of them from the great nation of India, to share their culture.

The approach to dance I witnessed was unlike anything I've ever seen. (Of course, I might well say the same of the dance of Latin America, sub-Saharan Africa, Japan, and that practiced by the gypsies).

But with India, I enter a world of flair and defiance, grace and exuberance, that eclipses the raw triggers hard-wired into all artists.

Even the child-performers seemed to be possessed by this need for movement, syncopated and snappy choreographies, laced with improvisation and an embrace of the unexpected.

Swathes of colors, dazzling in scope, and modal sounds punctuated the consciousness.

There is soul and depth in this music. There is yearning and longing, reaching for a higher plane. I found their music and dance

transformative, and other-worldly. It was an enriching experience.

I love the people of India.

## The World of Words

### Probity

#### Building Your Power of Expression



**Probity**, n.

**Pronunciation:** 'prōbədē

**Meaning:** Probity refers to the quality of having strong moral principles, such as honesty and decency.

#### Usage:

- *Rita is a woman whose probity and integrity are beyond question.*
- *He asserted his innocence and his financial probity.*
- *Politicians are not generally known for their probity or punctuality.*

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