

## LEVELS OF EXPRESSION WITH TRIPLETS

Many times, copy utilizes the structural device of putting lists of items or ideas in groups of three, such as “pen, paper, and an idea”.

There are several technical ways one can say these triplets that automatically give the delivery variety and individuality.

Give each word or phrase a different musical level or tone – low, medium and high. You must, however, make a conscious effort to do it and when asked to do the line “wild” (usually 3 times in succession), you must be aware of the order of the tones you used, so that you can duplicate your performance. These jumps can be big or more subtle. If you’re more mathematically-oriented, think in terms of numbers.

There are 6 combinations, any of which will work beautifully:

Low, medium, high	or	1, 2, 3
Low, high, medium		1, 3, 2
Medium, low, high		2, 1, 3
Medium, high, low		2, 3, 1
High, medium, low		3, 2 1
High, low, medium		3, 1, 2

### Practice:

Mom,	Dad,	&	the rug-rats
Faith,	hope,	&	charity
A picnic table,	a window frame,	or	playground equipment
General Motors,	AT&T,	&	Microsoft
Your Labor Day sales,	your clearance sales,		your over-stock sales
Fed-Ex,	Hertz,	&	Exxon & Mobil stations
Savings,	credit cards,	&	even investment accounts
Water-resistant,	light-resistant,		smudge-resistant

### Longer ones:

10 years, 100,000 miles power train coverage,  
5 years, 60,000 miles bumper-to-bumper protection,  
And 5 years, unlimited mileage roadside assistance.

Have you ever wished you could spend more time with your kids?  
Or maybe some quality time with your spouse, when you can actually have an un-interrupted conversation?  
Do you owe your dad a little catch-up time?

Recycle – It’s good for the bottle, it’s good for the can, it’s good for the boyfriend.