

10 VITAL COMMUNICATION TIPS

1

BEGIN WELL. BEGIN WITH A COMPELLING HEADLINE.

ADDRESS THE FEAR OF LOSING OR JOY OF GAINING. ADDRESS PAIN, BENEFIT, CURIOSITY, URGENCY OR ALL.

2

THE BASICS. PRACTICE, PRACTICE, PRACTICE.

ORGANIZE ALL YOUR THOUGHTS, PREPARE WELL, SCRIPT OUT YOUR KEY POINTS.

3

MASTER THE CRAFT. BE A SUBJECT MATTER EXPERT.

RESEARCH WELL, KNOW EVERYTHING ABOUT YOUR SUBJECT.

4

CONNECT FIRST. BE AUTHENTIC, BE YOURSELF.

CONNECT WITH EMOTION. REACH FOR THE HEART FIRST, BUILD TRUST.

5

BE ANIMATED. BE ENERGETIC.

BE EXPRESSIVE ALL THROUGHOUT. REMEMBER, HIGH ENERGY = HIGH INCOME.

6

ADDRESS ALL EMOTIONS. STIMULATE THE SENSES.

PEOPLE MAKE EMOTIONAL DECISIONS AND BACK IT WITH LOGIC.

7

BE A GOOD STORYTELLER. ENTERTAIN WITH STORIES.

ALWAYS HAVE 3 STORIES WITH A RELEVANT MESSAGE READY FOR ANY OCCASION.

8

SLAY DRAGONS. BE A PROBLEM SOLVER.

EVERY SINGLE CONVERSATION/SPEECH IS AN OPPORTUNITY TO SOLVE A PROBLEM.

9

FIRE THE IMAGINATION. USE HUMOUR, INSPIRE A LOT.

INVOLVE THE AUDIENCE. MAKE THEM LAUGH. INSPIRE THEM, GIVE COURAGE.

10

END STRONG. ALWAYS HAVE A CALL TO ACTION.

REMINDE THEM OF THE PROBLEM SOLVED, ALWAYS HAVE A STRONG CALL TO ACTION.