



Thank you for requesting my Special Report on Communication. It is packed full of useful information. Please enjoy it and tell your friends about Create Your Life Coaching!

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**SPECIAL REPORT:**  
***How to Communicate with Power and Influence***

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**What Sends Your Message More Effectively than the Words You Speak?**

**Non-verbal communication.**

Research shows that:

- The words you use contribute 7% to the effectiveness of your message.
- The quality and tone of your voice make up 38% of the message you are sending.
- Your body posture, facial expressions and gestures contribute a whopping 55% of the message received.

What you really believe is shown more clearly with your body posture, your facial expressions and your gestures than with your words. In fact, they will trump your words.

If your words say one thing but your posture or gestures say another, your listener will see a disconnect. For example, when you meet someone who is sitting slumped down and unsmiling and you ask them “How are you?” You already know the answer to that question even if they respond with “I’m fine.”



In fact, one look or facial expression can convey more than a whole book of words - a raised eyebrow, a “piercing” glance, a pout, a slow grin, wrinkling your nose!

## 5 Ways to Use Non-verbal Communication More Effectively

1. **You have to be certain your non-verbal cues match what you are saying.** Most of the time this is natural. You smile when you are happy, slump down when you are not. But there may be times when you wish to show a different message than what you are feeling. You may feel nervous, but wish to show confidence. Take a deep breath, straighten your shoulders, and raise your head up. Put yourself in the “pose” that means confidence to you. You will feel more confident! Your posture even sends a message to your mind!
2. **Think about what your body is doing in certain situations.** How are you sitting? Does your posture send the message of attentiveness? When talking to someone are you looking at the person you are conversing with? Remember, whatever message your body is sending will trump your words. Is your body telling the other person in this conversation that you aren’t interested, or that you are, that you don’t care, or you really do? You have the conscious choice to decide what message you want to send, and it starts with your body.
3. **Nervous habits can send a different message than what you intend.** The problem with these habits is most don’t realize they do them. These can include touching your face often, jangling keys or coins in your pockets, use of “word



whiskers” like saying “um” in every pause when you speak. Certain habits convey certain meanings and these can be distracting and take away from the effectiveness of your communication.

For instance, if your posture is slumped over or if you touch your face, that reflects that you are not [confident](#) or [approachable](#), and that you are feeling uneasy.

4. **Practice making appropriate gestures at important points you are trying to make.** If you want to ensure your message is understood, use gestures that enhance your message when you speak. Reinforcing your points with appropriate gestures increases the effectiveness of your message.
5. **Pay attention to your emotions.** We all have had times in our lives when our emotions have “gotten the best of us”, and usually not in healthy, productive communication. When emotions take over, they will be what the other person will pay attention to, not what you are saying. Then communication breaks down, and miscommunications happen. If necessary take a few deep breaths, count to 10 (it really works!), or take a time out if necessary.

## How to Use Your “Voice” More Effectively

Your actual words make up 7% of your received message.

Your body language is 55% of your communication.

**38 % of the message received by the listener is determined by the tone and quality of your voice.**



Take the word, “oh.” It can mean a multitude of things depending on how you say it:

- “Oh?” a question.
- “Oooh!” understanding.
- “Uh oh.” A mistake.
- “Oooh?” as in, “You are in trouble now!”
- “Ohhhhh!” as in, “I really like that!”

What makes each of statements be perceived differently are the three characteristics of our voice: pitch, volume and control. Maximizing these will make you a more powerful communicator.

**You can learn to control all three characteristics. Here are a few tips:**

1. **Pitch:** How high or low your voice is. Talk in a high pitched voice, as if you are a cartoon character or talking to a baby. You will feel your voice coming from inside your mouth. Pretend you are talking with a low voice. You will feel it deeper in your throat. Now take a deep breath, put your hand on your stomach and speak from there. That is your diaphragm where the best “pitch” is for speaking. Don’t worry if your natural voice is too high, you CAN change it with practice.
2. **Volume:** This is how loud your voice is. The volume must come from your diaphragm and not your throat. If you try to talk more loudly from your throat, you may give the impression that you are shouting. If you speak from your diaphragm your voice will have power. People listen to voices with power.



3. **Quality:** This is the color, warmth and meaning given to your voice. Adjusting the pitch and volume will help the quality of your voice. Adding emotion to your voice will give it color and warmth. A great trick for talking on the phone is to smile before you answer the ring. Your voice will convey the warmth of your smile to whoever is on the other end of the line.

## **The Art of Listening**

You've been learning how to use your words, voice, and body language to express yourself effectively. But that is only half of the communication formula. Listening well is one of the special qualities of someone who is thought of as an effective communicator.

Listening is a **critical part** of communication, and while it may seem like a passive activity, it is in fact a large part of effective communication. Like speaking, listening also provides us with the opportunity to connect with others.

## **Two Ways to Listen**

**There once was a young man who was formally introduced to a stately elderly woman. After talking for a little while, he apologized because he had forgotten her name. She told him, "That is because when we were being introduced, you were listening for your name instead of mine."**

How often have you had the experience of talking to someone and knowing that the other person hears you, but hasn't really been listening?



And how often do you find yourself thinking about what you are going to say next, instead of focusing on what the other person is saying?

This is called 'passive' listening. It's when we hear what someone else is saying, but we're not actively engaged in the communication process with them, perhaps because we are distracted, disinterested, or thinking about what we are going to say next.

## **Active Listening Means Really Trying to Understand**

On the other hand, we've also been in conversations before where the person has seemed to be very engaged, attentive and participative. They look us in the eye, make affirming comments to indicate they are listening; they nod and smile, and ask questions. We *know* when someone is paying attention and truly *hearing* us.

This is 'active' listening, which is listening with the purpose of trying to understand the meaning of the message, and being fully engaged in the communication process.

The biggest communication challenge we all face is learning to actively listen. It's not enough to simply hear what the other person is saying, but we must seek to understand the meaning behind their words.

This is done by noticing the words, voice and body language of the person speaking. By paying close attention to how people are saying something, we are more likely to understand what it is they're really communicating.



**Here are a few tips you can use to be a better 'active' listener:**

When the other person is talking, don't interrupt. Wait for an appropriate break in the other's conversation before speaking. In fact, **the less you speak the more you will accomplish.**

**Wait** for them. Let them pause. They may not be finished and are just gathering their thoughts. Everyone has a different way of speaking and their own unique thought processes. They may be searching for the right way to express themselves. Give them time to say what they want to say.

**Give them 100% of your attention.** Watch for non-verbal cues. Let them know you are interested in what they are saying. **Make solid eye contact.** Show them that **at that moment** there is nothing more important than what they are saying. Your body language will tell them if that is true or not.

**Give indication that you are interested and engaged.** This could be by nodding, smiling, making short affirming comments, and asking questions.



## **Two Ways to Ensure You Understand What the Other Person is Saying**

### **Paraphrasing back what you heard.**

Sometimes even when trying to listen, we don't quite understand what the person has said. Sometimes they may not have expressed themselves in the way they wanted or we misunderstood their words.

Paraphrasing back what you have heard is one of the best ways to avoid miscommunication and to clarify if you have understood what it is they were trying to communicate. When paraphrasing back what someone has said, you are not agreeing or disagreeing with what was said, only that it was said.

Here is an example of paraphrasing back: "If I understand you correctly, you are saying that you feel underappreciated. Is that what you meant?"

Paraphrasing back has an added benefit of priming your memory: "So, Mrs. Smith, you work as a marketing director for Acme Company, and you are looking for someone who can work as your assistant? Is that right?" You will have a better chance of remembering who Mrs. Smith was and what position she is looking to fill.

If you paraphrase back and that is not the message they intended to convey, they now have an opportunity to correct and maybe expand on the subject: "No, I am the Vice President of Marketing and I'm looking for someone to fill the position of Marketing Director. This person will have to have at least 3 years experience in marketing."



Paraphrasing back:

- Tells the person you are conversing with that what they have to say is important to you.
- Helps you to remember details of the conversation later.
- Helps to avoid a misunderstanding of what was said.

## Asking Questions

'Questioning' is important because it keeps the conversation alive, and conveys to the speaker that we are interested and engaged.

**There are two types of questions which are great for keeping a conversation going:**

1. **Open ended questions** – These are questions that cannot be answered with a simple 'yes' or 'no'. They are great for gathering more information, and encouraging a more meaningful answer. Open ended questions usually start with the words 'what' or 'how'. They are more meaningful for the speaker and show that we are genuinely interested in knowing more.
2. **Clarifying questions** - These are questions we ask when we are unclear about stories, words, or message that the speaker is conveying. By asking 'clarifying questions,' we are 'clarifying' that we understand what is being communicated. We are not agreeing nor disagreeing with what has been said to us, just seeking clarification.



By asking questions to further the conversation and paraphrasing back what you are hearing, you will be perceived as an effective, powerful communicator.

There have probably been times when you have had a conversation with someone and you have said little throughout the conversation but showed that you were engaged, interested and asked questions. And afterward the other person commented on what a great conversation that was, **and you hardly said anything!** That is an example of effective active listening.

As you are actively listening to what others are saying, watching for non-verbal cues to how they really feel, and paying attention to the way they are saying it, the speaker will feel that effective communication is taking place and will feel as though you have connected.

## **Practicing Powerful Communication Means a Better Career, Better Relationships, and a Better Life!**

Getting back to the quote from “Waking Life,” *what we all want is for someone to understand us, and to feel we have connected.*

If you practice these tips on effective communication...

- Making certain your **non-verbal communication matches the message** you want to send
- **Using your “voice” effectively**



- **Listen actively**, focusing on the other person, with understanding and empathy, paraphrasing back what you heard, and asking open ended and clarifying questions

**...you will be on the path to success in your career, your business, your relationships and your life!**

**The main points of this article:**

1. There is a difference between talking and communicating. Communicating well is a skill anyone can learn and it favorably adds to others' perceptions of you.
2. Effective communication means making a connection with the other person. It is how your message is delivered and how it is received.
3. Your words only count for 7% of how much of your message is received. Your body language is 55%. Body language must match the words used. When there is a conflict between your body language and the words used, your body language will be believed.
4. Body language includes posture, gestures and facial expressions.
5. Most important in getting your message across is your "voice," more than 38%. Three characteristics of "voice" are: pitch, volume and quality. Focusing more on your pitch, volume and quality will go a long way toward making you a more effective communicator.



6. Being an 'active' listener is a critical part of being a powerful and influential communicator.
7. To be an effective listener, you must: be quiet and let them talk, wait for them to finish an idea or what they were saying, and give them 100% of your attention; make affirming comments, and have solid eye contact.
8. Paraphrasing back is a useful practice that aids in remembering the conversation, helps to eliminate misunderstandings, and shows the other person that you have heard and understood their message.
9. Asking open ended and clarifying questions shows the person you are communicating with that you are listening, interested and engaged in the conversation.



## **Special Bonus!**

As a thank you for visiting our website and downloading this fact and tip filled article on How to Communicate with Power and Influence, I'm sending you a 6 part audio training series, each dealing with another aspect of effective communication.

### **The Power of Effective Communication**

Each 4-6 minute audio explains with in-depth detail one point about effective communication with tips on how to use it.



- **Audio #1. Get Your Message Across. 3 Ways to Communicate for Impact**
- **Audio #2. Developing a Rapport by Active Listening** if you have rapport with your hearer, your message is more apt to be heard.
- **Audio #3. How to Start a Riveting Conversation and Keep It Alive!** You don't even know this person! What can you say to get things going?
- **Audio #4. How to Ask and Get the Information You Want! All Questions Are Not Created Equal!** The different kinds of questions to use to get the information you want and when to use them.
- **Audio #5. Give Effective Feedback and Get Results!** A positive technique to critique someone and leave them feeling good—and get results!
- **Audio #6. 5 Steps to Solving Problems Productively.** Great techniques so everyone feels heard and respected.

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Thank you!

Terry Sidford, CPCC

