

**How to Communicate
Effectively With
Anyone:
Persuasion Mastery**

Elizabeth Oprah

Copyright

© 2012 by Elizabeth Oprah

All rights reserved. The reproduction or utilization of this work in whole in part, in any form by any print, electronic, mechanical or other means, now known or hereafter invented, including xerography, photocopying and recording, or in any information storage or retrieval system is forbidden without the written permission of the publisher.

Please do not participate in or encourage piracy of any copyrighted materials in any form. To do so is a violation of the author's rights.

Terms of Use

Any information provided in this book is through the author's interpretation. The author has done strenuous work to reassure the accuracy of this subject. If you wish you attempt any of the practices provided in this book, you are doing so with your own responsibility. The author will not be held accountable for any misinterpretations or misrepresentations of the information provided here.

All information provided is done so with every effort to represent the subject, but does not guarantee that your life will change. The author shall not be held liable for any direct or indirect damages that result from reading this book.

Contents

Introduction

Before Communicating, You Must Listen

Making Your Writing More Effective

Tips for Business Communication

Getting Your Point Across

How to Gently Persuade

Polish Up Your Public Speaking

Making Your Business Communication Better

Exercises to Improve Communication

Conclusion

Introduction

In every aspect of our lives, we communicate.

An integral part of being human is our ability to communicate as effectively as we do.

All animals have a way to communicate, but communication is a highly developed part of humans.

All interaction involves communication, both verbal and non-verbal. The look we give somebody when they cut us off is communication, just as much as it is when we give a waiter our order.

When we communicate, it is because we are trying to tell the other person something and to make our point understood.

Talking is easy, getting our message understood by the others person is not always easy.

When we are not effective in our communication, it results in miscommunication.

We might have been trying to say one thing, but the other person interpreted it another way.

Miscommunication causes many problems, both in our personal and professional lives.

Learning to communicate effectively will lessen the chances of having miscommunication issues, and thereby reducing the problems that come with miscommunication, such as arguments, resentments, anger, hurt feelings, and frustration.

It is equally frustrating to not be able to clearly get your point across, as it is to be trying to understand what point somebody else is trying to make if they are not being clear.

Another aspect of communication, and perhaps the most dreaded aspect, is having to speak in public.

From a toast at a wedding, to speaking up during a business meeting, to having to give a speech in front of a crowded room, speaking in public is often a thing of dread.

It is just you up there, alone with all eyes on you, and every stumble that you make will be noticed, just the thought often causes people who are usually very polished speakers to begin to sweat.

We will help you lessen that nervous feeling by helping you learn how to polish up your public speaking skills.

True, some people are just gifted speakers, but like all skills, it can be learned.

Who has not had a simple conversation turn into a heated argument, all because two people have two different opinions and an agreement on who was right could not be reached.

There is a better way to get your point across than by arguing. This book will help you not only communicate better, but also help you learn how to get your point across to others, without degrading a conversation to an argument.

Being able to not only get your message through clearly, but being able to persuade the other person to your way of thinking is also a skill that you can learn.

It is a skill those in the sales industry have honed into an art form, and those skill can be learned.

It is not the message that is important; it is how the other person receives it.

If you are trying to get them to understand something and they just do not understand, the fault is probably not with them, but most likely with your method of communication.

You know what you mean because it is your idea, but you may not always be able to translate your thoughts into a clear expression by using words.

When you do not clearly communicate, your idea gets lost, and both you and the person you are talking to will get frustrated.

Take the frustration out by learning to speak in such a way that your meaning is clear to understand.

When speaking, a good rule of thumb is to know your audience.

If giving a speech about something, let us say that you are a marketing person, marketing a new product to the public, do you focus on what the product does, or the ins and outs of the technology that the product has?

If you get technical to a non-technical audience, you lose them and the message is lost. You must learn to relate to your audience, so always do some homework before hand.

If you are trying to get them to understand or learn about a new thing, make it relatable.

Use metaphors, but do not use obscure references in your metaphors because you want to have a reference they can relate you.

You must always try to relate to your audience.

Reputation is everything, both in the personal and in the professional world.

If you have a habit of promising to do something but rarely follow through, when you are trying to persuade somebody about something that will very likely be your downfall.

People who hear through the grapevine that you tend to not keep promises will be less inclined to help you based on that reputation because they know that the likelihood of a favor being reciprocated is slim, or worse that whatever you might be saying could be untrue.

Your reputation precedes you, so to avoid people already being opposed to listening to you based on your reputation, watch your reputation and make sure that you have a good one.

If you promise something, follow through.

This one goes hand-in-hand with reputation, but when trying to persuade people to see your side of things, never promise people a perfect outcome.

There are no perfect outcomes and if you promise perfection and a problem arises then it

will look as if you lied in order to gain support or to get their help.

Never gloss over the risks when there are risks, if people are led to expect one outcome and get another one, it will reflect very badly on you.

Omitting information is the same as lying so never omit necessary information.

An effective communicator is able to tell the truth, yet still advise fully of the risks and chances, which avoids falling into the category of being somebody who does not tell the truth.

Once you have a reputation for lying to get your way, you will find that getting people to listen to you is next to impossible.

You will never be a good communicator unless you learn to be a good listener.

There is more to communication than just getting your message out, the other person must understand it, and you need to be able to listen to them to be sure that they do.

Do not skip over their questions, or gloss over their viewpoints.

Communication is a skill, it is a matter of give and take and so in order for you to be a great communicator, you must learn to listen.

People appreciate being listened too, it makes them feel as if their opinion matters, even it is different from your viewpoint.

Another part of effective communication is how to hold a discussion without it turning into an argument.

Sometimes arguments can flare up just by the tone of voice that is used, so always keep your tone neutral, especially when having discussions; remember it is okay to disagree as long as it is done in a constructive way.

Avoid ever placing blame and watch your language to avoid blame language such as "you did this."

More often than we would like, at some point during a conversation with somebody, the other person might take the low road and deliberately say something to make you react in a bad way.

That is a tactic used by people who are unable to effectively say what they mean so they say something inflammatory or hurtful.

Let them. Do not react. Yes, this is hard to do, but by thinking things through instead of just reacting, calmer heads will prevail.

Before Communicating, You Must Listen

Communication is a two-way street. It involves much more than you just talking, you must learn to listen as well.

If you only value your own opinion and do not consider the opinions of others then you will have problems with people in both your personal and professional lives.

Listening is a key skill in being not only a good friend, good employee or good spouse, but it makes you a better communicator because when you hear and understand what the other person is saying, then you can respond appropriately.

If more people would take time to listen then there would be less miscommunication problems.

Listening seems like such a basic skill but the majority of the people only hear what you are saying, they do not listen.

We have all been guilty of hearing but not listening, we tune out or daydream or only pay a fraction of the attention to the person talking that we need to.

We all know what it is like to be not really paying attention, only to start paying attention because a question was asked of us, or a response is required and we are lost in our own little world, caught daydreaming instead of listening.

A situation like this only makes the other person angry and frustrated, and it reflects very badly on you.

Imagine if you tuned out while your boss was talking and then you had to go ask questions later about how to do the very thing he had just explained to you, only you were not paying attention.

Part of being a good communicator is because the other person respects you, we touched upon this in our introduction.

A good way to earn the respect of others is by listening to them.

When you listen to them, then they will be more apt to listen to you when you have something to say.

Their degree of respect to you makes the difference between whether or not they are listening to you or just hearing you.

Not only will being a better listener help you gain respect, but also it will make you a better employee at work and a better spouse when at home.

Everybody appreciates having somebody listen to them over just hearing what they say.

Additionally, you make your day go easier by listening, because then you get so much more information than if you just listen with half an ear; you will be more productive, more efficient and better able to communicate because you were paying attention.

Active listening is the term given to when you are not only listening to the other person but that you are also trying to fathom the message being sent at the same time.

It means that you are not only focused on what they are saying, but that you are focused on the meaning behind it at the same time.

Active listening means that you are focused on their communication, including their body language.

You do not allow yourself to drift off and if something is said that you do not agree with, you do not derail the conversation with an argument over who is right and who is wrong.