

Cunning Linguistics: The Subconscious Spoken & Written Language Techniques That Influence Others

WORKSHEET

How To Use This Workbook...

1. You can print out this Workbook or save it on your computer or other electronic devices. And you also have a Notes section at the end of this Workbook to add even more thoughts and comments to help you make the most of this lesson so it helps you develop your **aptitude** as much as your **attitude**, both tangibly and intangibly, so you **apply** them more effectively to help you **achieve** what you want to.
2. Enjoy making the most of these tips, thoughts and techniques and remember the No.1 rule of learning anything: It's about TAKING ACTION and IMPLEMENTING so YOU ACHIEVE RESULTS! So...all you need to do **now** is to decide the following: **WHAT ACTION ARE YOU GOING TO TAKE WITHIN THE NEXT 24-48 HOURS TO MAKE THIS HAPPEN!?**

Now For The Good Stuff...!

When you apply some or all of *The 6 Communication Commandments* every time you communicate, until it becomes natural to you, it has a huge effect on how you express yourself to others, how they relate to you and the impact you have on their lives and yours.

The 6 Communication Commandments are:

1. Colour
2. Conviction
3. Coherence
4. Conciseness
5. Clarity
6. Comedy

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Colour:

This is about using fascinating facts and compelling and concise case studies as well as funny stories with intriguing details, good illustrations, anecdotes, appropriate jokes (both to you and your audience) and, depending on the situation, some, but not too many, good audio-visual material and/or slides.

Conviction:

This is about speaking with authenticity, performance, drama, passion, enthusiasm, self-belief, sincerity, good body language and eye contact and a strong understanding of the subject. It's about being truly and powerfully present whenever you're communicating – even in a written form – as this dictates how you come across.

And, by the way, this isn't just for those who are extroverts.

For the most part, we live in an extroverts' world. But people of a more introverted disposition can be just as impactful...without necessarily using the fireworks that extroverts can sometimes resort to. Interestingly, 40% of Fortune 500 company CEOs in the USA are introverts!

You can still communicate with conviction without being theatrical. Quiet and focused sincerity can be just as powerful because of its authenticity.

Clarity:

This is about being clear on THREE crucial things:

1. Your audience's desired outcome or outcomes
2. Your desired outcome or outcomes
3. And therefore what the key point or no more than 3 key points are in your presentation or speech

Essentially it's NOT All About YOU! It's all about your audience. Therefore, your presentation or communication starts by focusing on them and what they want and need.

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Coherence:

This is about using eloquence, vocal variety in the pitch, tone and volume as well as great enunciation. Now, most English people have only about four notes in their speaking range. The Italians must have at least 10. So vary your vocal note range – but not in a way that makes you sound deranged because you're trying too hard to vary your normal way of speaking. Trying to cover the extremes of your vocal range while speaking to anyone can make you sound deranged! And that's also not dignified!

Conciseness:

This is about cutting out waffle and speaking succinctly. When writing, short sentences are often better than long ones. They can also add more bite to what you're communicating.

Comedy:

Good and pertinent use of humour – if appropriate and applicable – can be a game-changer, as well as a crowd pleaser.

BUT...and it's a noticeable **but**: We all have different styles of being light-hearted. Some are great at the set piece jokes. Others are great raconteurs. While some are able to make off the cuff quips because that's how their brains work. And others like to use funny videos, images or such like to add some levity and laughter to when they're communicating.

A 5-point test for your humour – especially when dealing with business people and business situations – is:

1. Why do I really think it's funny?
2. Who can I try it out on to test (if I'm not sure)?
3. Will my joke or story or videos or image or what have you offend anyone?
4. Will the audience or a decent sized chunk of it understand and like it?
5. Can I say it confidently and comfortably?

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One technique you can use is the Rule of Three.

People remember things in threes and anything said in three parts can have a nice rhythm to it.

For a joke, it's about the set-up and the contrasting and even unexpected end part of the three.

You can follow the NORMAL + NORMAL + UNEXPECTED model.

Here's an example:

*"You know when you and your boss aren't getting along that well...
You're not talking to each other.
You're not being invited to meetings.
They're having you deported."*

These 6 Communication Commandments are a powerful weapon in your every day personal impact armoury.

Too many people don't employ enough of them.

But, as you're now an exception to that rule, you'll be more impactful!

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NOTES...

