

CUES

Master the Secret Language of Charismatic Communication

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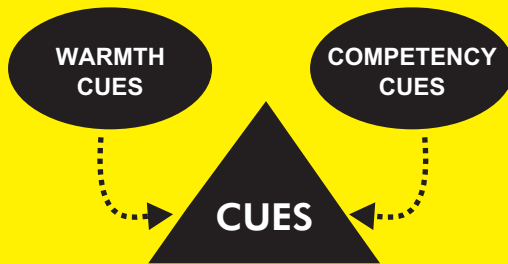
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MAIN IDEA

Having brilliant ideas is great, but ideas never stand alone. Before they are ever actioned, ideas first need to be presented, discussed, understood, and agreed upon. Whenever you communicate your ideas, you will also be sending out cues that influence whether or not your ideas gain traction.



So what are the best kinds of cues to be sending out? People tend to respond most positively whenever they receive charisma cues. This is not the backslapping kind of charisma. Rather charisma cues follow a straightforward formula:



To communicate your ideas influentially, master how to send the right charisma clues as well. Project the perfect blend of warmth and competence, to signal trust and credibility, and you increase your chances of success.

"My goal is to make these normally invisible signals visible, whether it's in person, on phone calls, in video calls, and even on email and chat. Armed with the knowledge of how cues work, you will be able to amplify your message and increase your impact. And you'll never be underestimated, overlooked, or misunderstood again."

– Vanessa Van Edwards

THE FOUR CHANNELS OF COMMUNICATION



- 1 Nonverbal
- 2 Vocal
- 3 Verbal
- 4 Imagery

1. Nonverbal cues Pages 2 - 4

Nonverbal typically accounts for 65 - 90 percent of total communication. To project charisma, watch your body language, your gestures, and pay attention to your grooming. You also have to control your facial gestures astutely.

2. Vocal cues Pages 5 - 6

Charismatic people sound powerful. To use your voice to send charisma cues, have vocal likability. Build trust with your vocal charisma.

3. Verbal cues Page 7

To make your emails, profiles, and other written materials more impactful, inject lots of charisma cues into what you write. Be verbally engaging, and project warmth and competency.

4. Imagery cues Page 8

The clothes you wear, your office environment, and even the desk you use and the colors you wear, send cues, whether you want them to or not. Make sure your image oozes charisma. Make people sit up and notice.

