

## Communications Basics

### Communication basics:

- Speak to their needs
- Be concise
- Tell short stories
- Use your voice & body



*If you are here because you are nearing the end of the full Online Course, and this is your Bonus Module, skim this page as a review—it should be quite familiar to you. If you are here because you subscribed to Online Communications as a stand-alone course, let this be a quick introduction to the basics of presentation skills.*

**Speak to their Needs.** To capture your listener’s attention, speak directly to their needs. Always ask yourself “Why should my listeners care? How does my message specifically benefit them? How will it change their lives?”

**Be Concise.** Less is more. Trim it down. Get to the point.

**Tell Compelling Stories.** In our experience, if there is one trait all good communicators share, it’s that they are good storytellers. Learn the art and craft of storytelling to keep your listeners engaged. Tell relevant, concise stories that demonstrate the “Hero’s Journey.” Show how the metaphor of your story relates to them and their needs.

**Your Voice Matters.** The tone, quality and expressiveness of your voice has a big impact on whether your message is received. Learn to release your voice so it can “land” with your listeners. Learn how to use dynamics so they listen to every word—and want to hear more! Learn how to use both a warm voice and a credible voice. You can create both a sense of trust and respect with your voice.

**Your Body Speaks.** Whether you like it or not, your body is always communicating. Learn how to use your body language effectively so that you instill a sense of trust and openness with your listeners. Stand or sit tall, use open gestures and smile. When you are comfortable in your body, others become comfortable with you.

*If this material is new to you, or if you want to take your public speaking and career to a higher level, we strongly suggest you sign up for the full online course “Engage Yourself, Engage Your Listeners: Speaking with Confidence, Clarity, and Connection.” [https://courses.speakingresults.com/?learnpress\\_package=full-course](https://courses.speakingresults.com/?learnpress_package=full-course)*