



12 STEPS for ENHANCING YOUR COMMUNICATION SKILLS



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1. Go to events.

Attend as many events as you can. Most of the action happens in the lobby. Make a friend and get the main takeaways over a meal or a glass of wine.

2. Focus on one or two small things.

It only takes one or two memorable conversations, or one or two good takeaways to change your entire business. So have an agenda. Show up to events with the intent to learn or improve one or two things in your business.

3. Put a probing question to multiple people.

Say you really want to learn how to build your email list. Broach the topic to whoever you connect with at the event. Find out how they go about doing it. Do that with enough people and you'll get a really good idea of best practices in the industry.

4. Reach out before the event.

Got an expert you'd like to meet at an event? Contact them ahead of time, perhaps via tweet or email. Let them know you're stoked to be attending and look forward to seeing them there.

5. Differentiate.

Your expert likely sees a lot of people, so set yourself apart. Tell them you'll be wearing something distinctive, for example. Just let them know how they'll recognize you.

6. Give a genuine compliment.

When you actually see the person you'd like to connect with, don't go all fanboy. Simply walk up, introduce yourself and say something sincere. Perhaps mention their blog post that had a significant impact on how you run your business.

7. Position the introduction.

A good introduction can boost confidence and loosen you up, helping you engage in conversations and get much more out of the event. You can introduce yourself with a simple six word formula: "I help ___ do _____ for ____." Better yet, get someone to introduce you in positive terms and return the favor.

This works as well online. Say your friend knows someone you'd love to interview on your podcast. Ask to be introduced via email and carry on the conversation from there.

8. Be responsible at the bar.

A lot of connections are made at the bar. Bear in mind, while there may be someone you really want to focus on while you're there, a bar is a public place and you can't

expect privacy the entire time. Be inclusive with nearby people in your conversation and in your body language. You can arrange to finish a private discussion at a later time somewhere else.

9. Be interested rather than interesting.

It's rare for someone to listen and actually care about someone else. People will appreciate it if you forget about yourself for a moment and listen to them for a while. Ask questions, show interest in what they say and follow your natural curiosity.

10. Exchange details.

If there's someone you'd like to get in touch with again after the event, exchange your details as early as possible. It might be an email, a Facebook group, or a card.

11. Follow up.

Making contact is rather pointless if you never follow up with the other person. Get in touch after the event is over. Find out what's happening with them, have a brief chat or occasional meetup.

12. Framework for discussion: F.O.R.M

Stuck for conversation? There are four things people love to talk about: Family, Occupation, Recreation, and Motivation (F.O.R.M). Build around those topics and you should have plenty to talk about. It's a simple framework that works well if you are starting out and shy in a crowd.