

BODY LANGUAGE IN **business**

Mastery Sheets

the face

timing

the body

verbal tips

appearance

selling

public
speaking

network

Introduction

Only seven percent of communication is verbal making body language extremely important for you to grasp. Your client's brain will believe your body language over what you're saying.

Body language is used and perceived unconsciously and uses all of your body from your head to toe.

Lesson 1: The Face

When the brain sees someone, it immediately looks at the hands and then the eyes remaining mostly focused on the eyes and the face.

The eyes are the most powerful way of communicating.

True False

Eye Etiquette

- Avoid staring or frequent glances because it communicates superiority, lack of respect, a threat, or an insult.
- Avoid too little eye contact. It's interpreted as not paying attention or being impolite, insincere, dishonest, or shy.
- Lowering your eyes and breaking contact is interpreted as a signal of submission.



I THINK READING THE ROOM- READING THE PERSONALITIES, READING BODY LANGUAGE- IS KIND OF A LOST ART.

Bonnie Hammer



GENIUS THOUGHT: Alphas have a practice of long unflickering looks used to dominate and influence.



Research suggests we like people better who engage in eye contact for how much of the conversation? Circle your answer.

2/3 1/2 3/4 1/3

There are three gazing areas:

- **Power gazing** focuses on the area from the forehead to the eyes and is most common in business interactions.
- **Social gazing** is from the eyes to the mouth and is used with friends and family.
- **Intimate gazing** is from the eyes to the sternum and is NOT for business interactions.

Face Expressions

True or false: There are two types of face expressions. Those you control and those that are involuntary.

True False

Micro-expressions are flashed when people are trying to _____ or are unaware of how they're _____.

What's amazing is that our brains interpret micro-expressions that last 1/15-1/25 of a second surprisingly accurate.

Learning to spot micro-expressions alert you to your client's unspoken concerns, to him or her cooling off to your deal or you, and to whether he or she is happy and satisfied.



Our brains interpret micro-expressions that last 1/15-1/25th of a second surprisingly accurate and can evoke the emotions in the one flashing them and in



GENIUS THOUGHT:
Don't jump to conclusions when you see micro-expressions.

The emotion doesn't tell you the trigger. Only follow-up questions can tell you the trigger.



7 Universal Micro-Expressions

- **Disgust** is often flashed when you're asking your client about preferences and he or she is trying to be polite but doesn't like what you're proposing. **The nose wrinkles and upper lip lifts slightly.**
- **Anger** is often flashed when your client feels threatened, defensive, or not heard. **A vertical line appears between the brows.** Diffuse anger by displaying palms open and out. The brain interprets it as a "not to worry" message.
- **Surprise** is a good expression to pause and ask questions. It might be a positive or negative expression. **The eyebrows lift and look like upside down u's.**
- **Fear** is very similar to surprise and can be confused. **The eyebrows lift but stay straight.**
- **Sadness** is the hardest emotion to fake. **The corners of the mouth pull down slightly, the eyes appear unable to focus, and upper eyelids droop.** If you see sadness, use it to build rapport by suggesting to reschedule or seeing if you can help in some way.
- **Contempt** hides jealousy or dislike. **Only one side of the mouth tightens and lifts slightly.** If you see contempt, I'd recommend deciding whether you really want to work with this person. He or she might prove very difficult to work with.
- **Happiness** is communicated by the genuine smile, one of the strongest friend signals the brain looks for. Only 1 in 10 can fake happiness. Beware of flashing fake smiles (which we'll get into more in the next module) because the brain "sees" it and triggers distrust or dislike.



Head Movements

There are several common head movements:

- The **head cock** indicates listening and attentiveness.
- The **head prop** is used when your client is actively listening to you unless the eyes begin to droop. This is a sign your client is bored or sleepy.
- The **head thrust** is a forward thrust from the shoulders and is interpreted as a threat or anger.
- The **head sway** is a side-to-side swaying back and forth and demonstrates doubt or reluctance.
- The **head nod** is a sign of agreement, approval, acceptance, understanding, or continued interest.

True or false: Fast and frequent head nods are a sign of agreement.

True False

If you're an aggressive personality, you'll need to be careful with the head _____ to avoid sending threat signals.

Which "personality" will stare and reduce both facial expressions and gestures to communicate dominance or annoyance?

Shy Alpha Friendly Extrovert



Your client will believe your head movements over what you're saying if they're in conflict with each other and can shut down communication.



Lesson 2: The Body

Think back to the last time you were on the phone with your friend or family member. Did you use gestures, body movements, and facial expressions even though on the phone?

Studies have shown that those who gesture liberally are rated as warm, more casual, agreeable, and energetic. Those who use few gestures are perceived as cold, analytical, and logical. Use gestures!

Let's look at some of the most common and how to use or not use in business.

- The **shoulder shrug** is the most common and communicates, "I don't know," "I don't care," "I'm doubtful," or "What can you do?" You don't want to communicate any of these messages. Avoid the shoulder shrug. The single shoulder shrug is "Take your hand off my arm or shoulder," or "Leave me alone."
- The **chest puff** demonstrates pride or achievement. It's best to only use this gesture when being humorous or self-mocking or you'll come off as arrogant. And, believe me, I've seen people use this gesture seriously in professional settings. It's a huge turn off.
- **Steepling** is a great gesture to use when you want to communicate wisdom and confidence, especially when listening to your client. It's a gesture of placing fingertips together like a steeple. The palms don't touch.
- **Foot tapping or twitching** can be "leakage," which is a sign of concealing something or lying. It's also a sign of



Regularities are:

- Similar gesturing
- Personality-based gesturing
- Patterned gesturing when someone needs to leave a conversation
- All of the above

Posture, Stance, and Proximity

How you carry yourself determines whether your potential client has confidence in you or not. It also affects your mood and your potential client's mood!

Posture is also a clue into a person's personality, mental state, and character. You can use posture, stance, and proximity to create rapport. Watch these closely for any loss of rapport as well.

Here's some common posture and stance messaging:

- Leaning forward shows interest.
- Leaning backwards can communicate a negative or hostile attitude unless they are relaxed and have an arm over the back of the seat.
- Arms folded across the chest communicates being closed off or unsympathetic.
- Arms held loosely at your sides or loosely clasped in front of you signals openness, accessibility, and willingness to interact.

The **superman pose** is a _____ and _____ stance when used with people but great to boost _____ before meetings.



Think about your posture. Do you slouch? Do you cross your arms? Are you communicating confidence and competency?



GENIUS THOUGHT

Asymmetrical arm and leg positions, a sideways lean, and loosely-held hands are a sign of a relaxed attitude and used with people that are liked and considered equal.



Proximity

Proximity is the use of space when communicating with your client.

Please match the zone with the size of proximity:

4-10 feet Personal Zone

1.4-4 feet Intimate Zone

10 plus feet Intimate Zone

0-1.5 feet Public Zone

Be sensitive to the use of proximity. When a personal is severely crowded, it can dramatically affect their speech and concentration.

If you see your client backing away, you're probably invading their space. Adjust. But don't go too far away. Studies have shown people buy more from someone who's close to them.



Lesson 3: Verbal Tips & Appearance

Genius Communication wouldn't be complete without some verbal and appearance tips to compliment the ninja skills you've already learned.

Volume, tone, pitch, voice quality (nasal or resonate), rate of speaking, and accent are data for the brain to make judgments on your age, gender, attractiveness, social class, occupation, and education. On top of that, **the brain decides whether to trust or like you based on your voice!**

True or false: Women, in particular, need to work on tone, volume, and resonance to avoid a nasally or screechy voice.

- True False

Emphasis or Contradiction

Be alert for any _____ or _____ your client emphasizes.

Multiple choice: If your client says something he or she thinks is funny but you don't, do NOT:

- Cackle
 Fake laugh
 Stare at them
 All of the above

Appearance

Your clothes communicate your income, status,



GENIUS FACT
Margaret Thatcher had a screechy tone and took voice lessons so she'd be taken more seriously.



occupation, personality, and even _____
for some.

It never ceases to amaze me how business people dress. If you put a business person wearing outdated clothes or dressing to casual side by side with another business person dressed sharply, you get two different messages.

One might not be taken seriously while the other will seem extremely professional in comparison even if the one dressed sharply isn't as good at his or her job as the one dressed inappropriately.

I can tell you that I personally have decided to NOT do business with some based on their clothes.

Your clothing shows others _____
_____.

Studies show that students listen to their teachers more if dressed appropriately. Those who dress smartly and conventionally are more likely to be taken as experts in their field than those who dress too casual.

Here are some final things to consider:

- Mustaches make men appear older.
- Beards are a sign of an independent mind.
- Glasses give the impression that a person is smart even if they aren't.
- Heavy makeup on young females give the impression she has low morals even if not true.



GENIUS FACT

Those who dress smartly and conventionally are more likely to be taken as experts in their topic than those who dress too casual.



Lesson 4: Time and Synchronization

There are two time areas to study in this section: Use of timing with clients and use of timing in your daily business to-do list. First let's tackle use of timing with your clients.

Timing with your client is a powerful non-verbal message. If you've ever sat in a doctor's office for 45 minutes plus, you know the frustration. In fact, many equate it with the idea that *your time isn't as valuable*.

Keep in mind that each personality interprets tardiness differently but it's possible all personalities might view it as a hostile action, rude, or disrespectful. Let me give you a quick run down.

- D's interpret tardiness as disrespect. However, they are often late because so focused on finishing up one more thing.
- I's won't care typically and are often late because were visiting with someone else before you.
- S's are either early or on-time. They might not share with you if annoyed by your tardiness, so it's best to be on time.
- C's are usually 10-15 minutes early. And they do NOT like tardiness.

What I recommend is always be early to that first appointment and see when your client gets there. That will alert you to whether you need to be early or on time. If you're going to be late, call and let them know.



Time Blocking

If you struggle with being on time for appointments, it's a personality issue, a time-management issue, or an "I don't care" issue.

If you are the type of person that wants to get "one more thing done" or becomes so extremely focused on a task that you lose track of time, set a timer that shocks you out of your focus and alerts you to stop. Also, recognize that your need to get that one last thing done is disrespect for your client that's waiting for you.

If you're the type of person that likes visiting with others, add a cushion into your schedule to account for that, but you'll need to be disciplined to cut off the visiting and get to your meeting.

The greatest weapon, though, is TIME BLOCKING, a technique I learned from Gary Keller's book, "The One Thing," which I highly recommend.

Basically, you set aside 25 minutes to four hours to focus only on one task or project with no interruptions (phone, email, social media, or people interruptions). **Time blocking creates time.**

I've done a FASTINAR called, "Learn How to Create Time," that's available at geniuscommunication.org.

Synchronization

Synchronization is the use of _____ in conversation alerting you to the desire for your client to



Look for the following alerts:

- Increased mirroring and body movements back to little movement and then another increase is a sign your client wishes to speak.
- Speaking a little louder then back to normal volume is a sign your client wants to speak.
- Raising volume when you try to speak is a sign your client isn't done.
- A pause at the end of a sentence along with trailing off the sentence and ending with, "You know," is a sign you can talk.
- A steady gaze as if waiting for you is also a sign to talk.

Rhetoric of Good-bye

Researchers have discovered a "rhetoric of good-bye" that includes a number of body language actions signaling an end to the conversation.

Circle the body language action that is NOT included in the rhetoric of good-bye:

Breaking of eye contact

Left positioning

Forward lean

Increased nods

Smiling

Right positioning

Major leg movement

Foot striking

Telling you, "I need to go

Heading toward exit



Research reveals that we enter into a synchronized rhythm in pace, gestures, and body language with those we like.



Lesson 5: Selling and Negotiating

Poor people skills can hold back your business. It's important to focus on HOW you're saying it not just what you're saying. In this lesson, you'll learn tricks and tips that can take selling to a new level.

Seating

Seating is important for your interactions with your potential client. Research has revealed that the worst place to sit is directly across from your client. You'll get more "no's," and your client will recall less of what was said and speak in shorter sentences.

Angled seating or at a round tables is best. It leads to more _____.

True or false: The end seat is the power seat.

True False

Hands

Remember, your client's brain looks for your hands first. Make sure you:

- Above the desk.
- Avoid putting in your pockets.
- Avoid underarm crossing.
- Avoid sitting on hands.
- Avoid tucking hands.

Make sure you disengage object blocking.



GENIUS FACT

Avoid the "above trap." This is a tactic some use in negotiations where your seat is lower than the other person's to make you feel intimidated and unsure.



Sales Do's and Don'ts

Be aware of the following:

- Unclench your fists.
- Show hands.
- Smile often.
- Head tilt when listening.
- Display empathy, interest, and admiration.
- Avoid sarcasm, criticism, defensiveness, disrespect, superiority, and withdrawal.
- Don't put feet under chair or ankle lock.
- Don't jiggle, fidget, drum or tap.
- Don't cross your arms.
- Don't push a sale at a meal.

Nervous Cues

Nervous cues are a huge clue that you might be losing your sale. If you see any of these, stop what you're saying or doing and address them.

- Wringing of the hands.
- Suprasternal notch touching.
- Cracking the knuckles.
- Rubbing arms.
- Biting lips.
- And shame cue.

The shame cue is a sign your client is _____ about something like not having enough money for your product.

Offer _____ if possible.



GENIUS FACT

Research reveals that offering a warm drink to your client makes her think you're warm, likable, and welcoming.



Negotiating

The best negotiating tip is _____ .

When you need to communicate disagreement, it's the time to use some of the "don'ts" I've given you before. Lean back, cross your arms over your chest, frown, shake your head, and touch your mouth when you disagree. The other person's brain will pick up on it.

Spot Deception

The three most common areas people lie during negotiations are:

- Bottom line/ final offer
- Common interests
- Intentions
- All of the above

Watch for the _____ because it's a sign they've been caught doing something and wanted to get away with it.



Lesson 6: Networking and Public Speaking

Bertram Gawronski, a psychologist, has discovered that our brains treat first impressions as a rule and that they're typically accurate, immediate, and lasting.

In today's world, though, most develop a first impression before even meeting you by looking at your social media. Make sure it's not racist, x-rated, or offensive.

Do's

- Be expressive.
- Show hands.
- Make sure your voice tone is enthusiastic and engaged.
- Smile authentically.

Don'ts

- Hop/jump from foot to foot
- Fidget
- Self-sooth
- Angle away torso
- Gesture beyond box

Circle all unapproachable body language:

Turtling

Hands in pockets

Hunching over phone

Closed circle

Crossed arms

Open posture



GENIUS FACT

Feet facing each other in a group is a "closed" conversation. Feet askew is an invitation to join the conversation.



Create Your Story Toolbox

People love stories and so do our brains. fMRI scans show that our brains light up when we hear stories, activate in the area we'd have used if we'd experienced the story, and begins to match the storyteller's.

Create a story toolbox:

1. Start with 3-4 stories.
2. Get your stories from news sources, books, funny events, or anything that you think will be interesting.
3. Type them up and keep them in a tool like Google docs.
4. Refer to your stories before you enter the next event to refresh your memory.
5. Weave them into conversation if fitting.
6. End story with a challenging question for the listener to get them to talking.

Elevator Speech

Your elevator speech is one of **the most important things you need to do well** as an entrepreneur.

Your elevator speech is _____ in 30-60 seconds (basically the time it takes to ride an elevator).

When giving your speech, use the big to small gesture, count benefits out on your fingers, and extend one hand out, then the other, and bring them together to combine the things you do.



Public Speaking

Public speaking is nerve-wracking, especially for the more reserved personalities. Let me give you some tips to make it a better experience next time.

- Record yourself on video to see what your audience sees.
- Watch with video muted and look for expressiveness and gesturing.
- Ask yourself what your impression is.
- Make sure you avoid the “Don’t Do These” tips from the video training.
- After you fine-tune your speech based on what you watched, practice in front of friends and family to get their feedback as well.

Before Your Speech

Before your speech, you can increase confidence by:

- Reading a newspaper
- A power pose
- Listen to an upbeat favorite song
- All of the above

And, finally, use visual aids. People only retain _____ of your speech, but visual aids take it up to _____! Also keep your speech to _____ main points because the brain can remember that many.



I do this right: _____



The power pose increases testosterone 19% and lowers cortisol 25%.



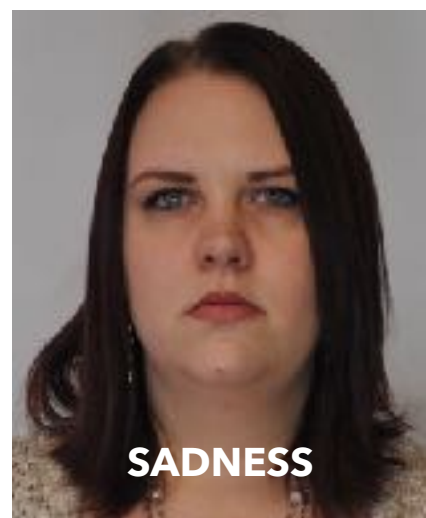
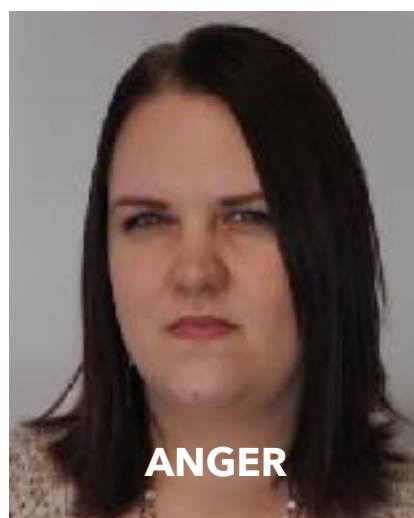
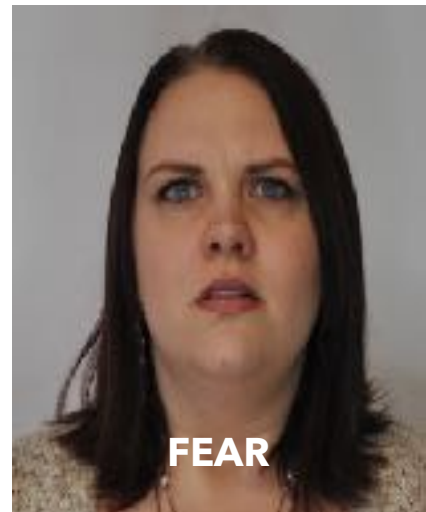
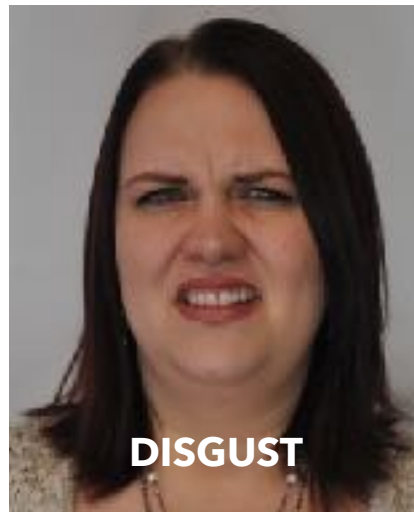
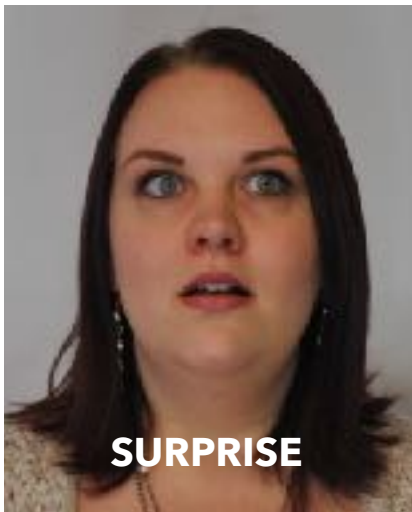
I need to master this: _____



GENIUS ACTION SHEETS

There are 7 UNIVERSAL MICRO-EXPRESSIONS that even people born blind express. They are automatic and subconscious. They come from the emotion displayed on the face and can cause an emotion from the face. Knowing and practicing these will help you spot them when working with your clients.

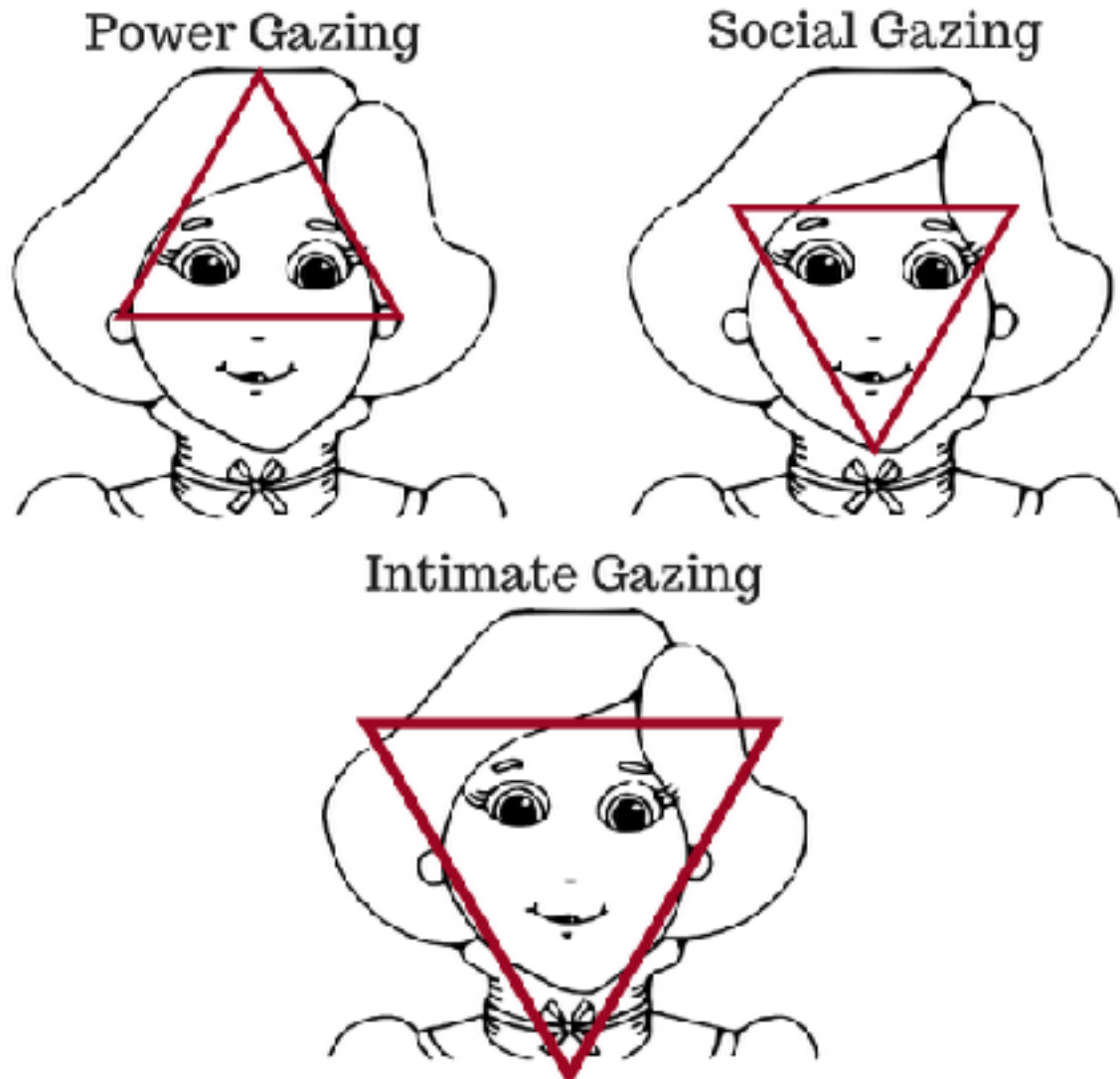
Study each expression then practice in the mirror 2-3 x a day. Do your emotions change based on the expression. Next practice with others. Have them express each one and you guess the expression? Next practice with others without them knowing. If appropriate, ask them questions when you think you see one and explain that you're practicing for a course.



Look Into My Eyes

The brain scans from body to eyes. It is important to use the proper gazing so you don't offend your clients. Power gazing is for business, If you are friends with your client then social is fine. Intimate gazing is from eyes to cleavage and not good for business!

Practice gazing into your spouse's eyes or a friend for 60 seconds. Was it hard? What did you both experience? _____



To Gesture or Not to Gesture

For this exercise you will need a separate recording device and your phone.

1. Video record yourself talking about your favorite things about dogs or cats (whichever you prefer) **WITHOUT** any gestures or expressiveness.
2. Record yourself talking on the phone with a good friend or spouse.
3. Now record and give the same speech with gestures and expressiveness.

Step 1. Did you use similar gestures and expressions on the phone as you would in person? _____

Step 2. Was it difficult to talk without gestures and expressiveness? Or were you more comfortable? _____

Final observations. Watch both videos again in step 1 and 2 as if you're your audience. Which one caused you to respond more favorably and be more engaged? Why? _____

Step 3. Was it easier to talk with gestures and expressiveness? Or were you more uncomfortable? Why? _____



You're in My Personal Space

Personal space is very important to us as individuals. Here are the four zones we use:

- 1) 0-1.5 ft is the INTIMATE ZONE. People are either touching or easily able to touch each other.
- 2) 1.4-4 ft is the PERSONAL ZONE. This is the zone people shake hands in and are at most arm's length away.
- 3) 4-10 ft is the SOCIAL-CONSULTING ZONE and is most commonly used in everyday encounters of a social and business nature.
- 4) 10 ft plus is the PUBLIC ZONE.

Comfort Zone Test: Recruit a friend or your spouse and start talking while standing. As you talk, the other person should slowly keep approaching you until you can't stand it. Note how you expressed your discomfort. Hands up? Pushed away? Started laughing? Backed away? Lost focus? Forgot what you're saying? Repeat the test with you being the invader. Were you uncomfortable invading? How did they respond?

RECORD OBSERVATIONS HERE. _____



Appearance Is Everything, Baby!

In this exercise, you will evaluate the image you want to project for your business in light of your current wardrobe.

Write THREE words to describe your company:

- 1)
- 2)
- 3)

Put together THREE of your go-to outfits. Do they convey the three words you used above? If not, why?

Go onto Pinterest and create a board titled "Business Outfits" and select the styles and outfits you like most. Next take all of your clothes out of your closet and see what pieces are similar.

Set aside the other pieces that are not. Take the pieces that are similar and mix and match to create several variations. Take pictures and use as your go-to guide for your business wardrobe. Also make a list of what items you will need to purchase: camisoles, shoes, few tops, etc.

One more step. Share the outfits you created with your friends and family. Have them rate on a scale of 0-10 attractiveness and professionalism. Ask them specifically what they like most about the high score pieces. Record some of their thoughts here. _____



Punctuality Preference

In this exercise, you will determine the punctuality preferences of yourself and those you're regularly around. If appropriate, use the next worksheet with your clients to determine their preferences so you can eliminate any unintentional negative messages from being late. One great way to know your client's preferences is to observe what time she arrives at appointments.

What time would you arrive at these appointments?

- A) Doctor's appointment at 9:45 a.m.
- B) Dinner with friends at 7:00 p.m.
- C) A party that starts at 8:00 p.m.
- D) A meeting with employees at 5:00 p.m.
- E) Flight scheduled to leave at 11:20 a.m.
- F) Meeting friend for coffee at 6:00 p.m.
- G) Date with spouse at 7:00 p.m.
- H) A job interview at 10:30 a.m.
- I) Business meeting at 11:30 a.m.

Is there a difference of punctuality preference based on business or personal events? _____

Based on your preference, how do you feel when someone is late? _____



Story Toolbox

Now we are going to create your story toolbox. These are SPECIFIC STORIES you can use with clients, at networking events, and to create rapport and relationship. As you learned, stories literally put you on the same WAVELENGTH as your listener.

You will create a toolbox of 3 stories to start off with that are authentic, interesting, and stimulating and designed to be used when networking. Use the questions below to create your stories. KEEP THEM IN YOUR PHONE AND REVEIW BEFORE MEETING NEW PEOPLE to refresh your memory.

1. What is the most interesting study, book, or article you've ever read?
2. When did a person, situation or moment turn out differently than you expected?
3. What was your most challenging moment and how did you overcome it?
4. What's the best story you've ever heard?
5. What's the weirdest story you've ever heard or event you've been to?

Anything around names, vacations and travel, business, and current events are great for networking. If you can, include authentic events and experiences that are humorous or unusual. But don't make stuff up.

The BEST way to start the conversation is, "Hi, how are you? I'm So-and-So." You can then ask about the food or how they know the host. Sports, music, hobbies, exciting projects, vacation plans, and what they do for a living are great places to start. You can also listen to their previous conversation and when you are able to join the group or visit with them, bring up some things of interest you overheard. Then weave in your stories if possible.



Elevator Speech

Your elevator speech is ONE OF THE MOST IMPORTANT THINGS for entrepreneurs to do well. Basically, it's a 30-60 second speech on what you do. In this exercise, we are going to craft your elevator speech. But, first, we are going to do two exercises to help define you and your business.

Write 5 Benefits or Results of What You Do for People:

- 1.
- 2.
- 3.
- 4.
- 5.

7 Rules for Creating Your Elevator Speech

1. Keep the words simple.
2. Say it without sounding like an advertisement.
3. Must attract people using emotion or curiosity.
4. Must be termed in language and articulation of their dream or desire not just pain.
5. Identify the benefits and outcomes based on your target market.
6. Use words like "work with" and "wants" and include one "and."
7. Keep refining and practicing it until it naturally comes out of your mouth.

You can use this simple template to create your elevator speech:

"I work with who want to FILL IN THE BLANK and ANOTHER GROUP OF PEOPLE FILL IN THE BLANK who want to FILL IN THE BLANK."



Example: "I work with people who want to start a business or those who want to grow their businesses."

One I use for my business is: "I train professionals to persuade without a word to increase sales and closings."

A client of mine that owns a business that creates customized t-shirts, mugs, etc. created this one, "I put your memories on stuff." Perfect! She said it's been very effective. Memories evokes emotion. Stuff evokes curiosity.

You want the person to ask more and position yourself in their memory banks so you stand out from all the rest.

Be creative. Have fun with it. Test several versions out on others. Ask for their feedback and refine from there.

USING WHAT YOUR 5 BENEFITS OR RESULTS AND THE 7 RULES, CRAFT YOUR ELEVATOR SPEECH. Remember, you don't want it to be so long you don't remember it.

Practice several times then record yourself using gestures of:

1. Big to small
2. Counting with finger when explaining benefits
3. One hand out then other and bring both together



Sales Pitch

For the purpose of this course, I am not going to teach you HOW to sale or recruit but how to use non-verbal communication effectively, but I did want to include some tips for creating your sales pitch.

1. **Listen.** It's important to not talk too much. You will gain insight into what your potential client wants and needs from listening. You can then ask great questions and provide solutions tailored for them.
2. **Solve their problem.** Your client has one thing in mind: WHAT'S IN IT FOR ME? If you remember this, you can formulate your pitch to answer that question. You are there to tie your product into her pain point and desire.
3. **Be clear.** Due to nervousness or the attempt to persuade your potential client, you can forget why the client is there and what she really needs. Also clearly give the benefits and details based on your client's personality style.
4. **Know when to stop.** Often we have sold our product only to un-sale it by going on and on afterwards. Be short, concise, and allow your potential client to guide the conversation with feedback and questions.
5. **Don't price too early.** You must be able to communicate the VALUE to your client based on her needs and wants in order for the price to be worth it. If you give the price too early, she might not see that connection and say "no."
6. **Why you're different.** It's important to communicate why you're different from others that do similar work based on your client's communicated needs and desires. But DON'T badmouth your competition.
7. **Not closing.** Many new sales people are nervous about asking for that sale or recruitment and don't close the pitch at all. Get over the fear of "no" and close the deal! Don't be TOO AGGRESSIVE but be clear and straightforward.



With those tips in mind, write out your sales pitch based on your ideal client. If you have never done any client avatar work, I highly recommend you do. You're basically stepping in your ideal client's skin. Use the worksheet I created to determine your avatar (in bonus 2). Practice this script on your friend's and family and get feedback to improve. **CRAFT PITCH BELOW. RECORD YOURSELF ALSO AND LOOK FOR ANY NO-NO GESTURES.**

Pre-Pitch Tips:

1. Seat yourself diagonal to your client or at a round table.
2. Show hands and smile a lot.
3. Note any object blocking and offer a drink or materials to remove block.
4. Don't give off nervous cues and watch for them in your client.



Public Speaking

You've done it! You have completed Module 2 on Body Language. This one might be the most nerve-wracking you have done so far. In this one, you will create a 5-10 minutes speech with 7 MAIN POINTS and using visual aids.

Once you have created and practiced your speech several times, invite 5 close friends and family to hear it. If you do not have a projector, that's fine. Use your computer for the slides and have everyone sit around a table to view. Select one to listen and click a pen every time you say "um," "so," and "er." Be aware of your gestures, stance, and expressions.

BEFORE YOU START, DO A POWER POSE, READ THE NEWSPAPER, OR LISTEN TO AN UPBEAT FAVORITE SONG TO INCREASE CONFIDENCE.

Do's and Don'ts

1. Don't use repetitive words.
2. Avoid self-soothing gestures.
3. Show hands.
4. Be expressive.
5. Don't be glued to notes.
6. Use stories.
7. Use eye contact.
8. Don't keep head bent entire time.
9. Use vocal variations.
10. Use hand gestures.
11. Smile.

If using a podium, lean in and over podium for engagement and move beyond podium as well.



Steve Job Tips

1. Set the theme. Simple and that sticks in the mind.
2. Give outline with clear transitions between open and closes.
3. Be expressive & demonstrate enthusiasm. Use descriptive words.
Amazing! Extraordinary!
4. Sell an experience.
5. With numbers, set context that translates boring numbers to images that stick in the mind and connect dots..
6. Make it visual and simple. 1-3 pics per slide. Few words. Treat like a show. Demos and hands on if possible.
7. Identify a memorable moment and make memorable.
8. Rehearse. Rehearse. Rehearse.
9. One more thing. Adding this aspect makes others feel like they got extra.

