

Opening The Communication Portal - And Keeping It Open Through Your Entire Communication & Product

If you'd like your content and products to grab your customer's attention, "speak" to them powerfully and *keep their attention focused all the way to the end*, it's important to layer and combine critical communication techniques to create a magnetic, attention-keeping and attention-leading voice.

Startle: Begin with a bang. Use the most powerful words, ideas and action-oriented language you can to GET ATTENTION and OPEN THE PORTAL.

Specify: Bring every idea, concept, technique or method all the way to the most specific, real-world ACTION and effect. Go past the "what" all the way into the "how"... and leave nothing to the imagination.

Speak-Write: "You" when pointing to strengths, asking questions etc. and "We" when pointing to weaknesses, mistakes, fears, etc.

Simplify: Use short words and sentences, explain everything, eliminate the possibility of misinterpretation and misunderstanding.

Stay In Rapport: Use conversational language that keeps you "the same reality," and avoid saying anything that puts distance between you and your customer.

Story: Include as many stories, examples and experiences as you can possibly fit into your product. Minds think in stories, and they will make your product far more valuable. This is how "regular humans" relate to and learn "information."

