

You are the Difference Maker

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“How to Communicate with your Audience that Creates Rapport”

Ten Passage ways  
of  
Effective Communication  
that all  
Great Communicators Know and Use



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# The Ten Things That all Great Leaders Understand About Who They Are Speaking to

“How to Communicate with your Audience that Creates Rapport”

Who do we speak to? People with Personalities Not Organizations or Objects

To be heard more we must learn to look and listen twice as long as we speak

There are ten similarities of every person and every audience. All great communicators know and walk through these ten gates of rapport to create connection with those they are speaking with.

1) Certainty -vs- 2) Uncertainty

3) Love -vs- 4) Significance

The first four create conflict within people; this conflict drives people to “The edge of Decision”

2) Growth

3) Contribution

4) FEAR

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8) There are three Communication Modalities/basic languages of the soul

- A) Visual about 38% of people
- B) Auditory about 28% of people
- C) Kinesthetic about 34% of people

9) Everybody to some degree suffers from of the effects of spending time at the BAR

BITTERNESS

ANGER

RESENTMENT

10) Everyone arrives with her or his own PURPOSE or REASONS for listening to you.

To be heard more, we must listen more and then craft our presentation in the language of those in our audience

## **Staying in Connection:**

I look forward to remain in connection with you. When there is anything I can do for you, just ask.

**Call or text me anytime:** Direct: 916.708.8103 Office: 209.732.6288

**Email me at:** success@mattupton.net

**Look at my website at:** [www.mattupton.net](http://www.mattupton.net)

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### **Participate in my call in show:**

Thought-Filled Tuesday

Time: 6:30-7:05am (pct)

Call in number: 805.399.1000

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