

# EFFECTIVE COMMUNICATION

Literally Brainwash Others to Act the Way You Want through Powerful Communication Techniques!



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# Foreword

Effective communication is a very important skill which you must learn if you want to be successful in your career (and Life in general). No matter what you do or what your intentions are, if you cannot communicate effectively then your whole idea of progressing will fail.

You cannot tell your plans and goals without an effective communication technique. If you are confused while explaining something to people then they will think that you might also be confused while doing that thing. This is a natural conclusion which most person will draw if your communication isn't clear.

You've probably seen some people with a very confident, alert tone when they speak. These people tend to be more successful and managed in their lives than those who lack self-confidence and effective communication skills.

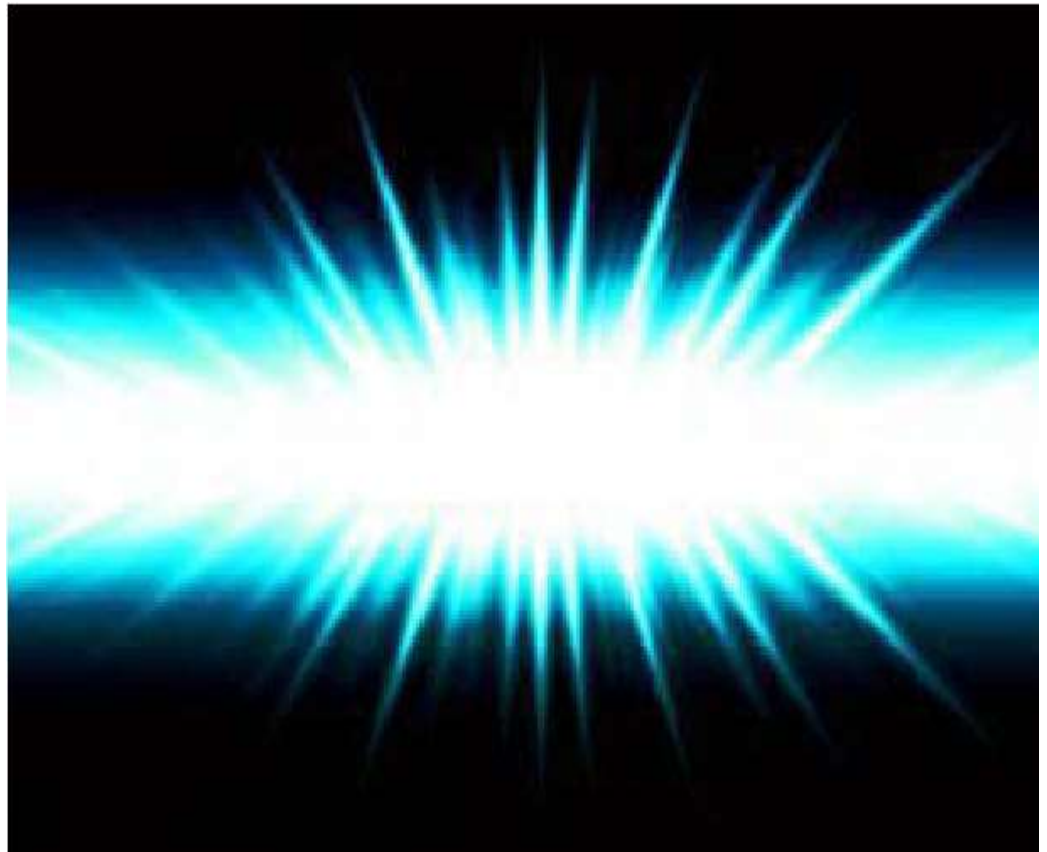
This is not because the second class of people do not have the working capabilities but that they don't know how to motivate people to work for them and they lack the skills to convince people effectively to team up with them.

There are certain techniques which can help you in enhancing your effective communication skills. These techniques will tell you exactly where you need to work in being both a good speaker and a very good listener.

Some people think that just speaking and expressing themselves is Communication but you need to know that listening is just as much an important part of effective communication. When you listen, you can express yourself. Your expressions will encourage or discourage the speaker to continue his side of the conversation. In this eBook I will try to demonstrate many important techniques which can help you in improving your Effective Communication Skills so as to improve all areas of your Life!

# ***Effective Communication***

Literally 'Brainwash' Others to Act The Way You Want Through  
Powerful Communication Techniques



# Chapter 1:

## *Introduction to Effective Communication*

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### Synopsis

1. IMPORTANCE OF VERBAL COMMUNICATION
2. NON-VERBAL COMMUNICATION IS ALSO AN INTEGRAL PART OF EXPRESSING YOURSELF



## **The Beginning**

Communication is an essential process which helps us to express our Feelings. Without communication, we will not be able to share our knowledge and experiences with other people.

There are different aspects of communication such as speaking, listening, gestures, and body language, all of which are important in effective communication. When you can master *all of these* parts, only then can you say that you have learned the art of effective communication.

There are two types of communication, verbal and non-verbal. Both of these are equally important as they complete each other in a sense.

### **IMPORTANCE OF VERBAL COMMUNICATION**

There are different attributes of verbal communication which include words, language, voice tone, voice inflection and more. As a child we have our vocal cords from the time we're born, but we don't learn to control those vocal cords until we learn to speak.

Some 'words' are instinctual gestures such as crying or laughing and then with time, we learn to speak in language. Words alone have no meaning, but we as a culture have given meaning to words by arranging them in different ways.

Through our speaking, we usually try to make things clear but this doesn't always happen. Add to this that when we think a certain thing is important to us, we also believe that this thing will be equally important to others around us. Life seldom works that way unfortunately. You can experience a lot of problems in your communication with others and the only way to learn is through experience and the acquiring of new skills.

Speaking has two areas basically. These are Interpersonal speaking and Public speaking. The more common of the two is interpersonal speaking because we typically communicate one on one with other people the majority of the time. In order to do that effectively, you need to *learn* people and be able to *read* people correctly. Your manners matter in interpersonal speaking and you should try to speak in a manner so that the person in front of you is not put on the offensive or defensive.

Public speaking is another area which you can improve by just observing some good speakers. History has shown that some people are naturally good public speakers while others just aren't. There are numerous books, classes and lessons out there on public speaking of which you can take advantage if this is an area you desire to grow.

## **NON-VERBAL COMMUNICATION IS ALSO AN INTEGRAL PART OF EXPRESSING YOURSELF**

Non-verbal communication is also an integral part of communicating with others and in some cases, it can be even *more* important than verbal communication. Situations will no doubt come up where words will not let you explain things properly. It is in those situations where your non-verbal communication skills will come into play.

There are different kinds of non-verbal communication as well such as your facial expressions, gestures, body language and posture, eye contact, artifacts (appearance), haptic (touch), chronemics (time management and expectations not stated but widely understood) and more.

Artifacts are some of the most important things which include your clothing, dressing style, jewelry and other accessories which become part of your personality. People will most often make instant judgements about you and others just from your choice of fashion and clothing style.



According to many experts, your wardrobe is the most important object in haptic communication as it has the power to send the impact of your real personality to the people you meet.

Similarly, you can get an idea of the feelings from this haptic communication as well. The way you touch something or someone can send a good or bad impression, so be very careful while touching people and expressing your feelings because while you may have a positive intention, your touching may depict a negative gesture in the other person's mind.



# Chapter 2:

## *Importance of Effective Communication*

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### Synopsis

There is a phrase from British propaganda in WWII that states “A careless talk costs lives.”

This may sound a little over dramatic but the fact is that if you are unable to convey or express your message properly then, in both of these situations, you are going to bear the loss.

This loss can be of life, of property, of money or any other resource, or sadly a failed relationship.

Ineffective and improper communication will bring out different problems in our personal, business and social lives.

To make communication more and more effective, you need to learn that there can be a harmony of thoughts between the sender and receiver. This harmony has the power to create amazing relationships in all areas of your life!

## **Why It Matters**

If the sender is conveying the message with a different mind frame and intention while the receiver is sitting/hearing in a different mind frame then a huge communication failure can occur and the outcome of this breakdown can be harmful to the sustainment of the relationship.

This may seem obvious, but an attitude improvement is another way to make your communication more effective and more concrete. A positive attitude can make your whole process of communication positive while a negative gesture can send the wrong signal in your communication causing people to take it negatively.

Communication skills have a very deep importance in any productive Business Environment. Effective or ineffective communication can make organizations Progress or Decline, respectively. You can never say that communication has become ideal in some organization just because some of the language glitches are fixed. Rather, communication is something which always needs your attention and constant maintenance and improvement. While communicating at an interpersonal level, you should make sure that the meaning of your discussion is properly understood by the listener. Just saying “do you know what I mean” in the end will not be sufficient. Further clarification may be needed to ensure proper understanding and harmony.

### **DAMAGE OF INEFFECTIVE COMMUNICATION**

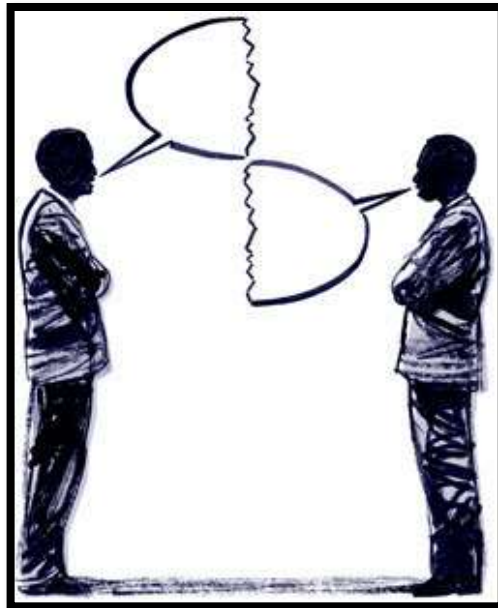
You could make a map which details both the damages and advantages which you could get from both ineffective and effective communication. This would not take you that long however, to see that ineffective communication can give you a lot of losses in terms of your work, time, productivity, progress, relationships and other similar things.

If you have miscommunicated with your boss over a certain report, you will most likely have to do that report from scratch and it will cost you

both time and work. Not to mention that in most cases ineffective communication may also cause you embarrassment. The best approach is to identify miscommunication as soon as possible. The sooner you identify a problem, the sooner you can fix it.

Ineffective communication can also cause you lots of extra stress and tension because if you miss work due to ineffective communication for instance, your boss may get angry with you and it just may happen that some of your colleagues also get disturbed by it as well. So this one miscommunication can end up disturbing the whole working environment for you. Not good right?!

In order to avoid all of the above problems, you must learn to communicate Effectively. If you are having problems in effective communication then you must keep reading! In upcoming chapters I am going to tell you the exact ways of improving your communication.



# Chapter 3:

## *The 7 Cs Of Effective Communication*

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### Synopsis

1. *COMPLETENESS* WILL BRING THE DESIRED RESPONSE
2. *CONCISENESS* WILL SAVE TIME
3. *CONSIDERATION* MEANS HAVING AN UNDERSTANDING OF HUMAN NATURE
4. *CONCRETENESS* REINFORCES CONFIDENCE
5. *CLARITY* CAN MAKE THINGS MORE COMPREHENSIVE
6. *COURTESY* MAKES RELATIONS STRONGER
7. *CORRECTNESS* WILL AVOID ALL THE CONFUSION



## **Becoming Effective**

There are 7 important points which can turn your ordinary communication into very effective communication. In this chapter, I will describe and illustrate all of the 7 Cs of Communication.

### ***COMPLETENESS WILL BRING THE DESIRED RESPOSE***

Completeness means that whatever you communicate should be complete and there should be no missing facts in your speech. It is often seen that people tend to assume some facts to be known by the audience or listeners. This is not the right approach because when you start to assume this, then you may miss out on giving all of the details of your core objective. The whole idea will become confused and you will be facing troubles in making others understand what you're trying to convey.

You should provide very detailed information to your listeners, you could even try to provide some additional information to make your points clearer. While preparing your presentation or report, you can make sure that you are answering all possible questions which correspond to your topic.

In this way, your audience will be more understanding about your topic and they will be in a position to ask you more logical questions. It may often happen that upon finishing a presentation in an office let's say, someone might say, "What are you actually trying to say?" This is probably the worst comment that

you can get after a tiring presentation but you might consider why someone would say that and where you were lacking in getting your points across. There may be some flaws in your presentation or some confusing factors which have urged that person to say so OR you may not have expressed your ideas as clearly as you intended to. To avoid such embarrassing situations, you should try to make your presentation as clear and complete as possible, including any relevant facts and also including even minor details where needed or productive to your case.

Completeness brings the desired response from the receiver to the listener or audience. Try to include everything which you think is related to your topic of discussion and try to describe both positive and negative approaches.

### ***CONCISENESS WILL SAVE TIME***

Conciseness is another important aspect of effective communication. Especially when we are talking about business communication, you need to know that your message should be very concise, to the point and easily understandable to the listener. Time is extremely important in modern day life and most people won't have the time to listen to you for an hour when you could deliver the same meaning and discussion in 30 minutes or less. Not to mention it's disrespectful.

Besides, if you add unnecessary pause, repeat information and/or use other similar tactics to prolong the duration, you may find your audience will get bored and will prefer to either leave the discussion or will lose interest and tune you out.

You should only include very relevant facts about your topic. Avoid using unnecessary information to be added for fluff. For example, if you were making a presentation for the annual budget of your organization, you should keep things to the point and avoid giving irrelevant examples for cutting down the budget or increasing it. Stick to facts!

Your aim is to present the report of your annual budget which does not mean that you should add suggestions which falls under someone else's job detail. If you try to over express yourself, it just may happen that you will not only confuse your audience with wordy expressions but there could also be lots of discussion, which people will not understand due to broken language and facts which are not relevant to your cause. You will greatly benefit yourself and engage respect from your audience when you make your information concise, saving time for yourself and them.

### ***CONSIDERATION MEANS HAVING AN UNDERSTANDING OF HUMAN NATURE***

Consideration can be one of the most important things in effective communication because it will make sure that your understanding the receiver in the best way. When we say consider, this means you need to think twice about certain things and make sure that you are always conveying your message in a positive tone. Even if there are some negative points in your discussion, you should try to overcome those by emphasizing on the positive points.

In proper and effective communication, consideration is important to understand as the more you explain the benefits to your audience, the more interesting your discussion can become.



If you try to explain as many possible benefits of your discussion to your listener, they will be more attentive and will be more interested in integrating those benefits into their lives. Try to focus more on “you” instead of “I” or “We”. This also sends a very pleasant impression that you actually care more about them/others over yourself.

The saying ‘think before you speak’ is a direct example of consideration. You should do your best to properly analyze everything before presenting it to others. Analyze everything from your receiver’s point of view because that will allow you to think about those questions which are often neglected by following just one approach. Try to avoid using negative expressions like ‘I hate’, instead replacing them with something like ‘I prefer’. It encourages connection with your listeners and audience.

There are so many replacement phrases which you can use to avoid as much negativity from your discussion as possible or even increase the level of positive vibes with your listeners. Instead of confident you can replace with unstoppable, fortunate can be replaced with blessed because while these words also have a positive meaning, the replacements are even stronger.

### ***CONCRETENESS REINFORCES CONFIDENCE***

Concreteness means that you should be very specific and accurate about the facts and figures which you present in your discussion. The facts should be not just clear but verifiably accurate which is even more important because people often give value to the words and figures which you represent.

Your Verb choice should also be very vivid and defined. And your wording should be such that it creates a very positive image of your overall topic in the minds of your audience. If you start to sound a little vague, or if you're obscure and general about the facts, things can start to get confusing and people will start to think negatively of what you're trying to convey. Emphasis on one thing will be lost and as a result the effectiveness of communication will not be present.

If you are presenting solid and true facts and figures, it will automatically boost your confidence. You should try to gather figures from different surveys. The internet can be a very good place to do this research with a wealth of information available to you on any topic or subject. No matter what kind of presentation you have, you will find things related to that topic in all formats online.

You can also offer other people's opinions about your topic and then gauge how your audience responds. But remember that all the facts and figures should be specific and related to your core topic. They should be relevant to your cause.

### ***CLARITY CAN MAKE THINGS MORE COMPREHENSIVE***

Clarity is often mistaken by people who think that making a fact 'clearer' is clarity. Clarity however, is more about making your speech and words, your exact message, better. You need to choose your words more precisely and use simpler language to convey your message wherever possible. The simpler your language is, the easier it will be for the audience to decode your message easily and for them to get a hold of your idea very clearly.

The best way to bring clarity is to use simpler words and construct simple and easy to understand paragraphs. Do not try to be too formal with your choice of words when possible and try to remain casual in your approach unless a more proper or formal tone is needed.

If you try to be too formal in your approach and use too heavy of language, not everyone will understand the heavy and complex language. Unfortunately, many people today are rather weak in their language skills and etiquette which leaves formal language reserved only for Novels, Invitations, News and certain Newspaper columns.

Normal people will understand Cultural norms and simple language which is the best way to convey your message in its exact and raw form. As was mentioned in the heading, clarity makes your message more comprehensive. This is true since if you use fewer words, it will be easier for the receiver to receive and decode the message being delivered and they will get precise meaning of your message very easily.

On the other hand, if you make the whole message confusing by adding unnecessary and heavy words into it, ultimately, you will only be able to convey half the message while the other half will be lost in the heavy words. So make your message as clear as possible! Try to use fewer and simpler words in it to give you the best possible chance for everyone listening to understand and fully grasp it.

### ***COURTESY MAKES RELATIONS STRONGER***

Courtesy means that you are showing some respect to the receiver of your communications. Especially in the area of business communications,

your message should start with a respectful word and should also end on a respectful note. This is just a way of giving value to the feelings of the receiver. Your choice of words can depict the courtesy shown and you need to be very thoughtful in choosing words always. Make sure you think about the caliber of your audience, and if you are giving presentations to a person in authority, it adds even more responsibility to this point. Try to use nondiscriminatory expressions whenever possible as these expressions will relay to the other person that you value their thoughts (even if you don't know them).

If you are being appreciative, thoughtful, and respectful and using polite words and gestures then the receiver will feel good about your discussion and will start to take a more active interest in your discussion. For example, if you get an email which starts with 'Hi, Hello', you will not value it a lot and may quickly delete, where if an email comes in saying 'Hello, Our Respected and Valued Customer', you would read further into it. These are just some things which show our professionalism to other people.

### ***CORRECTNESS WILL AVOID ALL THE CONFUSION***

To be correct, you need to be aware. Awareness means that you have the ability to target the right audience. You should know the social, educational and religious background of the reader or audience and use your language and wording according to that background information.

If you start to address a laborer in the same way you address a CEO things may start to get confusing for that person quickly.

This does not mean that you show less respect to laborers then you'd give to a CEO but this does mean there should be a different level of respect for both of these persons and are certain protocols to follow. Like using the right language, avoiding punctuation errors, using precise and accurate information. All of these features will make your communication more correct and more effective with your target audience.

If you start to make your language ambiguous and improper or if you have too many punctuation and grammar mistakes, people will not value your message as much, and it may be seen as ineffective communication. The good news is you can change this very easily by adding some true facts and figures and keeping your grammar simple and correct.

These are the 7 Cs of Communication and if you can learn to Control and Master all seven of them, you will have a *very effective* communication method. To bring things together, let's agree that if your message is Concise, Complete, Considered, Correct, Clear, Courteous and Concrete, you would be said to be an Effective Communicator.

# Chapter 4:

## *Improving Interpersonal Communication Skills*

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### Synopsis

1. ADAPTING TO CHANGE EASILY
2. WHY TIMING IS CRUCIAL



## **Getting Better**

We are living in a very high tech world these days where almost everything And everyone thinks and acts quite professionally. If you goal is to build your career inside of a booming organization, you must have some strong interpersonal communication skills to succeed.

Some people were blessed to have been born with a natural talent of being very effective communicators and speakers while others struggle to convey their messages effectively even if they are more competent and educated. These skills can help you to achieve the greatest successes in your life because they will help you mesmerize people with your thoughts and choice of words.

Mouth and Mind are two of your greatest weapons which can be used to make your own way very clear and very straight. You can convince people (even for the dumbest things) if you possess some strong interpersonal communication skills. There are different techniques which you can learn to help you thrive. These techniques can make your communication skills stand out from others around you. In the following chapter, I am going to share with you some secrets about these communication skills which can empower you to learn to lead and capture the world.

### **ADAPTING TO CHANGE EASILY**

If you already work in an organization, there are most likely changes occurring in that organizational culture almost every day or at least rather often. These changes can be from advancements in technology, new and different people coming in to join the ranks, different strategies being implemented to increase performance or fill in the blank.... However, no matter what the change your organization is bringing in, if you can easily adapt to that change freely, this will boost your interpersonal skills a lot.

These days, at least most of the time, technological advancements happen in organizations which you can adopt very easily with just a bit of research. If you are the one to adopt that change quickly and effectively then your stature will rise in the eyes of other coworkers, bosses and can also gain you more respect as a Leader.

### **TIMING IS CRUCIAL**

As I mentioned in a previous chapter, time which is lost due to ineffective communication is crucial because most modern organizations run on very tight deadlines and if you cannot fit yourself in to those tight deadlines and busy schedules, you will likely face lots of difficulties. The good news is that with improved interpersonal skills and proper time management, you can get rid of this problem quickly. If you are able to communicate effectively and you are able to complete tasks efficiently on your first attempt, it will not only improve your interpersonal skills but it will also increase your hype in the organization.

There is a saying that “Good communicators are Made, not Born”. If that is true, no matter how bad of a communicator you have been in the past, you should give your best effort to improve your communication skills today. There is no way that anyone can hold you back from your target if you have the determination and follow through. These communication skills are also not very difficult to grasp. All you need is a bit of courage and motivation to learn them!



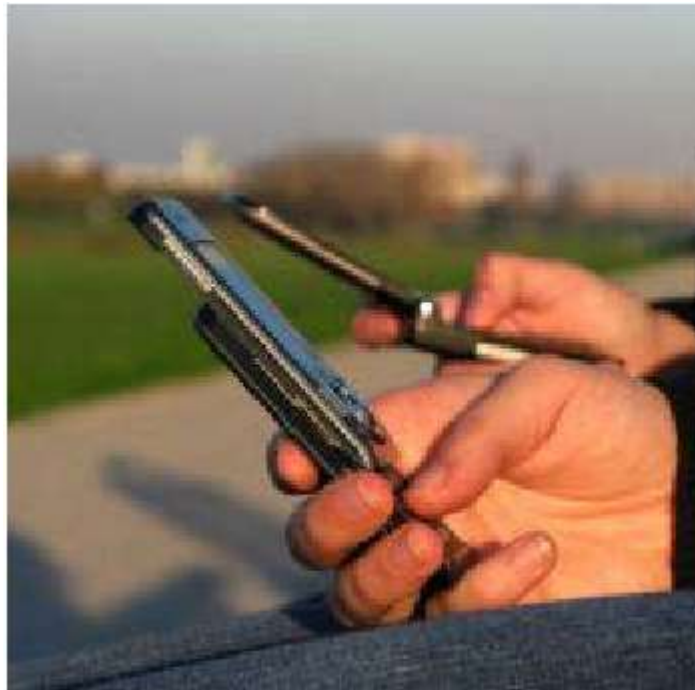
# Chapter 5:

## *Going from A Good Communicator to A Great Communicator*

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### Synopsis

1. COMMIT YOURSELF TO IMPROVE
2. TRAINING IS IMPORTANT
3. DEVELOPMENT SHOULD BE MONITORED



## **Learn**

You likely have people in your life who you see and think “they must have always been like this”. Well this is just not true for all of them because great communication needs a certain set of rules and every good communicator has to follow them in order to succeed.

It may happen that people who you see may have learned these principles and so effectively integrated them that they do not even think about them anymore and they just act on those principals. At some point in the past though, they likely have gone through a similar phase to which you are going through now. So you need to take courage and select your path, there are so many things which you can do to enhance your communication and in the following, I am going to illustrate some of them.

An interpersonal communication skill, as is evident from these words, which are very personal but also all of such skills which were learned. There are so many concrete things which can integrate some very effective interpersonal communication skills in your personality and conversations. You just need to make yourself ready and be ready to take this challenge to improve yourself as a whole.

### **COMMIT YOURSELF TO IMPROVEMENT**

Like all other skill learning processes, you should commit yourself to learn these skills and make sure that there is nothing in your mind which can distract you from your plan. If you can make such a concrete commitment to yourself, then you can always improve your interpersonal skills to make progress in communication.

You must keep your eyes on the overall progress and advantage which these skills will give you. This will keep you going on the path to improvement.

### **TRAINING IS IMPORTANT**

There are different training programs for improving your interpersonal skills. You can be a part of any of these programs. You can join an online program or attend live classes for such skills. People often think that these courses are just a way of making money for the instructors, but they would be wrong! [*Side note: if you are amongst those who think that these are just money making tactics then, you should look for a free course or actually, why are you still reading this book?!*]

There are numerous free courses available and you can enroll in these courses to try your luck and improve your interpersonal skills. They will not charge you anything but may just give you some of the very important and necessary training we need to get started.

### **DEVELOPMENT SHOULD BE MONITORED**

If you have been trying to improve your interpersonal communication skills, you must also monitor your development. In order to make your skills better and enhanced, you should try to compare yourself and calculate the difference from previous points in time. Other people's opinions can also be a good way to go about comparing because they will (hopefully) give you a realistic view of your communication skills. I would preface a conversation by telling them you are working on your communication skills and are looking for open and honest feedback on how far you've come since \_\_\_\_\_ time in your life. Tell them you want constructive criticism if needed and that they have all the freedom to be 100% honest with you and you won't hold anything said against them.

# Chapter 6:

## *Properties of Interpersonal Communication*

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### Synopsis

1. INTERPERSONAL COMMUNICATION IS INESCAPABLE
2. INTERPERSONAL COMMUNICATION IS IRREVERSIBLE
3. INTERPERSONAL COMMUNICATION IS CONTEXTUAL



## **What You Have To Do**

### **INTERPERSONAL COMMUNICATION IS INESCAPABLE**

Communication is present even when you deny verbal communication. To say that you do not want to communicate, you have to make a gesture and that gesture is part of communication. Silence is another way of communicating and it depends upon your culture as to the meaning you make of it.

If you take a long pause before answering a question, it may be thought as a sober gesture in some cultures while in other they may take it as a dumb gesture. This means that communication is not always done with the help of words rather sometimes your body language can tell others a lot of things as well.

For example when you come home late and your mother catches you, even if she does not say anything, you know from her facial expressions that she means something, like maybe you are “grounded”!

### **INTERPERSONAL COMMUNICATION IS IRREVERSIBLE**

Once you speak words, you cannot bring them back and this makes all kinds of communication irreversible. That’s why the saying to ‘think before you speak’ is so popular because once you speak, you will do the damage or take the advantage and it can be really challenging for you to reverse that advantage or damage afterwards.

To avoid harmful actions by your communication, you need to make sure that you are using the most positive set of words and sentences.

There is another saying that “Messages will be heard in their most negative sense, if there are any”. This implies that you should avoid the use of negative words and expressions in your communication wherever possible to make it more effective and positive towards your listening audience.

## **INTERPERSONAL COMMUNICATION IS CONTEXTUAL**

Contextual communication means that you can never communicate in Isolation, that you always need someone or a group in some sense with you to explain your communication to. It can be one of your friends, a social meeting, an organizational meeting, your life partner or anyone else but you got to have someone who can read and respond to your communication. This could also apply to the online realm of the Internet and Social media.

This makes it even more interesting because when some other party is always involved, this means you have to think more about his point of view and communicate accordingly. If you started to communicate in your own way, *you* may understand the meaning but you may end up conveying a different meaning.

From all of these types, one thing is evident which is that you need to be very precise about your communication and if anything goes wrong in your communication, it can ruin the whole purpose of communication and you will be faced with some kind of a loss.

# Wrapping Up

Now, if you have read and understood this eBook, you must have known that effective communication has a great and very deep importance in our everyday lives. It starts from our very personal relationships and it can end up being the CEO of some company or a large crowd.

In every step of your life, you will need to communicate effectively in order to be truly successful in your relationships. If you communicate improperly or ineffectively, it will not only disturb your life but it can also affect a lot of other people around you too. This phenomenon increases the value of effective communication a lot. In this whole eBook, you are given different tactics and tools to measure your own interpersonal communication skills and after measuring, you can always make them better.

Striving to make all of these skills better is a crucial part of your life which will take time because as it is said “Anything worthwhile, takes a while”. So, if you have been trying to improve your communication and trying to make it more and more effective, please stick with the learning process. Results will come if you persevere!

Never under estimate yourself by looking to some confident colleague of yours who is closer to your boss because it is just a matter of time before you can be in same position. All you need is a bit of excellence from within to motivate. You should make this fact very clear inside yourself that communication is a thing which you can learn with time and experience. In order to make it happen, you need to follow the above mentioned steps and you will end up as a very effective communicator!

To Your Success,  
Sabrina Barella  
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