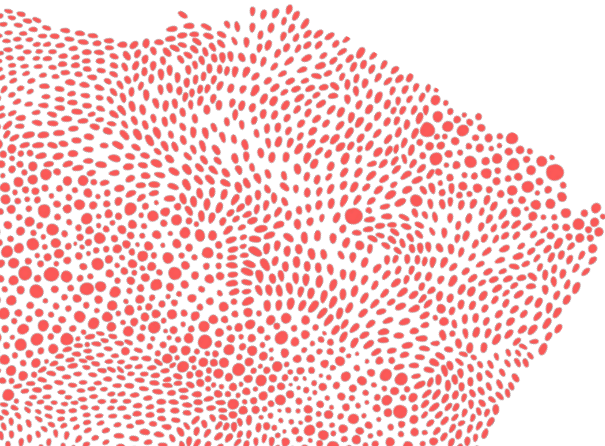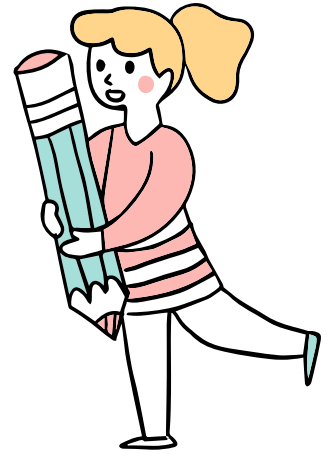# Persuasive Communications

How to share your ideas, be confident &
get people to listen to you

The right comms,
for the right person,
at the right time...
...to achieve an outcome

Seth Godin: *"When we get really attached to how others will react to our work, we stop focusing on our work and begin to focus on controlling the outcome instead."*

Communications paradoxes

You need to stand out and fit in

Say something 'difficult' without people switching off

Deliver challenging messages without alienating allies

Explain your ideas and get buy-in

Communicate in written, verbal, visual so that everyone understands you

Be confident without being a pushy jerk

You need to share your successes without being an armhole

AND: You can't NOT communicate

It's made more complicated because

You have a lot to say (you're smart) but sometimes you don't say anything...

If only you had a quick model, a simple way of creating the right communication - how, when, who, why, what - that could help you...

If only it was easy to get your message across, be creative & innovative, know what to say & how to say it, not overcomplicate nor undersimplify...

I have a simple framework to share, that helps you communicate confidently, in any format, so that you are listened to and understood, and you get the result you want - quickly and easily

I'm Debbie Jenkins

I was an electronics engineer (in spite of a careers advisor)

I've been in your shoes (maybe)

I've been running my own businesses for the last 25 years

I am a creation coach, author & publisher

I like making things up

The Thought Leadership Canvas™

Use the TLC to create Persuasive Communications

Creating buy in & leading change

Consulting, getting buy-in to ideas, selling, training, leading

Testing ideas

Get it out of your head!
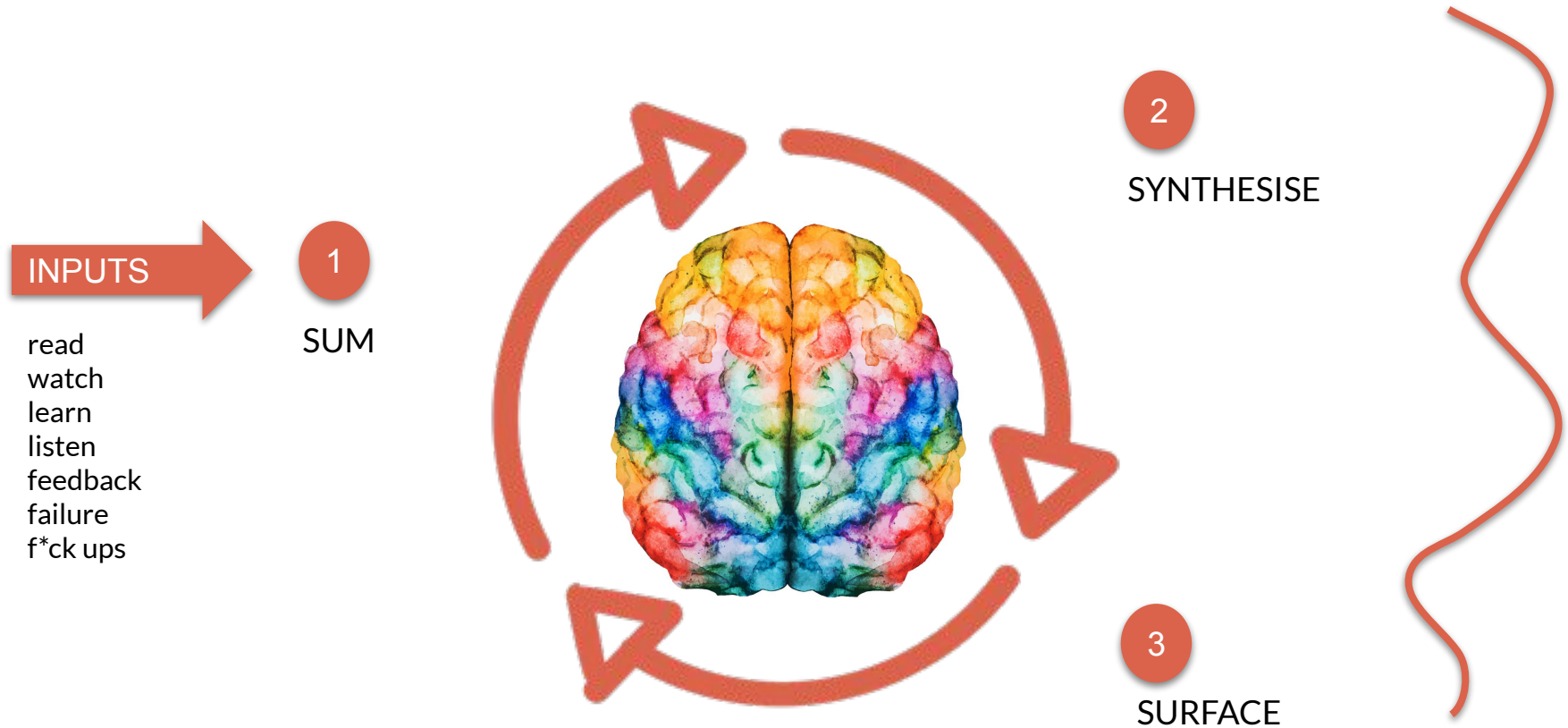Brain / World barrier breaker

Creating all comms

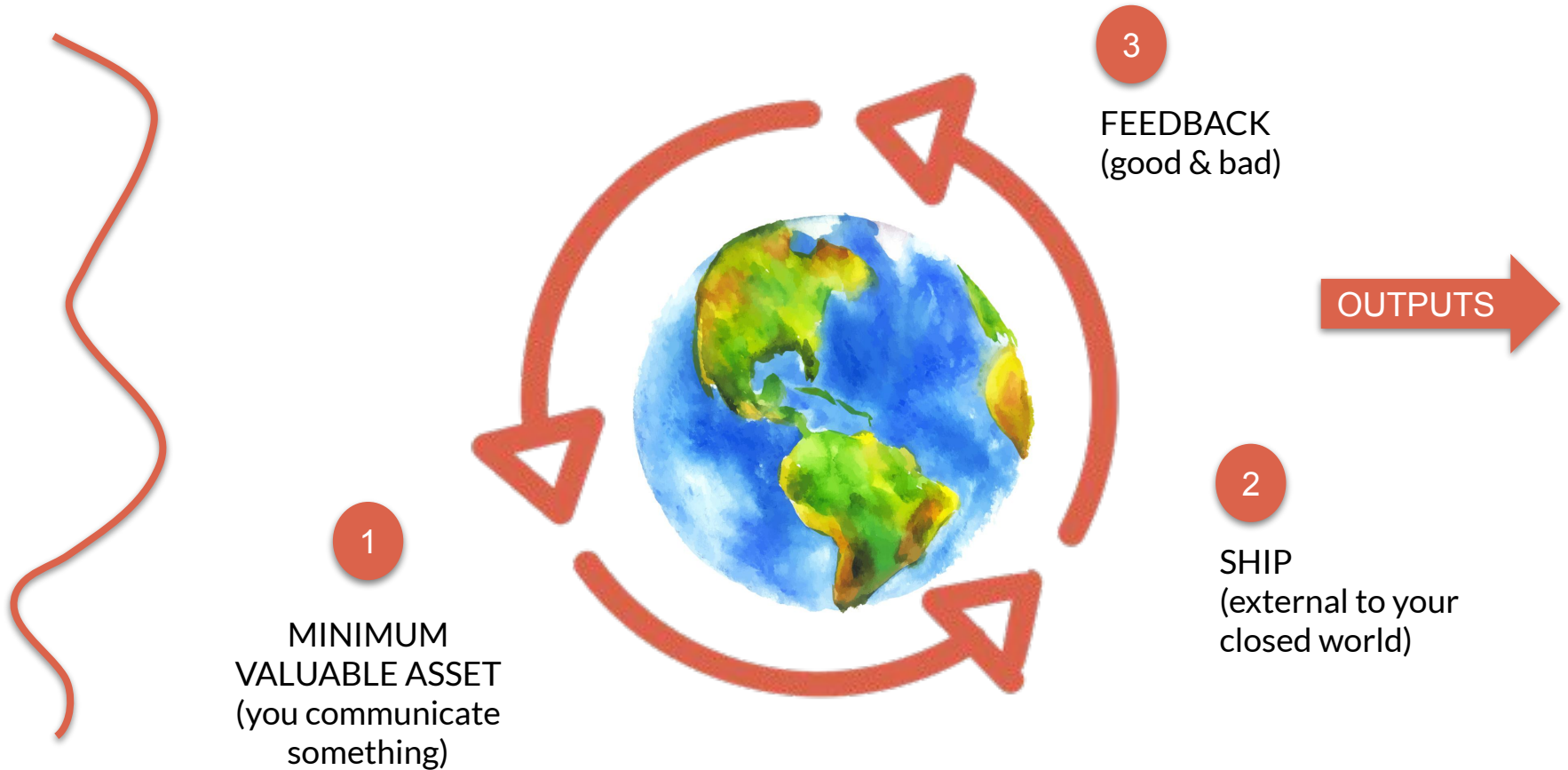If you want to be heard, understood and influential

Creating books, apps, products & assets

Making any business assets

Chaos is a feature not a bug

INPUTS →

1
SUM

read
watch
learn
listen
feedback
failure
f*ck ups

2
SYNTHESISE

3
SURFACE

Creation is your responsibility

3 FEEDBACK (good & bad)

OUTPUTS

2 SHIP (external to your closed world)

1 MINIMUM VALUABLE ASSET (you communicate something)

The Thought Leadership Canvas

Helps you:

Capture thoughts

Organise ideas

Create more

So you can persuade people to do the things that are good for them...

...and for you!

Thought Leadership Canvas from TheAssetPath.com

NAME: one real person
GAIN: health, wealth, relationships, self
PAIN: problem, visible, invisible

1

Value Proposition:

I/We help _____ (who)
do/have/improve _____ (gain)
without _____ (pain)
(by _____)

2

Why & What

3 A → B Transformations: Their need to move - use "so what?"

From A (Do, Be, Have)	To B (Do, Be, Have)
1.	
2.	
3.	

3

How

Model / Visual / Framework

Actions / Processes / Steps

What If...

Metaphor / Analogy / Hook

Your story / Case story

4

Why Not

Constraints & Objections → Resolutions

5

When & What Now!

Timed next step: Most Wanted Response & Call To Action

6

THE Asset PATH®

Thought Leadership Canvas

Who them

Who you

Why & What

How

What if...

1... A...
2... B...
3... C...

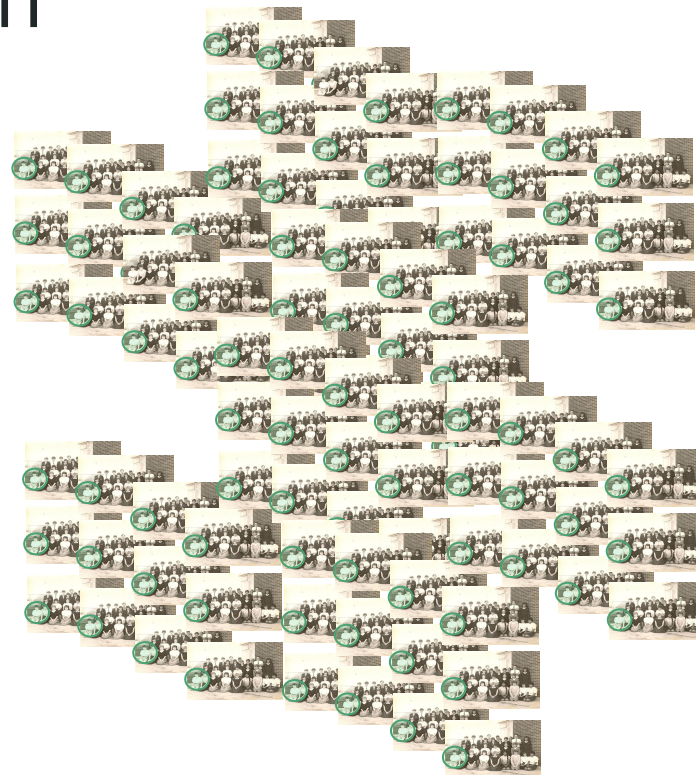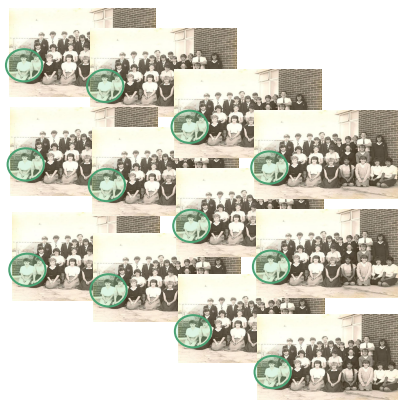**Why not**

When & what now!

I am very special, so are you

Ah, there I am...

One Person

The ONE real person 'rules'

ONE real person

What problem or pain do they need resolving?
(probably: health, wealth, relationships or self)

Their Most Important Problem (Richard
Hamming)

Bleeding neck or weeping wound?

Look for 'invisible' problems - what they're not
telling you - the '4am Dave Brain' problems.

Write down as many as possible...

These pains turn into...

Thought Leadership Canvas

Who them

Who you

Why & What

How

1... A...
2... B...
3... C...

What if...

Why not

When & what now!

A to B(e) Transformations - all comms is about transformation

From	To
Do, Be, Have	Do, Be, Have
A	B
A	B
A	B

A - B(e) Transformation 'rules'

Be descriptive (make it real)

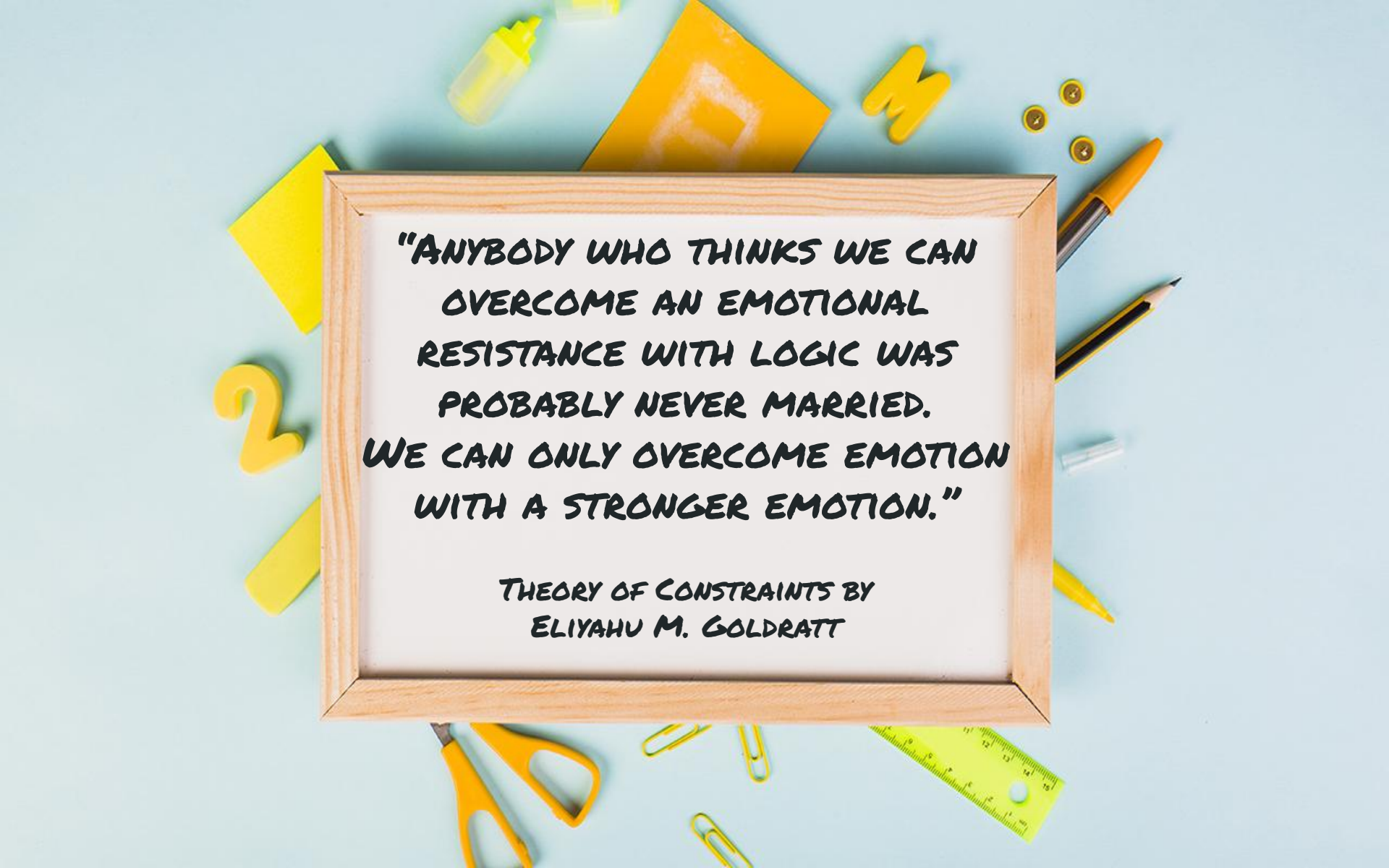Use all senses (see, hear, touch, smell, taste)

Be relatable (feel, felt, found)

Use their words (and connect to your lexicon/words)

Not magic (believable)

Agitate the pain (only if you have a solution)

Create a lot of transformations - then select 3

"Anybody who thinks we can overcome an emotional resistance with logic was probably never married. We can only overcome emotion with a stronger emotion."

Theory of Constraints by Eliyahu M. Goldratt

Thought Leadership Canvas

Who them

Who you

Why & What

How

1...   A...
2...   B...
3...   C...

What if...

Why not

When & what now!

Thought Leadership Canvas 'rules'

1. Create as many canvases as you want
2. You don't have to be correct - be creative
3. You are making assumptions - that's OK
4. You can have as many 'thoughts' as you want (one thought per canvas)
5. You can have one canvas for each business model, idea, asset, article, app...
6. You must have one canvas for each PERSON - they are special

'Thoughts' = your way of making a transformation for one real person

Use post it notes to move ideas around

You are only constrained by your imagination

Interview your ONE real person to fill in some of the gaps

Thought Leadership Canvas

NAME:	Andy person
GAIN:	wealth + Relationships
PAIN:	trying to do everything himself cos he's (uncomfortable hiring)

Value Proposition: I/We help Smart People _____ (who) do/ha turn clever thoughts into U things without daing everything themselves (by _____)

Why & What

### 3 A → B Transformations: Their need to move – use "so what?"

From A (Do, Be, Have)	To B (Do, Be, Have)
1. Busy doing low paid work – himself + never having time to do consulting/selling	Spend time talking to - high value prospects to convert into exp
2. Afraid of who to hire Cos might get it wrong + scared of hiring	2-3 people doing - tasks so you can focus on being brilliant
3. Doesn't know how to delegate + manage people	we manage people - you specify task

How

Model / Visual / Framework

CONS TAP

Khe Hye →

Actions / Processes / Steps

○○○
○○◉
○○○
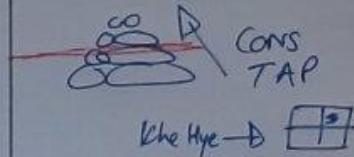
What If...

Metaphor / Analogy / Hook

Gorillas Want Banana

Your story / Case story

My story: decided never hiring again...
→ made redundancies et

Now, small team ∴

Next, agency ?

Why Not

Constraints & Objections — Resolutions

I can do it myself → but should you?

Always done it like this → GWB → time for change

When & What Now!

Timed next step: Most Wanted Response & Call To Action

MWR = Rethink outsourcing → open Mind
CTA = (TAP Agency) interested ?

Thought Leadership Canvas from TheAssetPath.com

NAME: Jody ~~eal person~~
GAIN: Confidently share her ideas and know she'll be listened to ~~ible~~
PAIN: New in her role, sometimes gets spoken over, uncertain

1

Value Proposition: I/W~~~~ (who) do/ (gain) wit (pain) (by_____)

I have a framework that can help you in all your communications - written or spoken - that will make sure you are listened to, understood and get the result you're looking for - without shouting ;-)

2

Why & What

3 A → B Transformations: Their need to move - use "so what?"

From A (Do, Be, Have)	To B (Do, Be, Have)
1. Confused about what to write, say, present	Self-assured they're saying the right thing at the right time
2. Nervous to share new ideas	Excited to share ideas
3. Worried their ideas won't be understood	Confident they can present their idea in any format and they'll get buy-in

3

How

Model / Visual / Framework
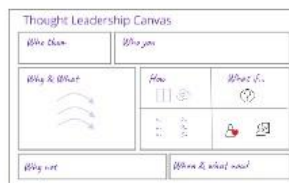
Actions / Processes / Steps

1. Use the TLC to sketch out your comms idea
2. Test it (it's just a model)
3. Feedback so next time you're even better

What If...

Metaphor / Analogy / Hook

My 'I couldn't make them laugh' story

Your story / Case story

I'm an ex-engineer, I know how it feels to be the odd one out, I've felt the fears

4

Why Not

Constraints & Objections → Resolutions

I don't have time to learn another framework - once you've learnt it, all your comms are faster & easier - it's super simple

5

When & What Now!

Timed next step: Most Wanted Response & Call To Action

MWR: Try the TLC next time you have a presentation, email, article, whitepaper, event, book to write
CTA: If you want to go into more detail join me on the Persuasive Comms Sprint in September

6

THE Asset PATH

Communication is about experimentation

You can't *make* people laugh (or do the thing you want them to do)

Do the only thing you have control over (the 'you' bit) BUT don't measure your success by the things you don't have control over (them)

You can't make an impact, change the world, get people to buy your product, get a promotion with your ideas stuck in your head

Use the TLC to get out of the chaos of ideas in your brain, to create communications, products, books, apps, articles, emails, memberships - whatever you want - in the world
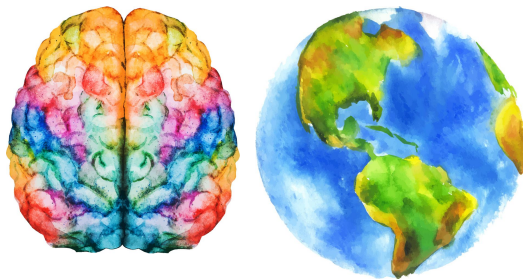
Use The Thought Leadership Canvas

1. Make it easy for you to communicate (**minimum** effort)
2. Get and keep the <u>attention</u> of the people that matter
3. Influence people to help you get things done

You now have a tool for creating communications - written & spoken - quickly and easily.

Use the Thought Leadership Canvas to create different types of communications for different reasons for different people - **so you can be more you!**

Nobody buys
pre-mixed plasticine

The Persuasive Communications Sprint

1. Make it easy for you to communicate (**minimum** effort)
2. Get and keep the <u>attention</u> of the people that matter
3. Influence people to give you their <u>information</u> so you can make better offers/products
4. Make <u>money</u> from the interactions so you both gain (**value** for you and for them)
5. Create things that you can reuse, recycle, & upcycle (**assets**)

At the end you will have prototyped at least one asset for your business.

You will have tools & techniques for making assets quickly and easily.

You will have a framework to use to create different types of asset for different reasons.

Join us: <u>https://janefrankland--debsjenkins.thrivecart.com/persuasive-communications-sprint/</u>

Use code: **JANEFRANKLAND** to get $100 off
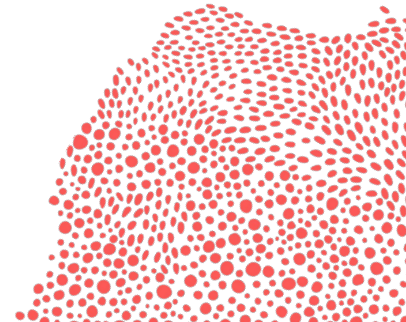
Keep in touch:
LinkedIn
TheAssetPath.com
DebbieJenkins.com