



# 7 C's to great communication

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**Ever felt like your listener or reader doesn't quite get the message you're trying to send?**

when u explained something for the 3rd time & the person still doesn't get it



**It is one thing to communicate and another to do it well.**

**Whether it's selling your product, writing an email, making a phone call, or telling bae exactly how you feel, you need to know how to communicate.**

# 1. Be Clear



Be clear about the message you want to send. Is it informative, persuasive, funny, sales...What is the purpose of your message?

Be sure you have answers to these questions before sending your message across.

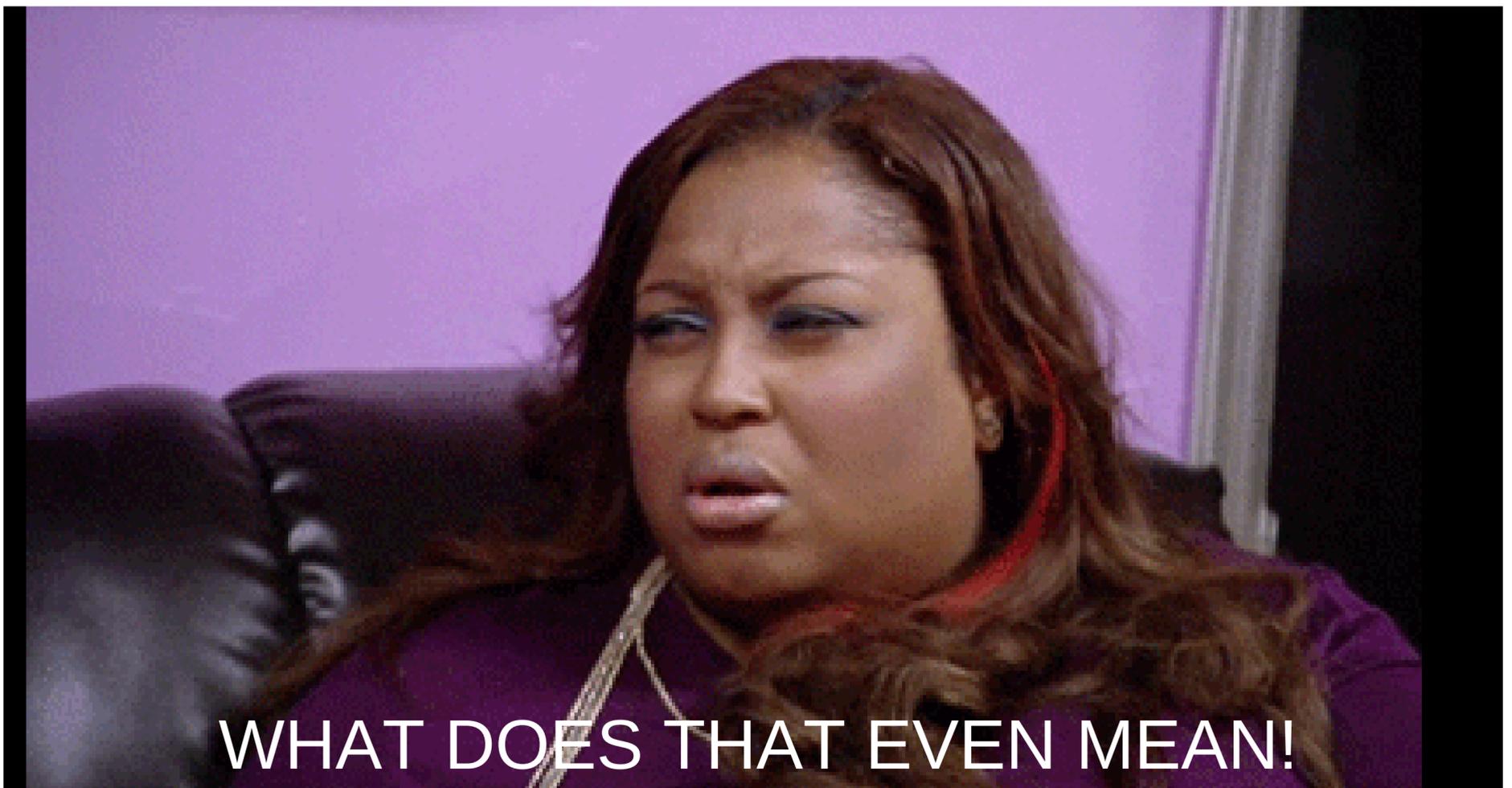
Clarity also means using simple words when communicating. Don't give your listener room for assumptions. Take things one step at a time, be sure not to communicate too many things in one message.

## *2. Come correct or don't come at all*

You don't want to give your listener/reader a hard time understanding your message, do you?

A correct message is one free from grammatical errors, punctuation and spelling mistakes. Make sure you dot your T's and cross I's.

You also have to ensure that any jargon and slang used is appropriate for your audience. Use a language that fits your audience status, educational background and knowledge.



### 3. Be concise

This has to do with brevity. We live in a fast-paced world where 140 characters rule.

There's the need to get your message across as quickly as possible. Not everybody has time to sit down and listen to you talk or read your lengthy message.

Avoid repetition and filler words like 'um,' 'ah,' 'you know'. There's no need to say much when you can communicate better with fewer words.

**Can you like  
SKIP  
to the end**



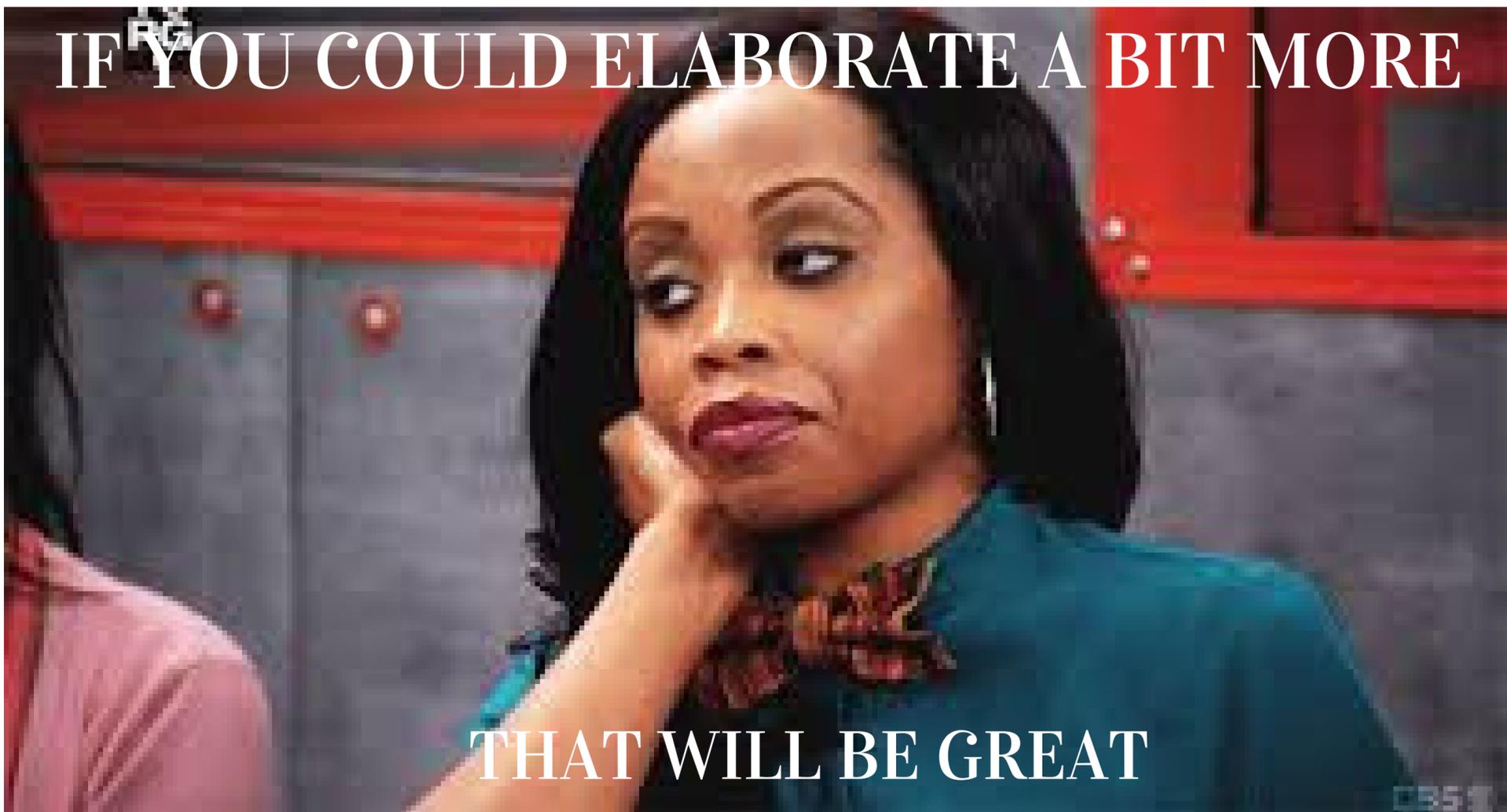
## 4. *Be courteous*

By being courteous, you put your listener at ease. A courteous message is communicated in an open, friendly and honest manner. You don't have to be rude and hostile to be heard.

Listen to the tone of your voice, use polite words and gestures; be tactful and thoughtful. When you're courteous you strengthen the relationship you have with your partner.



## 5. Complete things



To be a good communicator, make sure your message is complete. You can't afford to leave your listeners half way expecting them to fill the gaps themselves.

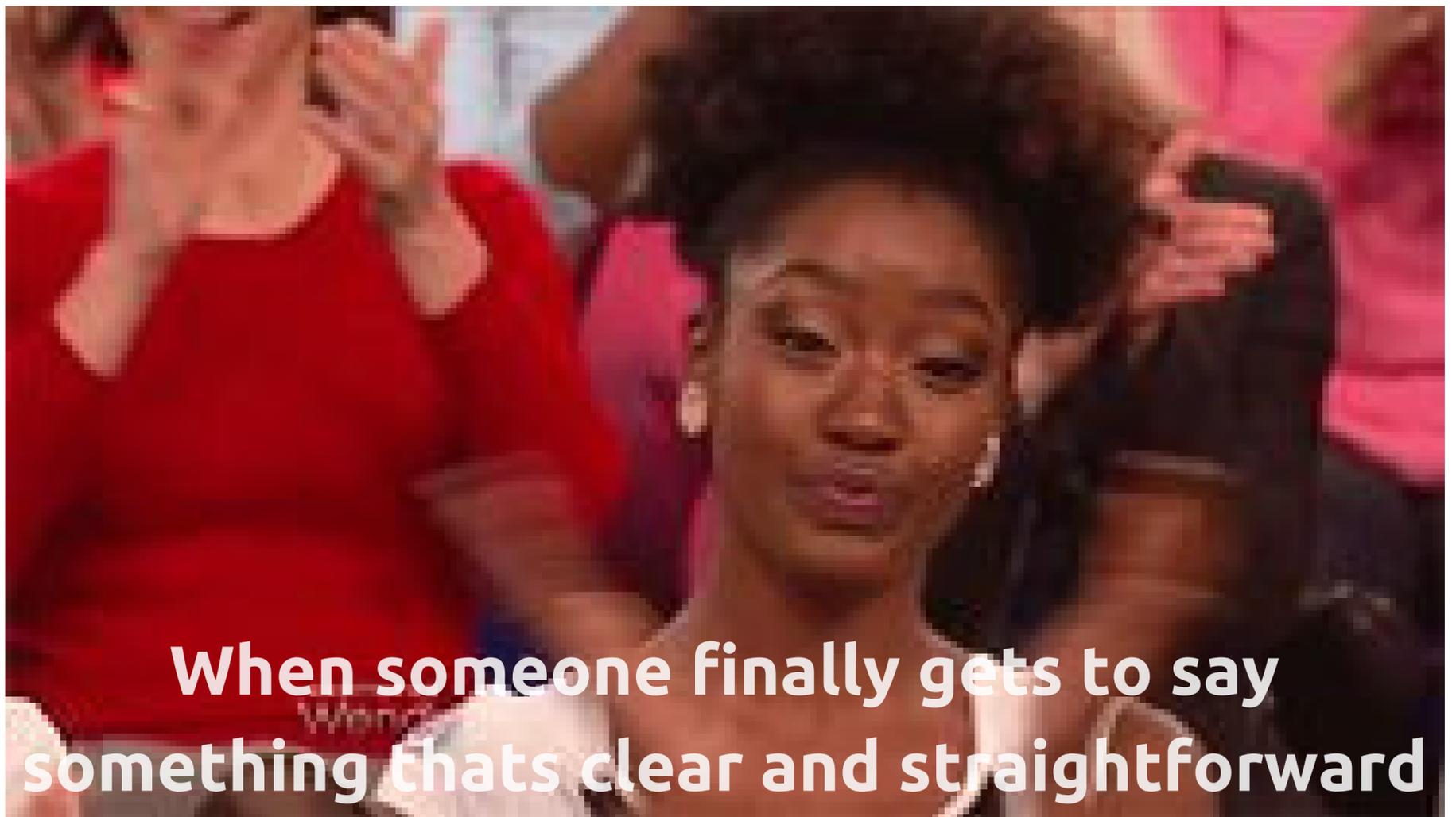
Are all the questions answered? Did you provide your listeners with the necessary amount of info and facts?

If you need them to act, is there a "call-to-action" attached to let's say your email?

## *6. Keep things concrete*

Being concrete in your message means being specific and definite rather than vague and general.

Your audience should have a clear picture of what you're telling them. Make use of clear words, use active rather than passive verbs.



**When someone finally gets to say something that's clear and straightforward**

## 7. Be confident

To be a better communicator, you've got to convey your message with a lot of confidence.



Girl, no one would buy your product if you don't approach them with confidence. Now we're not saying be rude and act all tough, just approach them with boldness.

Build your confidence by making eye contact, keeping your tone of voice even, using humour, maintaining good posture, avoiding filler words and smiling!

# So next time when you give a speech



Be sure to convey a complete message in a confident, clear, courteous, concrete, correct and concise way



Be polite and tactful . Always with your audience in mind. It's in your best interest to keep them engaged



Above all else be sure of yourself and present yourself with pride. No one can be confident in you if you are not so sure yourself.



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