

MODULE 5

LOA FOR BIZ

LEARNING & COMMUNICATION STYLES

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Hello, and welcome to the last class in our series about how to Attract More Business and clients using the Law of Attraction.

It's been great fun these last few weeks sharing with you about the law of attraction and how to use it deliberately to grow your business and I'm just so thrilled to see each of you putting in to practice what you've learned.

So, hello again, my name is Marty Marsh, I'm a soul proprietor and I believe you are too, or you wouldn't be here with me, and I'm also a certified law of attraction trainer and mentor, and as you already know I live in the beautiful Palm Springs area of southern California.

Today's class is going to be all about how to speak the language of your clients --- well, not just clients, but how to have better communication with everyone in your life. Spouses, children, friends, waiters, sales people, and, yes, clients and prospects.

Have you ever tried to communicate with someone and they answer a question you didn't ask, or you're trying to communicate with someone who doesn't really get what you're saying, or on the other hand, you meet somebody and in minutes you're saying, "Hey, you're my new best friend, please call me every 5 minutes"?

Well, if that's ever been you, it may just be that you're not aware that people communicate differently.

And if that's the case, we're going to fix that challenge today.

My job today is to give you enough information so you know about YOUR style, but more importantly how your style likes to learn and to be coached.

And the reason why you'd want to know that is so that you could be more accurately coached, or how to give instructions or how to get people to do what you want them to do, most importantly would be how to ask the other styles questions and how to communicate with them to get better results.

Okay, let's get going here.

One of the rules we need to first understand for how to have a good connection with people is to stay in rapport.

You've heard that word, rapport, right?

So today we're going to start off by talking about how people break rapport and how to prevent that from happening.

What do we mean by breaking rapport with someone?

How about ticking somebody off, irritating them, leaving them feeling like they aren't understood.

We've all experienced that with someone.

And have had it happen to us.

It's a French word that really means a close and harmonious relationship in which the people or groups concerned understand each other's feelings or ideas and communicate well.

So you can *understand* how important having good rapport with the people you deal with is.

Especially people like your clients, your suppliers, employees if you have them.

Spouses, friends.

So let's talk about rapport.

Does anyone have any idea how long it takes to build rapport with someone?

It can happen immediately. Remember? You're my new best friend.

Or it may be that it takes 2 or 3 meetings with someone to build rapport.

When I joined Toastmasters sometime back, there were 3 or 4 folks in there that I had instant rapport with.

Some of the others it took a little longer.

And there was at least one guy in there that I never did build any kind of rapport with him.

That's just the way it is sometimes.

Now, if it takes maybe a minute or maybe days or weeks or maybe never to build rapport with someone, how long do you think it might take to break rapport with someone?

It can happen in an instant.

Now having said that, once rapport is broken, how long do you think does it take to repair it?

Maybe never. Sometimes, once rapport is broken, it doesn't get repaired.

So if you're on a hunt for a customer or a client, or a boyfriend or a girlfriend, or a corporate gig, or service from a restaurant, or service from a supplier, and you tick someone off, how long does it take to repair it?

Maybe never.

And guess what? You're all in a relationship. Even if you're single you're relating to somebody somewhere.

So just so we really understand about rapport, let's talk about other ways we use it.

The good thing about rapport is learning how to calibrate.

So that's today's word: calibrate.

So we have to calibrate the other person's mood.

Let me give you an example.

For years while I was in college I was a waiter.

And I think I was a pretty good one.

Partly because I just enjoyed it so much, period.

But also because I was pretty good at reading the mood of my customers.

And I could respond accordingly.

So as I approached a table I was always scanning for the vibe coming off the customers, even though at the time, I didn't really know that's what I was doing.

But I was good at it.

So it was easy for me to have rapport with my customers.

I was matching their mood, their vibe.

If there were a couple of love birds there I could join in with them in their vibe, and if someone was in a bad mood, I didn't just try to joke that off.

I did my best to ensure that they were enjoying their food, but I wasn't likely to stand around with them and make small talk like I might normally.

Now you could say I could have tried to cheer them up, but the reality is, they might not want to be cheered up.

And if I had tried that, I probably would have just wound up annoying them, or ticking them off. Breaking rapport.

Another place where we use calibrating is with partners or spouses.

My guess is that when your spouse comes home from work we're inclined to first "check out" their mood before you jump in and ask, "how was your day?"

Have you ever done that?

So what you're really doing is calibrating.

Another example of calibrating is around kids.

Do kids know when to calibrate to ask for something from their parents?

Chances are they're going to tick their mom or dad off by asking for something without regard to their parent's mood.

But a good kid whose been paying attention might know the best time to ask for something.

You know, mom just got a raise at work, she's in a pretty good mood, would now be a good time to ask for some money or some cookies?

So kids kind of know about calibration.

So have you ever been at a party or an event and there's someone there who's loud or nosy or obnoxious, telling jokes or trying to be funny?

They're just annoying people but they're completely unaware of what they're doing.

They should check in with the mood of the room and get a feel for what's going on with the folks there before they start their antics.

That person is not good at calibrating.

So you have to kind of check in with people.

How are they standing, or sitting?

Do they have their arms crossed?

Are they smiling or frowning?

You have to check in. Some of you are probably already doing this just automatically but I want you to start thinking about it and doing it consciously.

And we need to start understanding the context in which someone just came to us.

In other words, did they just come from working a real hard shift all day?

Sometimes when I call a help desk I'm always hoping that the context of the person who answers the phone is that they just had a nice client they were speaking with.

I don't know their context; but that would help you calibrate.

I wonder what kind of day they're having? I wonder what the context of their day is?

So this is the reason that I want to talk about this subject today is because the number one reason why people break rapport is because they're not good calibrators.

So I want to introduce to you the four learning and communication styles that people use.

And every person is different.

There are four ways that people like to receive information and communicate.

If you've heard about this before you may have thought there were only 3 learning styles.

And for years, that's all that we thought there were. But with advances in technology, another fourth style has come to be.

So take out a sheet of paper and let's draw a vertical line right down the middle. A vertical line down the middle, top to bottom.

And then at about the halfway mark, draw a line across your paper, all the way across, from left to right at the center. So you have 4 boxes.

Above the top left box write the word Visual,

above the top right, write Auditory,

on the bottom left write Kinesthetic

That's a big word so I'll spell it: K-I-N-E-S-T-H-E-T-I-C

and on the right hand lower box write, Digital.

So the visual person is one that wants you to show them how to do something.

You want to explain something to me, show it to me.

Then there's the auditory person.

They just want to be told something.

They don't need to see the map, they don't need to write it down, they just need to hear the directions.

Then there's the kinesthetic people, they're the heart-centered folks, they're the tactile folks, they like to touch things.

Kinesthetic people are the ones that like to learn by doing.

You want me to learn this, just let me do it.

And the digital people, they're the thinkers.

They like to process information.

Put it in a matrix for me, put it in a spreadsheet.

They're the ones that like to analyze the data.

Four different styles. Now, here's what's important to know.

We each have all four of those styles as part of us. We have all four.

One of them, though, is our dominant style. In other words, it's the one we're used to communicating with.

And one of them is our weakest style.

So here's a math question for you.

There are four styles. And let's say you're a visual style. What is the probability that your spouse or partner or client you're talking to is the same style as you?

Maybe 25% do you think? Not really good odds though, are they?

Here's another good question and the answer is higher. What is the probability that you're NOT the same style as other people that you're communicating with?

75% maybe. That's pretty high.

So if you process information digitally, you like to process it, to work it out, but your spouse, maybe, likes to see it or look at things?

That's instant conflict.

So let's talk about these individual styles. And with each style, I'm going to tell you what breaks rapport with them.

Let's start with the visual.

If someone is visual then calendars are going to be important to them.

So because calendars are important, then so is timing.

So if you want to break rapport with a visual person, be late. Or cancel an appointment.

With the visual person would one minute be considered late or would just one minute be okay?

It's late.

For a lot of folks that might not be late, but for the visual person, that one minute is late.

So if you process information visually, perhaps you can relate to what I'm talking about in breaking rapport.

Visual people, we can break rapport with them if we mess with their time.

Or here's the kicker, if we change their picture of something.

Or their vision.

The visual person's picture, say, is that you're going to meet them for lunch at noon, but right at noon you call them to say you're going to be late.

To the visual person, you were already late at noon. So the phone call is moot.

So as soon as you break their picture, or mess with the vision of how they think things are going to be or should be, it breaks rapport with visual people.

Now the next style is auditory and the auditory person likes to hear things.

Always got a headset on, always listening to music or programs, or seminars, and guess what? When he's not listening, what is he doing?

Talking.

He's talking. They love to talk.

Do you know how to break rapport with the auditory people?

It's to not acknowledge them.

Auditory people like to be acknowledged.

And what's the best way to acknowledge an auditory person, remembering that he is auditory, he likes to hear things, is to do what?

Say it.

You can buy an auditory person all the gifts in the world, the chocolates, the flowers, the vacation trip, the massages, but until you say I hear what you're saying, or I acknowledge that, or I want to acknowledge you, they won't care.

To acknowledge them verbally so they can hear it, that's their favorite.

The next style is Kinesthetic. They're the touchy feely folks.

So the kinesthetic person likes relationships.

So the way you would break rapport with the kinesthetic person is to not honor that relationship, to not feed it, and not give it attention. Ignoring that person, or not going out with her or not spending time with her.

Breaking the connection with her.

If I'm coaching a Kinesthetic person, then I give them 10 minutes or so just to talk about their personal life or what's happening with them, and if I didn't do that, I'd break rapport.

Because there would be no connection. And connection is all about being kinesthetic.

I have one client that, no matter how little time we may have together, will always spend 15 minutes talking about his personal stuff.

Do you think maybe he's kinesthetic?

Now, MY first style is kinesthetic.

And a recent interaction with a client of mine who is also kinesthetic started off with each of us sharing something about our personal lives.

I got caught up with what she is doing and she got caught up with me, and by the time we finished, our time together was almost up.

But she loved it and so did I.

And to her, it was a very productive session.

So I'm that touchy feely kind of guy, too. I do love connection.

Why else would I be so intent on building a community of people through my Inner Success Circle programs?

For me, it's all about making that connection. And connecting other people with each other.

And so, if I want to have a really successful group that is active and engaged on the calls and with each other, what do you think I would

need to include in my desire statement for my ideal Inner Success Circle participant?

That they be connectors, too. It doesn't mean they *all* have to be kinesthetic, but it sure is gonna help the group dynamic if at least most of them are.

Now, for those of you who may be familiar with NLP --- that's Neuro Linguistic Programing, and that is what these communication styles are taken from --- you've very likely heard a lot about these three styles, but if you remember, I had you write down a fourth one.

What one was that?

Digital isn't it?

The fourth style is the digital style.

This style, in some parts, is also known as the Reading/Writing style.

But we're going to stick with Digital. They mean the same thing.

And this style might be you.

These are the thinkers.

They like to process information.

What breaks rapport with digital people, is, if you break sequence with them.

If you tell them we're doing four things today and you only do three, they won't like that.

Or if in the middle of doing the four things you interrupt them, if you break their sequence. They're like 1.1, 1.2, or just 1, 2, 3.

If you interrupt or break that sequence it really agitates or annoys them.

If I had had you draw four boxes on your paper and only discussed three of them? Watch out baby.

The digital people are gonna call me on that, or if not, they're just going to sit there and be upset.

They may not even know why.

But, have I just broken rapport with them?

Yes, yes, I have.

Now, digital is my second style after kinesthetic. I'm a strong kinesthetic, but digital is my second style and to tell you the truth, that surprises me, because I would have thought my next strongest style would be visual.

But that one's third for me and then auditory is my weakest style, my fourth style.

We're going to talk more about these styles individually as we continue on here today.

So make sure you keep that paper handy that you drew the 4 boxes on.

We're going to be filling in some things there for each style.

But first, let's do a quick review of where we are. We learned that there are four styles for learning and communication. What are the four styles?

Visual, auditory, kinesthetic and digital.

Yes, and one of these style is the one YOU operate out of. One of these styles is one you never operate out of, or almost never.

And the probability of meeting people who only match your style is only about 25%.

We learned some ways that you can break rapport with people and maybe even not know you've done so!

When it comes to rapport, how long does it take to build it?

Instantly or could be never.

How long does it to break it?

Instantly.

And here's the big one: how long does it take to repair it once it's been broken?

Sometimes never.

So we want to make sure we're staying and keeping in rapport with other people.

And what was the tool we can use that helps to prevent us from breaking rapport?

Calibrating.

We've got to always be conscious around people so we can pick up on the cues they're sending to us, the moods they're conveying, and listening to the words they use, and especially listening for how they expect us to communicate with them.

People will generally tell us in various ways even if *they* don't realize that's what they're doing.

But you, being a good student of the law of attraction are going to be tuning in and responding to all the cues that people send you. With practice!

Now, we're going to talk more about the styles, what turns them on, what turns them off, the words they use, how to coach them, how to get them to answer your questions, how to get them to match your style.

So let's get going with that.

One thing that makes this so helpful when you begin to recognize people's styles is, say, for example, if you were teaching a live in-person workshop or seminar, like I do sometimes, is to be in a place where you can greet people and chat with them as they're coming in to the room and get a feel for their mood by how they are acting or what they're saying.

Can you see how that would be helpful in helping to deliver your seminar? If you had that kind of information?

Or if you're going into someone's place of business to make a sale or to make a connection with them for a future sale, is to pay close attention to the things they say and the way they act and how they interact with other people.

That's key, too, to ascertaining a person's style.

Now, I don't expect you to be able to go out and just start doing this after this class is over, but I would encourage you to keep these things in mind, practice it and you'll get better at it.

Keep this sheet handy that we're about to fill out.

I'm still learning this myself, actually RE-learning it, and am working toward getting better at it.

It would be nice if everyone knew their style and would just tell you.

We'd all be communicating so much better with each other and the world would be a happier more peaceful place.

I'm sure of it.

And I wish I could teach you everything about learning and communication styles today.

But I can't, so I want to give you enough good information that you can start to use it.

And I'm sure you're wondering what your own style is, or you may already know.

Visual learners use some common words and if you listen you can pick up on these.

So write these down in the visual box there on your paper.

Look. See, and sometimes, big picture. Look. See, big picture.

When the visual learner describes stuff they'll often say,

“How does that look to you?”

“Do you see what I mean?”

“What about the big picture?”

Show me what you’re talking about.

Are you clear about that? I’m not clear about that. Is this fuzzy to you?

So imagine if your style of visual is last, and you never use these words, and I’m trying to coach you, and I say, How does this look, do you see what I mean, and you’d say no, I don’t see what you mean!

That’s when rapport gets broken.

In a bit I’ll tell you what to say or do to the visual person to coach them best.

Okay, auditory.

Here’s *their* favorite words.

Hear, sounds like, resonate. Write those in the box. Hear, sounds like, resonate.

So I might be talking to an auditory person, I wouldn’t ask him how does this look.

What might I ask him?

How does this sound?

And whatever you’re talking about might not even have a sound, but I might say to my auditory friend, hey do you want to go out for Mexican food tonight, how does that sound?

Now Mexican food doesn’t have a sound does it, but my auditory friend will say, that sounds great!

The visual person would say that looks like a good idea, I can picture us already there.

I just threw that picture in there to make you hungry.

More words and expressions for the auditory communicator: does that click? Clicking is a sound, right? I hear you.

You could say to them, I'm listening.

They'd love that.

So they like to be coached a certain way, with certain words, and if you were to tick them off, break rapport with them, how long might it take to repair the relationship?

Maybe never.

Okay, I hope you're keeping in mind that we ALL possess many of the same characteristics of ALL, of EACH, of these learning styles.

So if you're sitting there thinking, well I say that sometimes myself, that's perfectly normal.

You may use visual words sometimes but your primary style may be auditory. This is normal.

The visual style, by the way, is the most common across all people.

So knowing that our Kinesthetic friends, like me, are the touchy feely types, what might be some words that they would use?

Feel, touch, excited, comfortable.

So if I would say to someone who is NOT Kinesthetic, like to a visual person, how does that make you feel?

Or are you excited about going somewhere?

They'd probably come back and say something like, well, I'm looking forward to going.

And if I want to break rapport with them, thinking they're just like me, which they're not, I might keep insisting to get them to say they're excited or to tell me how they feel.

And suddenly our relationship is damaged over a choice of words!

So for me, since Kinesthetic is my first dominant style, I would tend to use those words that are comfortable for me.

Like, how does this feel?

And if the person I'm talking to or coaching is NOT a kinesthetic person, then I break rapport with them.

So I have to pay attention to what they're saying to me so I'm not imposing my style on them.

Now we've talked about three styles so far and I probably don't know what style the person I'm talking to is, so I can ask a question, like I do with you all at the end of our calls.

You may have noticed.

I ask a question that satisfies all of the styles.

How does this look so far?

Is everyone getting the picture?

Does this sound okay?

How does this feel for you?

What do you think about this?

Now you may be one of those people who don't like doing assessments because you think you never fit anywhere and that's frustrating.

I'm none of these things, you say. I don't like to be pigeon holed.

But there's a category for you and it's an important category because a lot of you may be in it.

And it's the digital category.

Now digital means the thinkers.

They're like a digital clock that goes 1, 2, 3.

It's very sequential, very in order.

Here are some words the digital person likes to use:

think, makes sense, thought.

Write those down. think, makes sense, thought.

Also phrases like “in terms of” “I need to analyze that” “Let me think about it”. They like a step-by-step formula.

They like to be asked, what are your thoughts or what do you think about that?

So let’s imagine that our digital person is married to someone who is a kinesthetic communicator.

Do you think there might be some communication difficulties there?

They are planning a vacation trip and the kinesthetic spouse is excitedly talking about a trip to Hawaii.

What would be the question that the kinesthetic partner would want to ask the digital partner if they wanted to have good communication around their vacation?

And get them to want to go to Hawaii too?

Probably something along the lines of, what do you think about that?

Or what do you think about a trip to Hawaii.

He’d probably open up and talk about what he thinks about a trip to Hawaii.

But being a kinesthetic, his partner is most likely to ask something like, “How do you feel about a trip to Hawaii for our vacation?”

And what is he going to say?

Probably something along the lines of I don’t feel one way or the other.

It doesn’t matter to me. And then an argument ensues.

Now, we’ve been talking about how to coach people or ask questions using the words that people of a particular style would use

themselves and that they would relate to, so let's talk about what we *would* say to support someone of the different styles.

So let's talk about supporting the visual person.

A couple of key points about the visual style.

They like the big picture, they don't like lots of details.

So if you're going to coach them or ask them a question, it might be "tell me what the big picture looks like."

You wouldn't say "how does the plan feel?"

Visual people can be highly distracted.

Short meetings are good, don't make them wait, start on time.

The other thing they like is a short check-list.

A short check in with you.

"This is what I did last week, boom boom boom."

So with a visual kid you could say, "do you see yourself getting your homework done by 5:00?" or how would that look to you?

Now it may feel awkward for you to use those words because they may not be YOUR words.

But if you're talking to a visual student, or a client, or a customer, you want to use THEIR words.

A good example of this is in going in for an interview, say a job interview, or even a meeting with a customer or client or prospect, listen for the words THEY USE and you use those words, too.

Keep this list we're making as a cheat sheet by the phone and when you hear one of those words, check the sheet and you'll begin to be able to learn the style of whomever you are talking to.

So remember, for the visual person, when you're talking to them or coaching them, not a lot of details, make the meetings short and fast,

use the visual words, and they like to show and see pictures and charts.

Now, our auditory friends, they have a great gift.

They're great problem solvers.

And another gift is that they are great idea people.

They love to talk, and they love to brainstorm so that's good for them.

But the gift of having great ideas has a challenge that goes with it and the challenge is that because they have so many good ideas it's hard for them to stay on track.

Another good idea and another good idea.

Because they are such good idea givers their best job would be to just give ideas.

So you may be surprised when they start talking about a new idea when you were thinking you were going to be talking about the previous idea.

So if you were coaching them, the key is to just give them some time to talk about their new idea.

And then, you could steer the conversation back to where you thought you were going to start a few minutes ago.

Or go to whichever idea they want to talk about.

So because auditory people tend to be quite scattered, they need a plan.

So you could help them with that.

Remember, they like to be acknowledged, so use words to do that.

Specifically by using the word *acknowledge* with them.

"I acknowledge you for that." No gifts necessary.

Sometimes you need to say this: I hear you.

They'll keep talking about something until you acknowledge that they've been heard.

And they have impeccable memories. They'll never forget what you said today.

They'll bring it back up 3 years from now if they don't think they were heard.

So that's how you work with them.

You let them get out the new ideas, you bring them on track with the plan you were working with them on, let them have a voice and give them the plan and they'll do it.

Now, turning our attention to the kinesthetic people, you can ask this question to virtually any kinesthetic person, I'm going to fill in the answer, but the question is "What can I do to support you?"

or "how can I support you in this?"

"What can we do for you?"

And you know what their answer is going to be? "Can we do it together?"

Because they like doing things together it means they're probably going to be slower at getting their tasks done.

That's not a good or bad thing, that's just their style.

And by the way, you should never have to defend your style.

Because you know what? if that's your style, you can just say, what?

That's my style.

And you have to own it.

That's my style.

So, it's really good to remember that if you're working with a person with the kinesthetic style, they need to have a connection.

They really like to talk about personal stuff.

That's important to them and do you know why? Because it represents how they feel.

They need to feel connected, they need to feel like they're part of a community or a family, so they'll often be the relationship builders.

One of their challenges is that they take a long time to make choices.

If you want to take them out for ice cream, don't take them to Baskin Robbins where there's 31 flavors, take them to Dairy Queen where there's only a few choices.

They take a long time to make choices so don't give them a lot of choices. They'll like that.

And you know what they need an element of?

Fun.

You'll hear me talk all the time about having fun with your work.

I have a client that I've not yet figured out what her style is but I know for sure it's not kinesthetic.

Just recently I said to her, as we were closing out our call, "have fun," and I could tell the minute it left my lips that it was the wrong thing to say.

It just landed with a thud.

So if you were working with a non-kinesthetic person and you got on the phone and said, what are we going to have fun with today, they'd either say, or be thinking, we're not here to have fun we're gonna be working!

You would break rapport with that person because that would be just opposite of their style.

Now our digital friends need a little direction too because they're always processing information and processing information and processing information.

So what he likes help with is to put stuff in order.

The vibrational business plan we did last week, that's a really good thing for a digital person.

You know you can take the stickies and move them around and put them in a new order.

Anything to do with order or a sequence, they love all that.

So you can help them best by helping them put something in step-by-step.

But don't tell them what to do!

You can ASK them to do it, and you really mean you're telling them what to do, but DON'T TELL them what to do.

You know what I mean?

You probably all know someone who is digital and you need to give them time to process.

So if you're working with them you can't ask them to answer questions just like this: boom, boom, boom.

So a good question to ask them or to say to them is, "I'd like you to be thinking about this."

Or "Why don't you think about this and get back to me? Is Friday good for you?"

Now I want to review these four styles again and give you a question that will stimulate each of these styles to answer a question. If you want them to answer, find out their style.

In a minute we'll find out how to detect someone's style.

Let's start off with the visual people: how does that look?

What do you see as your next steps?

You'll know you've got their right style when they answer right away.

Visual people, how does that look to you, are you getting the picture, is this clear to you?

Now for auditory people you'd ask, how does this sound to you, does this sound okay, is this resonating, is this clicking, is this ringing a bell? They like to talk a lot, they like to make noise.

Questions for a kinesthetic, let's have a meeting next week if you're comfortable with this, would that be fun, would you like to do this together, does this feel like a good time to you?

After a meeting or a coaching session with them, it's always good to ask them, are you feeling complete?

They need to have a sense of completion. A feeling of completion.

Our digital friends --- by the way, I just want to say, I hope you've been writing these words down because these words I'm giving you are very critical. These 4 styles, they operate with these words.

So what questions would we ask our digital friends to make sure they're getting it?

Let me give you something to think about, let's see if it makes sense to you and give me your thoughts on it.

We've got just a little more to cover here and probably what you've all been wondering: how do you detect someone else's style just by listening to them?

So people with every style use words and expressions that give them away.

And if we want to stay in rapport with somebody we want to connect with them, and the best way to connect with them is to match with them and the best way to match with them is to know what their style is so we can stay in rapport with them.

A common expression that visual people use is "you are a sight for sore eyes." You are looking great today. That's clear to me. That sure looks good. What's the big picture?

So when you hear these kinds of phrases and words you might think, hmmm, they're a visual, so when you want to communicate better with them, or ask them a question, you might want to say,

how does that look to you?

or, see what I mean?

Now, it might not make sense to you, but if they are nodding their head, that's a sign that they got it, that they're giving you, basically, the thumbs up.

Auditory people will give themselves away when you hear them using expressions like, ah, that rings a bell, I hear you loud and clear, this is clicking for me, this is music to my ears, that totally resonates with me.

So you'd ask them questions with the auditory words like, does this resonate with you, does this sound okay, does that sound right, is this ringing a bell?

Kinesthetic people will say things like, feels good to me, I'm getting a handle on this.

A handle is something that you grip, so that's a feeling kind of word, how about, this is a good fit.

They're not talking about clothes but rather a feeling about how something is a good match, that idea fits.

That's very physical isn't it? Put something on and see how it fits?

Not necessarily literally but like trying out an idea.

Hang in there. Hold on a second.

All feeling, physical words.

Remember, the digital people are the thinkers, and they use words like think, thought, make sense.

See how all those words are inside their head?

So, I'd ask, so what do you think of this, does that make sense, what are your thoughts?

And you'd finally get an answer because the digital people don't respond until they get asked a question.

I get it, I know. That's their favorite expression.

I know. I understand. No doubt. That makes sense to me.

Now, maybe you get an email from someone, or maybe you had a short conversation with them on the phone.

Before you call this person back or before you send an email back, wouldn't it be nice if you knew their style so you could cater the email or the return call to match their needs?

Does that make sense that you'd want to do that?

People give themselves away. They almost shout, "here's my style!"

So pay attention, in particular, to how they sign off on an email or what they say if they leave you a phone message or what they say when they're about to hang up from a conversation with you.

They may give clues throughout their emails or phone conversations. So again, it's really all about tuning into this and paying attention.

So, based on what you already know about the words that visual people use, how do you think they might sign off?

See you soon.

See you later.

Non-visual people might be calling you back or writing back and saying, when?

When will I see you soon?

If someone did that, you'd know for sure that visual is not their style.

What's another for a visual person?

It was great seeing you online.

It was great seeing you today.

Looking forward to seeing you again.

The dead give away for the visual person is usually, see you later.

So an auditory person might say, at the end of an email, chat with you soon. Or on the phone they might say, I enjoyed chatting with you.

Or talk soon, chat soon. If the word talk or some variation of it is in there, you can bet they're an auditory style.

Now my style, the Kinesthetic, how do you think the kinesthetic people will sign off on an email.

Love you, hugs, XOXO, hugs and kisses, let's keep in touch, nice to connect with you.

Yes, all those words.

The kinesthetic also has a hard time NOT signing off in some way.

You know when you answer an email you really often just answer the email. Nothing else needs to be said.

The recipient already knows it's from you.

But even if there is a pre-loaded signature, you know, with your name and contact information, the kinesthetic still has the desire to personally sign off.

I am very much that way.

Now that I'm much more conscious of this, I'm paying attention to how other people sign off when they send an email to me and I'm trying to match it.

So if the person who sent it to me signs off with nothing, just answers the email, that's what I do as well.

But as a kinesthetic, it's hard for me.

Now, you may also be sitting here saying, well, I personally do all of these things from time to time.

I use the sign off for all of the styles from time to time.

Well, you remember I said earlier that you have a dominant style and weaker style?

You may also be fairly evenly divided between all the styles.

So especially in that case you'll be more likely to pick up something from each of the styles, and you'll use things interchangeably. That's normal.

But we all do have that dominant style and that's generally what will show up in emails and phone conversations.

So if your more dominant style is visual, and most people are visual, you remember I mentioned that already? it's the most common style, but if you are more dominantly visual, then the visual style language will most commonly show up.

Good. Now let's move on to our digital friends and they generally sign off with just one word, if they sign off at all. Any idea what that word might be?

Bye.

Yep, bye. No fluff, no flowers.

Bye, that's it. Maybe *good* bye, but usually just, bye.

Now I want to summarize what we've learned today.

We've learned that there are four communication and learning styles. What are they?

Visual, auditory, kinesthetic, and digital.

We learned that you always want to be in rapport with people and the easiest way to do that is to match their style. And what tool or technique do we use to match their style?

Calibrating. Right?

Now we want to be in rapport with people, how long does it take to build rapport?

Instantly or sometimes never. Sometimes it takes awhile.

And how long does it take to *BREAK* rapport with somebody?

Instantly. And if you break rapport with somebody, how long does it take to repair it?

Sometimes never.

So we learned that we can detect a person's style by listening for the words they use. Visual people use words like look, see, and big picture.

Auditory people use words like hear, sounds like, resonate.

Kinesthetic people use words like feel, touch, comfortable.

And digital folks will use words like think, makes sense, thought.

We also learned that, because, for starters, most folks don't even know their *own* style, but even if they did they are not likely to tell us so we can communicate better with them, but we learned that we can guess what their style is by listening to what they say when they talk.

My friend and mentor, Michael Losier, wrote a book called *The Law of Connection* that I highly recommend you get and study if you're interested in learning more about this topic.

You'll find a link for that on the right-hand side of the Classroom page where you'll also find the recording replays for each of these classes and any other materials and resources that you might need.

So we're not just listening for individual words, we're also listening for common phrases that they use.

And lastly, we learned that we can find clues to a person's communication style by how they sign off on emails and phone conversations.

If a person says or writes: see you later. What style is that?

Visual.

Talk soon or chat later? What style is that?

Auditory.

That's right. Hugs, kisses, love?

Kinesthetic.

Bye! ?

Digital.

See, you're already getting the hang of this.

We learned too that we all have some degree of each of the styles and that's why we generally don't have a hard time in understanding what people mean when they use words from their dominant style.

Some part of us is that style as well so we can still communicate just fine.

But if you want to have the most solid rapport with someone, learning their style and using that when you're communicating with them, whether that's in person, on the phone or in an email, by using their style you create a more solid relationship than if you weren't consciously using their style.

So, there we are with communication styles.

So, was there anything that you heard today, or did you see something new or that gave you an aha moment, something that you feel will benefit you in the future, or was there something that made sense for you? Who'd like to go first?

I'm going to miss you all and meeting here together like this. Hopefully I've got another good group coming in for the next iteration of this class and if you know of someone who would benefit from it, please let them know about the course.

But I also have lots of opportunities for us to connect with each other, and you know me, the kinesthetic, I'm always interested in connections with folks.

The easiest way is when I start offering my Inner Success Circle Gold program. I'll let you know more about that later.

We'll be meeting every Monday for a dose of support and conversation.

I do some teaching and provide a variety of learning materials.

But it's mainly a gathering place for people who typically work at home, all alone and need some adult conversation, accountability, help with challenges, and ideas and brainstorming.

And I'll also be letting you know about my Inner Success Circle VIP group.

This is more of an accountability and support group and you get one to one private consulting time with me every month.

So this is a great way to work together if you want my expertise in helping guide you along when you're working on something specific or just pulling your business together plus its way less of an investment than working with me in a normal 1 to 1 situation.

This might be a good option for you so if you're interested in becoming a part of that group, talk to me privately about it.

Good. Any final thoughts or questions before I turn you loose?

Okay, good. So I want to leave you with this thank you and this pearl of wisdom:

Whatever you give your attention, energy and focus to, you get more of it. Whether wanted or unwanted.

Thank you. See you later. Talk soon. Big hug. Bye.