



The *End* of Squishy Language

FREE Virtual Mini-Workshop

Ditch Un-hearable Words and
Connect to Your Ideal People

PRELIMINARY EXERCISE

Before I take you through the exercises and information to make your message more powerful — more effective — I want you to do a little writing.

I want you to write down what you say now. What did you say at your last networking event? Were you happy with it? Did people ask to be connected to you?

You may have more than one version for different audiences, that's fine, just pick one for this exercise. Read it out loud and look for words that might just sound like everyone else.”

How do they sound to you?

If you want to really “hear” them as someone else would, record it on your phone and play it back.

Does it have rhythm and flow?

Is it **clear** what you do and who would benefit?