



# 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 the *Screw Networking* Event? Were you happy with it? Did people ask to be connected to you?

You can write down a couple of versions; it changes all the time by the way, especially in the beginning. Then I want you to read them aloud.

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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?

If not, no worries, we’ll make it better by the end of our mini-workshop.