How to Read People

10 Point Checklist

Vanessa Van Edwards

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a 10 point checklist that gives the next, real steps you can take to elevate your marketing to the next level.

“The really charismatic people are the sweet spot of being warm and open but also credible and convincing.”

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10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game? Here are 10 steps that can move you closer to your goals – today.

☐ Take Vanessa Van Ewards's quiz to find out how charismatic I am. According to Vanessa, for me to become charismatic, I must find the balance between being too warm and too competent.

☐ Enumerate my strengths and skills and separate warm and competent characteristics. When I know my capabilities, I can become more confident and develop a deep understanding of how I can best present myself.

☐ Everything I do online and offline must be aligned with my branding. Make sure my website, email signature, social media profiles, brochures, PDFs, and even the smallest details represent me coherently.

☐ Be intentional about building connections and making conversations. Aim for progress and sharing light with others. Every interaction is an opportunity for something good.

☐ Observe how expert speakers talk on stage and take note of their speech, tonality, inflection, timing, etc. One great source for good speakers is TED Talks.

☐ Practice positive body language and facial expressions when communicating with others. The more I seem approachable, the more people will feel comfortable trusting and opening up to me.

☐ Be aware of other people's culture and upbringing. It's best to do some research before going on a meeting to create a common ground for both parties.

☐ Listen intently so that I have something to reference or highlight just in case there is a future conversation with the person I am talking with. Refrain from interrupting to make them feel I value what they have to say.

☐ Check out scienceofpeople.com for some videos and short courses on how to communicate better, become less awkward, and more social in business and personal gatherings.