

# 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.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



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

**VANESSA VAN EDWARDS**

# 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 Edwards'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](https://www.scienceofpeople.com) for some videos and short courses on how to communicate better, become less awkward, and more social in business and personal gatherings.
- Grab a copy of Vanessa Van Edwards' book, [Captive: The Science of Succeeding with People](#).