



THE ART OF SELLING YOURSELF WHAT PEOPLE BUY



To succeed in life, you must sell yourself to others. People buy:

- Optimists
- Integrity
- Your attitude
- Your skills

People buy how you make them feel. They buy when they get that feeling: "It feels just right."

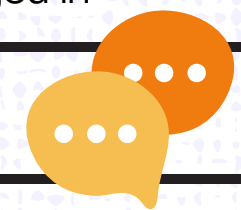
THE ART OF FIRST IMPRESSIONS WHAT YOU DO

People buy you with their eyes first. It's how you look. How your resume looks, your social profile. **People want to know:**

- What you do
- How you make a difference
- What others envy about you
- What box to put you in



THE ART OF COMMUNICATION



HOW TO LISTEN

Listening is the most important skill of communication.

How to be fascinating?
Listen.

How to get promoted fast?
Listen, actively, often.

How to achieve your life goals?
Listen with your ears and eyes.

People value those who care enough to listen.



HOW TO COMMUNICATE

#1 Make yourself clear, and people will think you're an expert.

Communicators own the future:

- Use metaphors (e.g. tipping point, blink, the world is flat)
- Tell good stories
 - Start with a challenge
 - Describe the hero overcoming the challenge
 - Talk about what the hero has learned.

HOW TO SPEAK

Before speaking, pause.

Speaking tips:

- Keep your speeches short.
- Tell jokes, only about yourself.
- Speak to the person.
- Move them, don't impress.

Bonus Tip:

Skip the PowerPoint.



**In One Sentence:
Clarity is king,
brevity is queen.**

THE ART OF WINNING IN LIFE



MAKE CONNECTIONS

People make you successful.

How to connect with people:

- 1 Make people feel important.
- 2 Become great at welcoming people.
- 3 Help others without being asked first.
- 4 Say thank you, a lot.

YOUR BELIEFS

- ◆ You will fail more than you will succeed. Just stay with it.
- ◆ Make that cold call. Ask for a discount. Take that shot.
- ◆ Comparing yourself to others is a waste of time.
- ◆ You can't control everything that comes at you, so you control how you respond to it.

TACTICS & TOOLS

Send thank you notes if you don't. Send twice as many if you do.

- Wear one memorable thing.
- Send one memorable thing.
- Do one memorable thing.

At all costs, avoid talking about politics, religion and sex.

Say P.M., deliver A.M.



Find this valuable? Follow me, **Terry Danylak**, for more.

[linkedin.com/in/terry-danylak](https://www.linkedin.com/in/terry-danylak)

