

Text from John's Video

We are all born with a certain natural ability to communicate (some are obviously better than others), but for the most part it's something that needs to be learned and practiced over time. In the business world (where small interactions can mean a lot), **being a poor communicator can be devastating** . On the other hand, being a good communicator can do wonders for any business.

Building that type of incredible communication ability mainly comes with realizing that **it's not what you say that's important, it's what they hear.**

Those first introductions can be the most difficult—and sometimes the most important. People are making flash judgments every second. Every move you make is being scrutinized. But with the right introduction, a good personality, and some confidence, you have the power to cement your good image their minds and create an instant bond.