



# RYAN AVERY'S WORDS TO DELETE

Ryan Avery believes the better we communicate, the better we operate. The problem is most leaders are talking and not strategically communicating. After listening to Ryan's keynote, we know that deleting these words from our vocabulary will increase our influence and get us one step closer to Go From A to THE® in our industry!

**WE** Who is "we?" No one knows who "we" is! Remember to use your company name in place of "we" so you are remembered and stand out. Everyone else uses "we", except you!

**JUST & ONLY** These words destroy our confidence and minimize what we have to offer. Remember, "We can't maximize our influence, when we minimize ourselves!"

**THINK** "I think we should be partners!" "I think you would like this!" "I think we should do this!" Why say *think* when you *know*? "We should be partners." "You would like this." "We should do this!"

**KINDA/SURE** We want our leaders to present themselves with confidence and these two words make you seem unsure. Say ABSOLUTELY or YES or NO and then give reasoning.

**HONESTLY/ANYWAY** When you say these two words, it sends the signal that what you have said prior to it was either not honest OR didn't really matter.

**BUT** Change all of your BUTS to ANDS and watch how many more people you inspire to action. Remember, "It's not about attention, we as THE leader care about ACTION!"

**IF** This lets them have an out. "IF you have time to meet me..." should be changed to, "WHEN do you have time to meet with me?" Where can you change your "if" to "when?"

**HELP** The word "*help*" means you do it for free, the word "*work*" means you get paid for it and implies you will get something accomplished. Don't say we "*help*" our clients say you "*work*" with your clients.

**WAS** Don't use "was" when telling stories. It is all about reliving vs. retelling for maximum engagement and we want to bring our stories to present tense. Remember, "Engagement leads to action!"

# RYAN AVERY's RULES When Working From Home



## *Shower and Get Dressed*



Looking and feeling good can directly impact how we feel about the work we do! Our professional energy matches our personal energy so when we feel refreshed and feel good in our clothes, it will help us feel more productive and professional.

## *Create a Routine*



While it's perfectly fine and necessary to be flexible, having a routine helps to guide your day and keep you on track.

## *No Screen Before 8am or After 8pm*



This is my personal rule - your times may need to change based on when your work day starts/ends based on timezones or other familial needs. The main point is to be away from technology for a good amount of time when you start your day and when you end your day. Your mental health and clarity are more important than that random, annoying email from Bill.

## *Have Your Water Cup*



So many times I've gone through an entire day without remembering to drink water. Sure, have your coffee and kombucha but I've found having a dedicated and full water bottle on my desk serves as a physical reminder to drink more water.



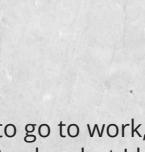
## *Move Your Body*



Don't sit on the couch or in the chair all day. Go take a walk, play with the kids, look out the window, do 10 jumping jacks. Move your body so your mind can interact with the world differently.



## *'Get to' vs. 'Have to'*



Every time I leave to go to my office, I tell my kids "I get to go to work," not that "I have to go to work." I want them to see me happy and that I love my job. I tell them I get to do what I love to support those I love. This one thing has changed the way my children see me and the possibilities of their future work life! It also helps me remember that I am getting the opportunity to do this work, which in turn changes my mindset in a positive way.

## *Don't Take Your Shoes Off*

This one is a big one for me. I don't take my shoes off until I am done with work.

## *One Computer Charge*

Overnight, charge your computer. That is the one charge you get. This allows you to prioritize the things you need to get done and not waste time online.

## *Dedicated Workspace*

When I started out, it was a corner of my parents' house and now it is my own office. Have space that is strictly professional and nothing else (I don't recommend working from bed).

## *Limited Hours of Email*

I limit my emails to no more than 2 hours a day. What is your limit? Know it and stick to it so you are not checking it 100 times a day. Your sanity is worth it.

## *Pre-Plan Meals/Snacks*

I can't tell you how many wasted hours and calories I've consumed because I couldn't decide what to eat or I was simply eating out of boredom. Put healthy choices at the front of your refrigerator and cabinets. This will help you make healthier options and decide if you're actually hungry or merely bored. When I eat healthy, I feel healthy and I'm more focused because of it.

# RYAN AVERY's Virtual Call/Webinar Checklist

These are Ryan Avery's go-to reminders when he presents or speaks online.



## CAMERA, MICROPHONE & HEADPHONES (CMH):

*The quality of your (CMH) is another extension and representation of who you are as the leader.*

**CAMERA:** Camera angle is eye level with your eyes. Too high? Positions you as weak or not informed. Too low? Shows you to be looking down on others. The angle of your camera changes the tone of your message.

**MICROPHONE:** Quality microphone with back up option ready!

**HEADPHONES:** Use ones that allow you to hear well and not distract the viewer.



## THE FOUR QUESTIONS:

*When we ask these four questions before we pitch, promote or plan for our webinars, we accomplish more.*

- 1) Why am I having this call/webinar?
- 2) What is the ONE thing I want to accomplish on this webinar?
- 3) What are the FACTS, STORIES & QUESTIONS that help me accomplish that ONE thing?
- 4) How much time do I need to make it happen?



## YOUR LOOK & BACKGROUND:

*The way we look and what we wear matters in getting our messaging across.*

**YOUR LOOK:** wear what you would usually wear when talking with that group or person. Remember, don't dress to impress, dress to relate.

**YOUR BACKGROUND:** minimize background distractions. Have dedicated space in your house for calls and when traveling, look at the background before you press 'live.'



## VIDEO, TEXT & AUDIO:

*Use multi-media that ADDS value to the viewer - not distract them!*

**VIDEO:** Want to play a video in your presentation? Make it embedded and not a video link.

**TEXT:** Keep the text short, sweet and fast-paced. No more than 15 words on each slide!

**AUDIO:** Are you in the quietest place you can be? Get there now!

## Remember...

- Be THE
- Have FUN
- Add VALUE



## QUESTIONS, QUIZZES & QUOTES:

*Helps keep people's attention!*

**QUESTIONS:** Used for keeping people engaged and thinking.

**QUIZZES:** Used for retention and giveaways!

**QUOTES:** Used to help show your credibility and deepens the connection.



## GESTURES, GAMES & GIVEAWAYS:

*Making virtual calls fun is important!*

**GESTURES:** Use hand gestures, facial expressions more than you would! Don't have camera on? Use vocal variety!

**GAMES:** How can you "gamify" the call?

**GIVEAWAYS:** Offer the giveaway at the beginning of the call (make it a good one) and let them know how they can win it at the end.