



May 2009

Communication Tip of the Month

Helping Your Words & Actions Speak Volumes

I Need 45 Seconds of Your Time!

What do you think of this e-newsletter? Is it a valuable resource, or is it just one more thing in your inbox?

To ensure you get the information you want and need, I'm asking for your help. Answer four quick questions, and your comments can contribute to defining the e-newsletter direction and upcoming topics, along with determining the frequency and methods of delivery.

Click on this link, or copy and paste it into your browser. Thanks for your time!

http://michellezavala.com/index.php?pr=Monthly_Tips_Survey&nosessionkill=1

Speaking Confidently

While we're on the topic of feedback, I received some interesting comments from the last newsletter topic, [Learning to Speak in 1-2-3 Communication](#).

One reader said she considered herself to be a strong listener, but that others took advantage of her good nature by talking over her or interrupting her.

My initial response was to offer her a "quick fix" of online courses or web sites to help her learn more about communication. Then I realized the question deserved a more in-depth answer, and the answer centers around confidence.

Confidence plays a crucial role in getting yourself heard in informal group settings. If you're someone who regularly gets interrupted or has your listeners "jumping ahead" of you in your conversation, consider this:

Are you speaking with confidence? If not, why not?

Many things undermine our confidence in social situations. Here are three tips that can help you when you feel your confidence wavering:

1. Ask questions. Confidence levels are shaky when we aren't sure we have

something relevant to contribute. I'm an outgoing person but when I'm in a group of folks discussing an unfamiliar topic, I can be pretty quiet.

Yet I know that people like talking about themselves and their interests. That's my cue to listen well and ask relevant questions. And once I'm participating in the conversation, my confidence increases. Asking questions keeps the conversation going, and isn't that what socializing is all about?

2. Let go of the outcome. Worrying about what someone thinks of you can hold you back and make you tentative about speaking up.

Let it go. Seriously, *let it go*. Be brave. If you want to discuss a news story or tell a good (appropriate) joke, do it and don't worry about the reaction. You may be surprised at the positive response you receive.

3. Change the way you see yourself. All change begins in the mind, so you must first change the picture you see. Instead of seeing yourself as "the listener," start seeing yourself as the speaker with valuable information to offer.

"Confidence. Fake it until you've got it." That sums it up well, don't you think?

These tips, along with the techniques in the [April newsletter](#), are simple and easy to remember. **Never underestimate the power of simplicity.** Good luck and keep me posted on the results!

Wishing you a Refreshing and Productive Day,



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Dynamic Writing that Boosts Your Sales & Visibility!

Social Media Thought Leaders Present the Latest Tips and Tools

A couple of issues ago, I commented that "I don't Twitter." I gave my reasons and stated my case. Since then, however, I've had a change of heart.

I tentatively put my toe in the water, then I dove in. I decided to use social media to its fullest potential in marketing my business. With this knowledge, I'll also be able to give my clients solid advice when I'm consulting them.

That's why I'm attending the [Social Media Success Summit](#). Some of the biggest names in social media will be presenting, so you can guarantee these thought leaders will be dishing out plenty of powerful knowledge and ideas!

Sessions run at various times from May 26 to June 17. If you miss a session or want a quick review, you'll have access to the audios, videos and transcripts

from all the sessions.

Whether you're considering social media or you're already using it to market your business, this is a fantastic opportunity to hear from some of the top minds in the industry. Best of all, you can learn from the comfort of your own home or office.

For more information, click on the link below or copy and paste it into your browser. When you register, let them know you heard about the summit from me, Michelle Z.

<http://www.socialmediasummit09.com/>

If you want to know what I'm up to, check out:

Linked In -- <http://www.linkedin.com/in/michellezavala>

Twitter -- <http://twitter.com/MIZavala>

Facebook -- <http://companies.to/studiozcreative/>

Get in touch with me, and let me know you're a subscriber. I would enjoy knowing what you're doing too!

About the Communication Tip of the Month

The Communication Tip of the Month is distributed during the first week of the month and offers tips for professional and personal communications. If you have a suggestion for an upcoming Communication Tip, feel free to email me at Newsletter@MichelleZavala.com.

Please forward this to colleagues or other business owners who would like to receive these monthly communication tips. To subscribe, click on the "Join my mailing list" link below or visit www.MichelleZavala.com.

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