'A toolbox of powerful techniques that will help anyone communicate more powerfully, effectively and confidently than ever before'

James Caan

From the bestselling author of *The Jelly Effect*

The Snowball EFFECT

Communication techniques to make you unstoppable

Andy Bounds

"Our world is made up of those who make things happen and those to whom things happen. The leaders and the led. And what makes the difference? The leaders get their own way. They know how to persuade. I have never met anyone who knows more about this than Andy Bounds. And in this book, he tells you exactly how you can acquire it."

Drayton Bird, the world's leading authority on direct marketing

"Another excellent book from Andy Bounds, designed to help businesses communicate more effectively. Ours is one of the world's largest accounting networks, and over the last 12 months Andy has transformed the way we speak with our clients, prospects and colleagues. His techniques and methods are simple but effective, and they are making a big difference to our business."

Geoff Barnes, CEO and President, Baker Tilly International

"Yet again, Andy Bounds provides us all with effective, quick to use and impactful advice and techniques. In today's and the future business environment, where everything is online, 140 characters, and sometimes even face-to-face, communication is everything. Making each of these interactions outstanding for the other person marks you out as someone different. With Andy and this book as our guide, we can become better communicators, step-by-step."

Paul Patterson, Sales & Marketing Executive Director, Fujitsu

"I've seen the great impact this book's techniques can have. My colleagues have embraced Andy Bounds' advice, and are communicating better than ever before – both with each other and with our customers."

Matthew Dunn, Sales Director, Data & Analytics, Experian Marketing Services

"Andy Bounds is one of the most insightful and inspirational global business experts. His ideas transform companies. Having seen the impact he has on an audience, and having met managers who have benefited from his ideas, I am in no doubt that *The Snowball Effect* should be required reading for anyone who wants to see their business thrive."

Alan Stevens FPSA, PSAE, Past President, Global Speakers Federation

"A must-read book! In today's fully global, fast-paced society, communication underpins everything people do and effective communication is crucial for success in both business and in life. This is the essential, practical, easy-to-read guide that will revolutionize the way you communicate in order to get more done and do it more quickly, more pleasantly, and less stressfully for optimum results in all that you do."

Ivan Misner, Ph.D., NY Times Bestselling Author and Founder of BNI®

"The impact that Andy's advice has on people is, quite simply, stunning. Andy's techniques are easy to implement; more importantly, they deliver results. I guarantee anyone will pick up new ideas from his book. Even better, new ideas they can use the second they put the book down. *The Snowball Effect* isn't a nice-to-have; it's a must-have book. Buy it, read it and reap the rewards."

Bev James, Bestselling Author of *Do It! or Ditch It*
and CEO of The Coaching Academy

"Andy Bounds is an expert at helping people communicate more effectively. *The Snowball Effect* is full of new ideas that, simply put, you can use immediately – an excellent read and a must-have for anyone looking to achieve more in less time."

Claire Scholes, HR Director CHI, British Gas Services Limited

"Andy Bounds is not only one of the nicest and most sincere people I have met, he is also a truly fine communicator. His approach and skills are applied in the most practical and focused fashion in helping deliver that most vital of fuel to your business – more sales. He helps you achieve this in a pragmatic, no-nonsense and clear manner, and in his new book he gives some wonderful insights as to how you can apply his wisdom on a daily business to achieve clear and meaningful results. Read the book, and give Andy a call."

Martyn Best, President of the Liverpool Society of Chartered Accountants, 2011/12

"The ability to communicate is essential to our personal and professional lives and success. Andy Bounds provides a practical guideline for anyone who wants to improve, polish and accelerate their ability to connect, relate and converse in any room!"

Susan RoAne, Author of the International Classic *How To Work a Room* and Keynote Speaker

"Successful responsible businesses communicate actively with their customers, employees and wider stakeholders. We live in a world that is increasingly interconnected and we are communicating much more frequently by ever-evolving means. What is vital to maintain trust in a company, and achieve growth, is making sure that communication is clear and effective. This book has useful lessons for companies large and small. It will make you think about how you communicate and, more importantly, give you practical tools to start improving immediately – a must-read."

Stephen Howard, CEO, Business in the Community

"A toolbox of powerful techniques that will help anyone communicate more powerfully, effectively and confidently than ever before."

James Caan, Founder & CEO, Hamilton Bradshaw

"This fast-moving, helpful and practical book shows you how to develop instant rapport, connect with the basic interests of the other person, and persuade him/her quickly to your point of view in a warm, professional manner."

Brian Tracy, Author of *The Power of Self-Confidence*

The Snowball Effect

Communication Techniques to Make You Unstoppable

Andy Bounds

CAPSTONE

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To Em, Meg, Jack, Maia and Tom –
My angels and my demons x

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Introduction

Imagine how life-changing it would be if your communications suddenly became better than everyone else's.

The benefits would be huge. After all, great communicators are more successful. They get more done. They persuade others more easily. They enjoy their jobs more.

So, there you go. It's as simple as that. Just communicate better, and you'll achieve great things.

The problem, of course, is that it isn't "simple" to communicate brilliantly. If it was, your diary wouldn't be full of tedious conference calls, pointless meetings, and presentations where you watch somebody read out their slides.

And also, it's taken you your entire life to develop your current communication style. It's part of you. And it's hard to break such entrenched habits (after all, how many "transformational" workshops have you attended that changed things for 1–2 days only, if that?)

THE ONLY WAY TO IMPROVE YOUR COMMUNICATION SKILLS FOREVER

I've helped some of the world's largest companies to communicate better. I've spoken at conferences in 30+ countries about communication best practices. My mum is blind, so I've a lifetime's experience of talking to someone who can't see things the way I do – an essential skill when communicating. My previous book *The*

Jelly Effect: How to make your communication stick is an international bestseller (it was only kept off the Amazon #1 spot by the final *Harry Potter* book).

So, I know how to help people make long-lasting improvements to how they communicate. And one thing I've seen again and again is:

The best way to improve forever is to keep adding simple techniques, embedding them as you go.

The alternative – trying to change loads of things at once – always ends with people reverting back. It's like how detox diets always lead to retox binges.

This means that making a *permanent* change is like building a snowball: you make the core, then roll it down the hill, adding new layers as you go.

This book will help you build your snowball. I'll show you simple techniques to help you communicate better than ever before. This is something people often find hard to do, for all sorts of reasons:

- They communicate in the order they think. This means that their main points – the ones that required most thought – appear towards the end. But their audience's concentration reduces during their communications. So by the time they reach their main points, people have switched off.
- They prepare by thinking "what do I want to say?" not "what do I want them to *do* after I've said it?". But communication is supposed to *cause* something. That's the point of it. So, their first thought should always be to identify its purpose, then work backwards to decide what needs to be said to achieve it.
- They expect others to follow their thought processes, by showing how to get from Startpoint A to Conclusion Z. But what if the audience is starting at point B instead? A Londoner wouldn't direct a New Yorker by saying "starting in London, you . . ." because the other person isn't starting there.

HOW *THE SNOWBALL EFFECT* WILL IMPROVE YOUR COMMUNICATION

The book has five sections:

A Build Your Core: The Cornerstone of Successful Communication
B Get More Done More Quickly: How to Save One Month per Year
C Persuade More People to Say "Yes": How to Convince Others to Do What You Want

D Enjoy Your Job More: How to Make Work More Fun
E Eliminate the Negatives: How to Remove Your Communication Frustrations

These contain lots of short chapters, each showing a simple technique you can use the minute you finish reading. If you like, each chapter is a new bit of snow to add onto your core.

The chapter titles show what each technique will help you achieve. You can read them in whichever order you want – each makes sense on its own. So:

If you want to…	The best way to read the book is to…
Find out how to communicate in a certain situation.	Read the chapter titles and go straight to the relevant one(s).
Learn everything about a particular aspect of communication, e.g. effective meetings.	Look in the Index for all the pages that relate to meetings.
Read it as a book.	Go cover-to-cover!

Whichever you choose, I advise you start with **Section A – Build Your Core: The Cornerstone of Successful Communication**. This shows how to build a solid foundation. It helps you create your snowball's core. Get this right and you can build a brilliant snowball. Miss it out and the snow has nothing to stick to.

THIS BOOK IS A GREAT START. BUT IT'S ONLY A START

This book will make a big difference to you. Apply the techniques and you *will* communicate better.

But it's only a start. As Irish author George Bernard Shaw said: "The single biggest problem with communication is the illusion that it has taken place." In other words, people think communication's finished. But it often isn't. It needs constant, rigorous, disciplined reinforcement and follow-up.

And, just as communication never ends, neither does learning how to master it. So, to help embed this book's techniques: test them, use them, then adapt them to suit your situation.