

COMMUNICATION POWER TOOL



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You're heating up, your palms are a little sweaty, and you're pacing outside the room 5 minutes beforehand. When the stakes are high, such as an important presentation or job interview, communication can either be your best friend or worst enemy.

The Communication Power Tool is my best-kept secret when it comes to communicating with ease, even in stressful situations. And now I'm arming you with it, so next time you find yourself in a make or break moment, you'll find calmness in the fact that you are ready for anything that may arise.

"Dallas Image Consultant and Presentation Coach Tara Hooper is amazing with people she brings out the best in them. She is so friendly, nurturing and teaches you to be yourself, yet be effective on the stage. She helped me with my speech content, public speaking, body language and executive presence. I highly recommend her to anyone who needs the professional edge. She is an awesome!!!!!" Dr. Muralidhar, Lab Director

What Is It

The Communication Power Tool is a three-bullet point approach that allows you to immediately pull from your bank of life experiences when faced with a tough question. You become a clearer communicator by having a focused answer instead of a rambling, frazzled, stress-induced answer.

How It Works

Let's say your dream company just called you to schedule an interview next week. You'll need to practice but rehearsing your entire answer for each possible question isn't the way to go. Having perfect 3-minute answers can lead to sounding rehearsed and insincere. You also may trip up if you miss a word in the interview because let's be real, memorizing a 3-minute speech is pretty tough.

Rather, you'll memorize three bullet points with 1-2 words each, with each one representing core ideas that are important to the question's context. Then, when you are in the interview, you'll tell the story naturally because you can pull from one of your bullet points.



With a background in pageantry, I've worn crowns for Mrs. Alabama, Mrs. USA Petite, and Mrs. Southern California. In pageants, you have less than 5 minutes to make a fantastic impression on a complete stranger. When you're competing with dozens of other beautiful and accomplished women, it is hard to stand out from the crowd and these rapid-fire questions can be stressful. That's what inspired me to create the Communication Power Tool. It's the strategy I used that ultimately led to me being the interview winner throughout most of my pageant career.

Let's See it in Action

Step 1

Figure out the question that you will most likely be asked. For me, I would often get asked: "Why would you make a great Mrs. XYZ?"

Step 2

Think of 3 stories that would help you answer this question. These stories should be powerful, authentic to your core values, and relevant to the question at hand.

Step 3

For each story, assign 1-2 keywords that will help you recall the entire story. These will be your mental bullet points that you'll memorize.

As an example, my 3 bullet points are...

- 1) My Entrepreneurial Acumen
- 2) My Platform Relevancy
- 3) My Age Relatability

Step 4

Use these bullet points to guide your answer when you're in the moment. For example, when I'm on stage and recalling the bullet point, "My Entrepreneurial Acumen," I'll be able to elaborate on it easily. I'll talk about how my entrepreneurial journey started when I was 19 years old, then connect it to how my 20 years of business experience will be pivotal to building the brand of Mrs. XYZ Pageant.



Why It Works

You know your story and can say it with ease. The Communication Power Tool simply helps focus you, so you know how to tell your story in a way that is concise and relevant. When you do not use this method, you'll be grasping at straws and subsequently find yourself going down the rabbit hole. You must know what you're going to elaborate on rather than everything you're going to say so that you can answer questions effectively.

Another Fun Way To Use The Communication Power Tool

If you're about to give a large presentation, sum up each slide in one bullet point. This way, you can quickly give your listeners each main point before or after each slide's detailed information.

Takeaway

The human brain does best memorizing in odd numbers. By creating 3 bullet points in your head, you can easily recall the full answer or story once prompted. Yes, even when you're under lots of pressure.

Bonus Tool #1

There's something in all of us called enclothed cognition, meaning we perceive ourselves differently based on what we're wearing. That's why, through behavioral studies, we see that students who dress well for an exam tend to do better. You can use this to your advantage by dressing in a way that communicates who you are, therefore, exuding confidence.

If you're not quite sure what that looks like for you, let's talk about it here: [Book a 15-minute call.](#)



Bonus Tool #2

It's not always what you say, but how you say it. Using powerful language conveys much more confidence than if you were to rephrase the sentence with more qualifiers.

For example, instead of saying, "I'm going to try and..." say, "My intention is..." It also looks like saying, "Thank you __ for your feedback, but I wasn't quite finished" when you are interrupted instead of staying silent.

The first step to using stronger language is identifying when you're holding yourself back with weaker language. Here is my short list of common power words to get you speaking with conviction.

You Can Do This

Becoming a strong communicator is hands down one of the best skills you can develop. Your ideas will be better received, your confidence will skyrocket, and you'll command more attention. By using the Communication Power Tool, you'll notice significant changes in how you feel when you're communicating, specifically when you're in the heat of the moment.

When the Power Tool helps you, tell me about it. Send me an email at Tara@thestylesignature.com so we can celebrate your win together.

Want extra help? By working with me 1 on 1, you'll undergo a major transformation in all aspects of how you communicate. See the packages that I offer here [Communication Development](#).

And remember, I'm with you every step of the way as you create the best version of yourself.

Tara

