8 Great Tips for Communicating More Effectively

Dr Günter Umbach is a board-certified gynecologist, a former research fellow at the University of Texas, a member of the Institute of Management Consultants USA and the author of a book on winning in the healthcare business. He was a medical director and a marketing director in the pharmaceutical industry and now works as trainer and consultant for healthcare marketing in eleven countries.

How to Convince Your Target Audience

1 Know Your Objectives

Be clear about the answers to three basic questions:

1. Knowledge: What do you want your audience to know?
2. Emotions: What do you want your audience to feel?
3. Action: What do you want your audience to do?

Address all three aspects in your communication!

2 Convey a Benefit

Select a challenge your audience has. Explain how you will help them meet that challenge. Solve one of their urgent problems. They have to be convinced that you are providing a solution to one of their pressing needs.

3 Be Concise

Your text should be short and to the point. You need to boil down complex issues into crisp text. Keep the details for the specialists. If in doubt: Reduce, shorten, and summarize.

4 Be Crystal Clear

Remember "If you confuse them, you lose them" Once you have developed a draft, please check:

- Is it easy to read?
- Is it easy to understand?
- Is it easy to remember?

If you do not get a green light on all three items, simplify your draft.

5 Convey Your Message Comprehensively

Cover the complete spectrum of options to convey your message: Select the appropriate combination of words, style, design, layout, diagrams and illustrations. Ensure that all elements are aligned in a way that they enhance each other.

6 Identify Your Vocabulary

Narrow the number of possible words down to a list of approximately twenty words which best describe the situation and are backed up by evidence. This list helps you to ensure a consistent terminology in all your communication activities.

7 Use Headlines to Attract the Reader

Always use headlines for your texts that promise to add value, announce a benefit, or demonstrate an advantage. Avoid purely descriptive headlines, for example: "Analysis of data completed," which leaves the reader ignorant of the outcome. Instead try an eye-catching headline such as "Recent research results document the benefit of …"

8 Make Use of Bullets

A continuous block of text attracts fewer readers than a well designed list with bullet points. Therefore consider bullet points to express the core messages you wish to convey.

For more information about Dr Gunter Umbach and additional free tips please visit
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