

# The Jelly Effect

How to make your  
communication stick

**ANDY BOUNDS**



CAPSTONE



*“I’ve spent 15 years in senior PR and Communications roles with blue chip companies and can honestly say, what Andy doesn’t know about communications, isn’t worth knowing!! He’s a true genius and his advice is indispensable.”*

**Helen Mills, Global PR Director, AstraZeneca**

*“Andy Bounds taught me more about effective presenting than a lady who’d previously taught two US Presidents.”*

**Drayton Bird, Chairman of Drayton Bird Partnership  
and world leading authority on direct marketing**

*“Andy’s techniques are so effective yet simple to apply, that they are bordering on genius.”*

**Sue Aldridge, Business Development Manager, Royal  
Bank of Scotland**

*“Andy Bounds has a totally unique and inspiring way of communicating. He also has this tremendous ability to help others achieve more when they communicate. Every single person he’s worked with at npower has found his guidance to be immensely valuable, and to have made a real difference. My advice: read this book – it will help you communicate with, and relate to, people better than ever before.”*

**Heidi Walton, People Development Manager, npower**

*“I know the critical moment which changed our business was when we started working with Andy Bounds. Since that time, we’ve completed a row of major pitches to prospects and we’ve won them all, including the New Zealand Government....”*

**Mark Sinclair, Managing Director, Hubbub (UK) Ltd**

*“They say the definition of genius is the ability to make the complex simple. If that’s the case then Andy Bounds is a genius. Right now you hold in your a hand a book packed with insight and ideas that makes the whole art of communication and connecting with people both easy to understand and apply. Yes, you’ll have the occasional B.F.O.( Blinding Flash of the Obvious) moment and wonder why on earth you’ve never thought of some of the ideas before..... truth is we need some one like Andy with his incredibly easy style of writing to wake us up to the obvious. I defy anyone who reads this book and applies the insights to their own business not to see a increase in both their profit and their profile.”*

**Paul McGee, International speaker and best selling author of S.U.M.O. (Shut Up, Move On)**

*“I have found training and advice from Andy Bounds to have been a real benefit, the proof of the pudding being in some fantastic recent results from presentations to FTSE 250 companies.”*

**David Hunt, Corporate Fundraiser, Barnardo’s**

*“Basically get speaking with Andy Bounds if you want success whatever you may be doing.”*

**Ian Martin, Area Premier development Manager,  
HSBC**

*“There are absolutely no doubts in our minds now that hiring Andy Bounds is going to prove one of the most effective investments we have ever made in our business.”*

**Gillian & Martin Lawson, European Directors,  
Business Networking International**

*“After Andy had finished with us, our sales began to rocket. We weren’t pushing people into signing up. As if by magic, prospective clients were signing up with us WITHOUT us using traditional ‘closing’ techniques. Anyone who puts off engaging Andy Bounds will certainly miss out on an opportunity.”*

**Ian Denny, Managing Director, CHT Solutions Ltd**

*“I wish I had met him sooner.”*

**Sarah Owen, Managing Director, The Referral  
Institute UK**



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To my children Megan and Jack.  
I love you both very much.



# Contents

<i>Acknowledgements</i>	xi
<i>Who am I to tell you how to communicate?</i>	xiii
1 The best way for you to read this book	1
2 Why ‘the Jelly Effect’?	5
3 The AFTERs	9
4 Networking	21
5 How to sell more	89
6 Referrals	133
7 Presentations	179
8 Avoiding ‘the Green Corridor of Doom’	227
<i>And if you want even more help ...</i>	231
<i>Index</i>	233



# Acknowledgements

It all started last year . . .

A great friend of mine, fellow professional speaker Paul McGee, introduced me to John Moseley and Iain Campbell from his publishers Capstone. John, Iain and I hit it off straight away, all sharing a real passion for personal development, and decided to create this book together. They've given me invaluable guidance and support throughout the entire process, and I'm delighted to be associated with them and their company.

But, even with Paul, John and Iain's support, this book would never have happened if it had been left to me to type it (I'm pretty sure I'm the slowest typist who's ever lived). So, a huge thank you goes to my two highly-skilled and very patient typists: Jayne Smith of Document Direct, and my mother Geraldine, for the hundreds of hours of work they did.

Talking of my mother, as you will see from reading this book, she and my Father (Peter) have been a huge inspiration to me in everything I do. I am really proud of, and grateful to, them both.

Also, a big thank you must go to Sarah, Liz and all my colleagues for everything they do to make our business such a success.

And finally, the biggest thanks of all go to Emma, my editor, best friend, fiancée, business partner, sounding-board and soul mate. Em, this book – like everything else in my life – wouldn't have worked without you.

# Who am I to tell you how to communicate?

I have always had very poor eyesight.

I'm blind in one eye. My 'good' eye has a prescription of -14.5 (hardly anybody is less than -10) which means – amongst other things – I can't see far enough to drive. And at school I always had to sit at the front to see properly.

Also, you won't be surprised to know, I don't judge distances very well. I'm not very good at catching things. I can't make out those 'magic eye' pictures. And the only thing 3D glasses do for me is keep everything 2D, but turn it red.

Yet, bizarrely enough, my bad eyesight has given me an incredibly powerful insight into how to communicate in business – and I wager you won't have come across it anywhere else.

Let me explain ...

You see, to me, business communication has to do only one thing. It doesn't have to entertain, impress or astonish. It just has to *work*. To achieve what you want it to. A good sales pitch gets the sale. A great motivational speaker motivates. A successful training workshop improves delegates' performance.

Well, my eyesight has helped me show thousands of businesses how to make their communications do what they're supposed to do: be infinitely more effective.

For instance, one client – a major bank – won business from 18 sales pitches out of 18 after working with me.

Another client was already a very successful international speaker, motivator and marketing legend. He said after our first meeting, which lasted less than an hour, that I had taught him *'more about effective presenting than a lady who had previously taught two American Presidents'*.

I've helped TV personalities, blue-chip firms, industry leaders, business experts, national charities, sales teams, politicians achieve more when communicating ... all, believe it or not, because I'm quite literally 'half-blind'.

But how does this make me more able to help people communicate?

Well, you see my sight is a symptom of a hereditary condition called Stickler's Syndrome. I have it. My daughter Megan has it. And my mother has it.

In fact, my mother is totally blind. She lost her sight when she was eight (about the same age as I lost the sight in my left eye). Her blindness led to me having to do things – and explain things – others never have to.

As a child, I would sit on my mother's knee and ask her, 'What's the best way to describe this room to you, Mum? How can I explain it so you understand it *instantly*?' And I used to have these conversations with her about every subject imaginable – people, images, landscapes, rooms she hadn't been in before, describing films so she could enjoy them as much as a sighted person could, and so on.

So, for as long as I can remember, I have known something very few other people anywhere truly know: that *the natural way you speak is not the natural way for somebody else to understand*. I had to change the way I described things, how I put them in context, so Mum could easily understand, benefit from and – most importantly – act on what I said.

Now, you may well be thinking, ‘How does Andy talking to his blind mother have any relevance to me? I don’t tend to come across blind people in business very much.’

And I’m sure you don’t. But:

- Have you ever been bored during someone’s presentation? It would be amazing if you haven’t: a staggering 97% of managers find it hard to stay awake in presentations. Main reasons include too much information, overly long presentations and reading from slides – Research by PTP Training and Marketing.
- Ever been in a meeting where you could have walked out half way through without it making any difference to your life whatsoever?
- Ever had a tedious, pointless conversation when you’ve been networking?
- Ever failed to win a piece of business that, deep down, you know you could/should have won?

I bet you have. Everybody has. But one day I found a way of applying what I learned when talking to my mother to everyday business communications – like networking, presenting, training, meetings, interviews – which is totally new and astoundingly effective.

You see, my mother is very clever. Consider how long the legal profession has existed in the UK – literally hundreds of years. And she’s only the second blind British female solicitor ever.

So although she's very intelligent, she just happens not to see. And, when you speak to others in business, they too may well be very bright. But they may not see things from your point of view.

So, you need to put things in context for them. Just like I had to – and still do – for my mother.

And that's what this book is all about. I'm going to show you how to get the results you want when speaking to others. Whether they're groups or individuals. Whether formally or informally. Whether inside or outside your organization.

In other words, this book will help you achieve more from your verbal communication than ever before.

You see, the common denominator with every type of communication is there is an audience. And, if you put things from their point of view, you have a much better chance of success.

Now, I know you already know that, but you're about to learn what I realized at a very early age: that, despite knowing this, very few people truly communicate from the audience's viewpoint. Even if they think they are doing. And this is the simple, overwhelmingly important reason why they don't achieve what they want.

So, this book will show you how to impress anyone when you first meet them by saying the right things in the right way. Similarly, you'll discover the easiest, quickest way to sell anything to anyone. You'll learn how to ask people who know, like and trust you to recommend you to others. And you'll learn a simple technique to achieve what you want from your presentations.

You'll see that – to achieve all these things – all you need is a change in the emphasis of what you say, a tweaking of the order in which you say it, minor adjustments to standard phrases that you use, and your results will rocket. By the time you finish this book, you will know

exactly what to say – and how to say it – to enjoy far greater levels of success.

As a final – and very important – point, I guess you don't have a great deal of free time. Nobody does any more, do they? So, this book has been written and designed with that in mind.

Have a look at the next chapter, 'The best way for you to read this book', to see how you can get the most value from it in the shortest possible time, and start learning some new, incredibly simple and very powerful ways to impress, motivate and persuade more people when you speak to them.

Andy Bounds



# The best way for you to read this book



*I'm lazy. That's why I read lots of business books.*

**Drayton Bird**

I once heard Drayton Bird make a surprising confession.

'I'm lazy,' he said. 'That's why I read lots of business books.'

This sounded very strange to me. 'Why would someone lazy bother reading books?' I asked him.

His reply made perfect sense, though.

'Most people waste half their lives *guessing* what will work. They try, fail, and squander time and money for years making it up as they go along. Why guess when you can know from someone who's done it all before?

'I can spend a day reading a book, do exactly what it tells me, and get it right first time. That's why I'm lazy. I'd rather do one day's good work than twenty years of bad.'

## BRILLIANT BUSINESS BOOKS

This made a lot of sense to me, though I'm not too sure I'd like to call myself *lazy*. I like *time-efficient* better.

But it's not only *time-efficiency* I look for when I read business books. I want them to have the following attributes:

- 1 Most important: give me tips that are *all*:
  - new (that I haven't heard before);
  - simple (so they are painless for me to implement);
  - relevant (so I can apply them to my business);
  - accessible (so I can understand them and put them to work easily); and
  - effective (i.e. they *work*).
- 2 The book must help me to be *time-efficient* when reading it. This could mean teaching me lots of things in a short space of time, or being clearly signposted so I can easily find the things that matter most to me.

Are you like me? Do you want *this* book to do those things for you? I hope so. Because I have written the book assuming you do. And here's how ...

### **Attribute 1 – New, simple, relevant, accessible and effective tips**

Every tip, hint or technique in this book has been carefully selected to be:

- *New* – either my unique way of looking at things, or presenting in a new way the results of years of study into what persuades and stays in the memory.
- *Simple* – one of my clients once said I give 'annoyingly simple advice'. In his words: 'I could have thought of every single thing you said, but never have. Nor has anybody else I've ever met.'

Everything in this book is easy for you to incorporate into your standard way of working, and is fast-acting.

- *Relevant* – unless yours is a strange kind of business I’ve never come across, everything in this book should apply to what you need to sell or persuade others about.
- *Accessible* – throughout the book, you’ll find lots of simple exercises so you can apply what I have said to your own business, to make sure this book becomes a practical guide, rather than a theoretical manual.
- *Effective* – everything you read in this book *works*. It has been tested by the thousands of businesses I have worked with, so I know what happens when people implement the advice you’re about to get.

### **Attribute 2 – Time-efficient**

This book is easy to read time-efficiently.

If you like to read cover to cover, this book takes you on a journey. I start by showing you how to have far greater impact and get better results when you speak to strangers (at networking events) ... building up to how to present to groups, again with greater impact, and better results.

However, if you have a more targeted, selective approach to reading – would rather zero in on what matters to you – I’ve ensured each section is totally self-contained, making complete sense on its own. That way, for example, if you only want to know how to be better at networking, simply read Section 4.

But, however you read this book, to make sure you get the best out of it, there are two sections you must read ...

### **Getting going ...**

If you're planning to dip in and out of relevant sections, turn to the Contents on page ix and see where you want to go first. To remind you, all the sections are self-contained, so you can read them in any order.

However, the two sections you simply must read for this book to get you the best results are:

- **Section 2: *Why 'the Jelly Effect?'*** – This section explains the single biggest problem in business communications (as well as shedding light on the title of this book).
- **Section 3: *The AFTERs*** – Of everything that I have ever taught any business person anywhere, the thing that has had the biggest impact on their success is the 'AFTERs', which is a process I've developed to make communication more powerful. Because AFTERs are so fundamental to business communication and all the subsequent sections keep referring to them, the book won't make sense unless you read this section.

These sections won't take long to read, but give you an instant appreciation of what you need to do to get better results every time you speak to others.

# Why 'the Jelly Effect'?



How many times have you been excruciatingly bored when listening to a presentation?

How many times have you been itching to get away from someone at a networking event, as they drone on and on?

How many times have you been aggressively sold-to and thought, 'I'd rather be somewhere else ... anywhere else. Just *not* here.'

I'll bet it's hundreds of times. It certainly is with me. And with every person I've ever asked these questions to.

But, what about the other way around... when it's *you* who's presenting, who's networking, who's selling?

Do you ever bore people to death? Do you drone on when you should shut up? Do you sell in a way that comes over as too aggressive?

Have you ever felt that sickening feeling when presenting: 'Oh no, I'm losing the audience ... they look so bored ... they're looking round the room ... they're fidgeting ... and I've still got 10 minutes to go ... I'll speed up and get it over'?

When networking, have you ever seen the person you're speaking to constantly glance over your shoulder to find someone else to talk to?

Or, when selling, have you ever *known* that your potential customer is just not interested? In fact, they have totally switched off ...

Again, I bet you have. Everybody has.

But why is this? Why doesn't business communication work? Why can't people keep their audiences listening to them?

Because of one simple reason:

**Business people say too much irrelevant stuff**

- all the time
- every day
- to every type of person.

Think about it. It's true. Do any of these (totally irrelevant to you) things sound familiar?

- presentations that begin with the presenting company's year of formation, number of offices and staffing levels;
- networking conversations that include a lengthy description of the other person's company, their product range, infrastructure and history; or
- sales pitches that give a full, excruciatingly detailed description of how the product works (much of which you just don't need or even want to know).

Totally, utterly irrelevant to you. But you hear them all the time.

And, hand on heart, you probably do it too.

When you speak like this, it's very much like filling a bucket with jelly, and flinging it at the other person, hoping some of it will stick.