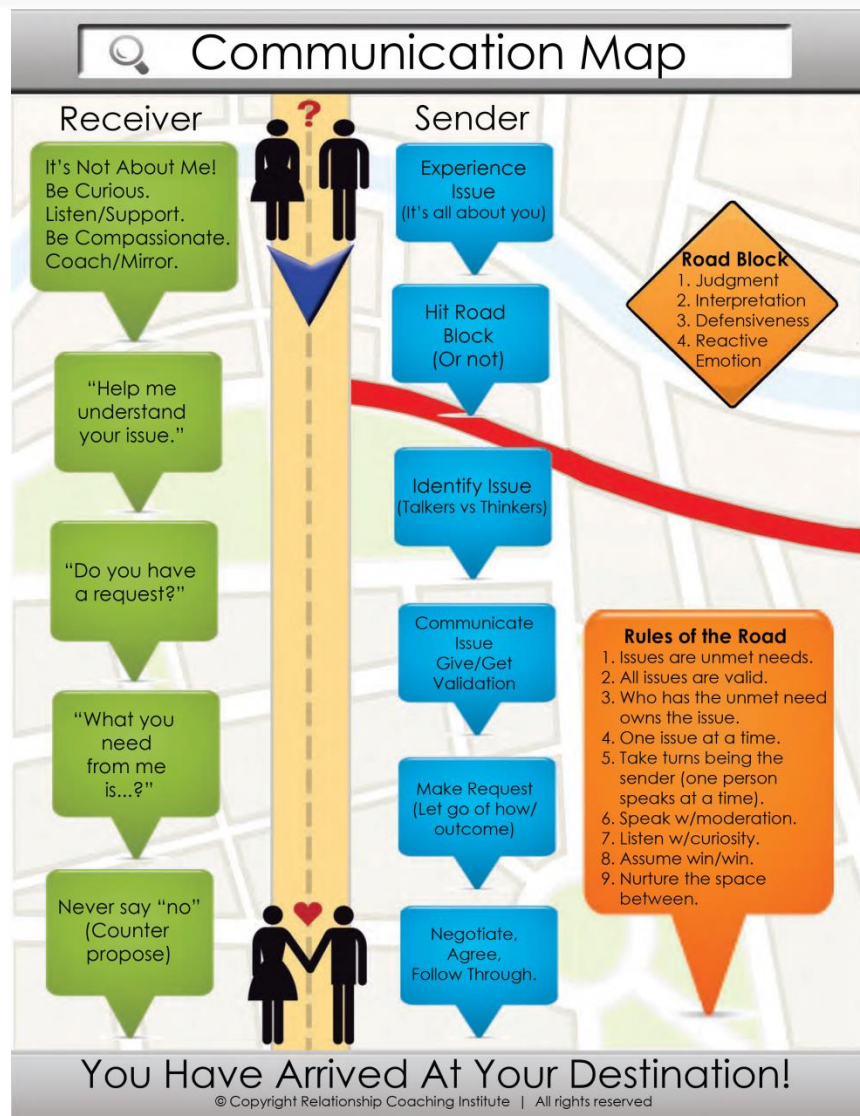




USING THE
Communication Map
TO FILL YOUR
Relationship Coaching
Practice

The Communication Map - 20th Anniversary Edition



available now at www.TheCommunicationMap.com

Free 47 Minute Audio/Video Tutorial (downloadable)

RULES OF THE ROAD

1. ISSUES ARE UNMET NEEDS
2. ALL ISSUES ARE VALID
3. WHO HAS THE UNMET NEED OWNS THE ISSUE
4. ONE ISSUE AT A TIME
5. TAKE TURNS BEING THE SENDER
6. SPEAK WITH MODERATION
7. LISTEN WITH CURIOSITY
8. ASSUME WIN/WIN
9. NURTURE THE SPACE BETWEEN

Road Block

Experience Issue

Identify Issue

Communicate Issue

Make Request

Negotiate, Agree, Follow Through

Never Say "No"

"What you need from me is...?"

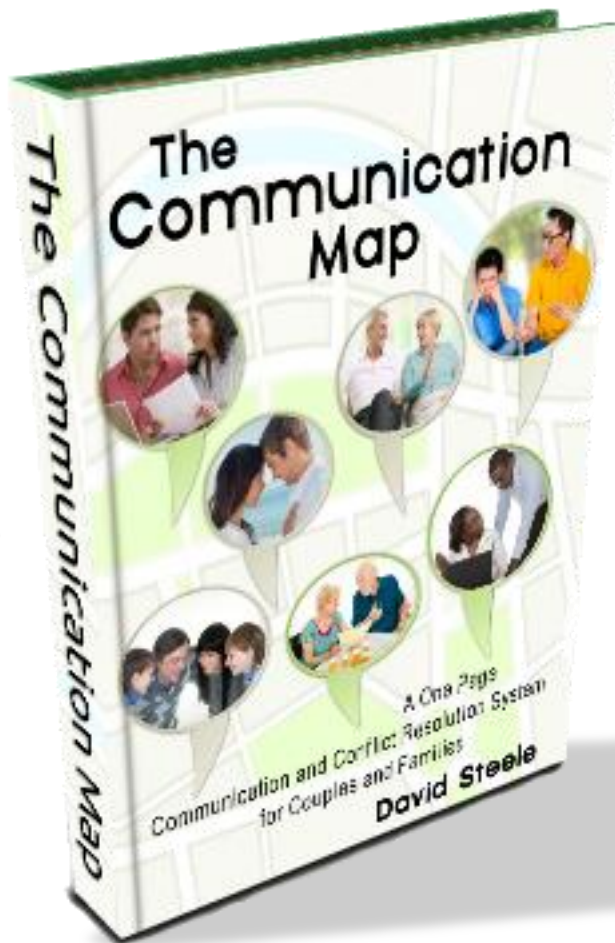
Do you have a request?

"Help me understand your issue."

It's Not About Me!

00:20

New! Communication Map ebook



www.CommunicationMapBook.com or on Amazon for Kindle

Relationship Coaches Love the Communication Map



" The Communication Map is an important tool for mutual understanding, deeper communication and true listening. The best part is that it's so simple and its application is immediate . My clients find The Communication Map to be an invaluable resource and appreciate it' simplicity and effectiveness. It soothes, heals, and paves the way for each of the partners to feel truly loved and appreciated."

~ Lois Barth , New York, NY

"The Communication Map is great – We got a quantity and gave them to all of our couple friends. We love it, they love it . Whenever one of us is upset we walk through the steps. It recently made a huge difference for one recent upset that we thought we couldn't get past, but we got to what was really going on, made a request, an agreement, and the upset disappeared! Thanks so very much!"

~ Rick and Jo Harrison , Gisborne, Victoria, Australia



Relationship Coaches Love the Communication Map

“The Communication Map is an easy-to-follow, step-by-step program for communicating more effectively with others, whether it’s with your spouse, partner, children or co-workers. Don’t let unresolved problems and conflict stand in the way of creating meaningful relationships. By following the Communication Map you’ll learn how to be a more conscious communicator to get your needs met while making it a win-win for both of you. I’ve used it and I know it works.

It can work for you, too.”

~ Tara Kachaturoff, Birmingham, MI



“The Communication Map is a great tool that has helped my clients to reduce or eliminate unpleasant conflicts that used to end in arguing and disappointment. By using this simple, easy-to-learn method of conflict resolution, couples address their respective needs and restore harmony and satisfaction in their relationship.”

~ Geoff Farnsworth, Mullica Hill, NJ

More LOVE at www.iLoveTheCommunicationMap.com

What is the

#1 Complaint

of people who seek

Relationship Help?

Struggle between what people want



and the solutions that most experts provide.

The Impossible Six of Transformation

1. Fast

4. Makes sense

2. Easy

5. Practical

3. Affordable

6. Effective

What do people want in a solution?

The Communication Map Delivers

1. Fast

4. Makes sense

2. Easy

5. Practical

3. Affordable

6. Effective

Who can benefit from the Communication Map?

Roommates

Couples

Parents

**Any 1-on-1
Setting**

Families

Neighbors

Employee
Relations

Customer
Service

Who can benefit from the Communication Map?

Dormitories

Sports
Teams

**Any Group
Setting**

Volunteer
Groups

Playgrounds

**End wars and promote
world peace!**

Using the Communication Map for Marketing

I can teach you a simple, proven method for effective communication and conflict resolution in 45 minute or less.

Does that interest you?

- seminars and workshops for the public
- in-service trainings for schools
- churches
- service organizations
- nonprofits
- corporations
- small and medium-sized businesses

A Few Ideas for Seminar Titles:

- **How to Stop Arguing and Start Communicating**
- **Resolve Your Biggest Argument in 45 Minutes or Less**
- **Conflict Resolution for Dummies**
- **How to Make it Work With Your Kids**
(Kid, Spouse Boss, etc.)
- **Dealing With Difficult People**
(Employees, Kids, Family Members, etc.)
- **They Said What??!! Handling Conflict With Ease**
- **45 Minutes to a Great Relationship**

Five Steps

**to Filling Your Relationship
Coaching Practice**

With

The Communication Map

Step 1:

Identify your
Target audience.

(easy peasy)

with The Communication Map

Step 2:

Market the solution
to their biggest
relationship problem.

(You've got it!)

with The Communication Map

Step 3:

Provide a solution in person at
low cost, easy access

(seminar, workshop, webinar, 1:1 by
telephone or in person)

and include follow-up consult.

Step 4:

Follow-up consult

(identify needs, issues, goals,
and challenges)

with The Communication Map

Step 5:

Enroll in your services / program
to address issues / overcome
challenges / achieve goals.



Eureka!

with The Communication Map

Types of Prospects

want the solution and won't accept help

Quick Fix

Unsupportable

want an easy solution and won't follow up

"yes, but" and won't accept solution

Motivated

Skeptical/Negative

These are the clients you're looking for.

Provide value to them all, but quickly identify and move on from #1-3 and focus on #4.

Bonus Strategy: Ask for Referrals

**“Who do you know
that needs this information /
could benefit from
this program?”**

Invitations

Get your copy of

The Communication Map at:

www.TheCommunicationMap.com

(bulk orders available)

Become a **Relationship Coach!**

Register for RCI's FREE

Relationship Coach Starter Kit

Let's talk: www.MeetWithRCI.com

Join RCI!

RCI is committed to helping you build a successful relationship coaching business:

- World class training
- Done-for-You marketing materials, presentation slides and handouts, etc
- Comprehensive practice building programs
 - Mentoring and support
 - And much more!

“Done for You” Communication Map Programs

- [Converting Prospects to Clients](#)
- [Your Web Presence](#)
- [Write your way to Success](#)
- [Speak your way to success](#)
- [RCI Member Showcase](#)
- [Singles Workshops and TeleClasses](#)
- [Singles Presentations and Tele Seminars](#)
- [Couples Workshops and TeleClasses](#)
- [Couples Presentations and TeleClasses](#)
- [How to Speak Your Way to Success](#)
- [Network your way to Success](#)
- [Getting Publicity](#)
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- [Continuing Education Programs](#)

The Communication Map

Communication Map Seminar/Workshop

Version 1

Please note that you are welcome to modify the slides and program anyway you wish, but please keep our copyright in tact. The Communication Map PDF is not high enough resolution for printing to pass out at these events, we recommend purchasing hard copies (available at cost) [here](#)



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Communication Map Seminar/Workshop

Version 2



[Download Version 2 PDF](#)

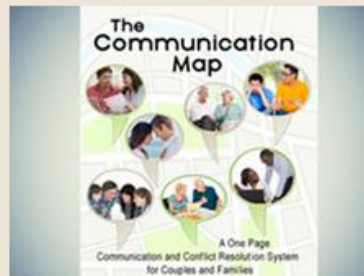
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Communication Map Seminar/Workshop

Version 3

This is the version used for the 47-minute tutorial provided to the public.



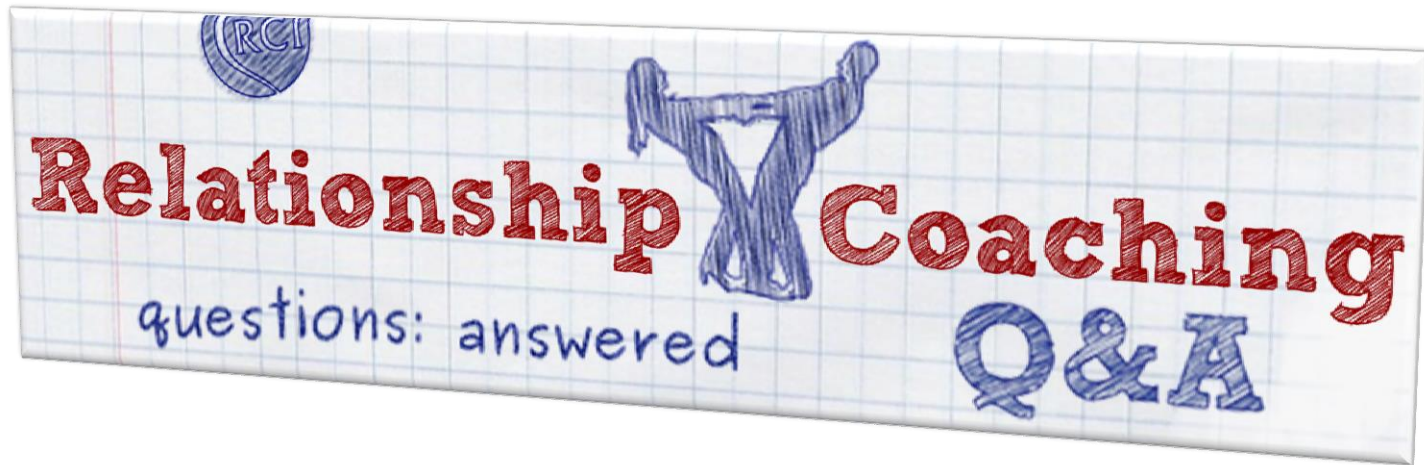
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For RCI members at RCIMember.com



David Steele

*Founder of
Relationship Coaching Institute*

Thanks for joining us!

