



How to Use Power Phrases to Say What You Mean, Mean What You Say, & Get What You Want

By Meryl Runion

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Easy-to-master techniques for more effective communications in all areas of life

In this breakthrough guide, communication guru Meryl Runion explains why effective communication is more than just a business tool. It is also the key to happier, healthier relationships, and greater personal fulfillment and business success. In *How to Use Power Phrases to Say What You Mean, Mean What You Say, & Get What You Want* she introduces readers to the concept of power phrases--short, focused expressions that let people be direct and to the point without seeming brusque or nasty. In clear, down-to-earth language, illustrated with numerous vignettes and real-world examples, Runion teaches readers how to:

- Say what needs to be said without fear of misinterpretation or creating negative emotional responses
- Master six basic methods for crafting power phrases for any setting and every social, professional, or interpersonal situation

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Editorial Review

From the Author

Did you ever want to shake someone and ask, "Why didn't you say anything?" They might have responded, "I didn't want to hurt your feelings" or, "No one else was saying anything", or "I didn't know what to say". Perhaps they said, "I didn't want to be a tattler" or "You're the boss and I didn't think it was appropriate", "I don't like discussing things like that" or "I figured you knew".

Who cares why no one spoke the Simple Truth if you just lost your best employee, friend or customer because no one told you something essential? There is no comfort in knowing why someone stayed silent if you did something foolish, if someone you trust was robbing you blind or if you made a wrong decision, and someone knew and didn't say anything.

Staying silent is so common we often do not realize there is another way. That is why PowerPhrases are essential. They provide the words to say what needs to be said. Failure happens one Poison Phrase at a time. Success happens one PowerPhrase at a time. I invite you to stand up, power up and SpeakStrong.

From the Back Cover

Get to the point! Learn how to use Power Phrases to say what you mean...and get what you want.

If you have ever walked away from a situation because you didn't know what to say, or you didn't know what to say but you spoke anyway, you know about all the stress, confusion, wasted time, missed opportunities, and hurt feelings you could have avoided if only you'd said the right thing at the right time.

Now internationally acclaimed executive coach and communication guru Meryl Runion introduces you to a powerful, easy-to-master communication technology that lets you say what you mean, mean what you say, and get what you want--at home, in the office, and in every social and interpersonal setting. In a lively narrative, crackling with wry wit and loving observations of people and their foibles, Runion teaches you six basic methods for crafting Power Phrases--short, focused expressions that are direct and to the point without seeming brusque or nasty. Once you've mastered the art of using PowerPhrases there is no limit to what you can accomplish. In no time you'll be wielding Power Phrases and you will:

- Learn a new language that will open up honest dialogue instantly
- Confidently say what needs to be said without fear of misinterpretation or negative emotional responses
- Resolve sensitive situations quickly and effectively
- Avoid being taken advantage of, ignored, passed over, or undervalued
- Communicate your needs and desires and get the results you want
- Nip harassment in the bud

About the Author

Meryl Runion is a speaker and trainer who focuses on communication skills. Her clients include Bell South, IBM, Travelers Insurance, KPMG, Sieman Corporation, and Johnson's Wax. She has been featured in *USA Today*, *Women in Business*, and *First for Women*, and she is a regular guest on nationally syndicated TV and radio programs. She lives in Denver.

Users Review

From reader reviews:

Evelyn Blow:

The book *How to Use Power Phrases to Say What You Mean, Mean What You Say, & Get What You Want* can give more knowledge and information about everything you want. So just why must we leave a good thing like a book *How to Use Power Phrases to Say What You Mean, Mean What You Say, & Get What You Want*? Wide variety you have a different opinion about reserve. But one aim in which book can give many facts for us. It is absolutely correct. Right now, try to closer using your book. Knowledge or info that you take for that, it is possible to give for each other; you could share all of these. Book *How to Use Power Phrases to Say What You Mean, Mean What You Say, & Get What You Want* has simple shape but the truth is know: it has great and large function for you. You can look the enormous world by open and read a reserve. So it is very wonderful.

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Jean Spence:

A lot of people always spent their particular free time to vacation as well as go to the outside with them loved ones or their friend. Do you realize? Many a lot of people spent these people free time just watching TV, or playing video games all day long. In order to try to find a new activity that is look different you can read a new book. It is really fun for you. If you enjoy the book which you read you can spent all day every day to reading a publication. The book *How to Use Power Phrases to Say What You Mean, Mean What You Say, & Get What You Want* it is quite good to read. There are a lot of people that recommended this book. They were enjoying reading this book. In case you did not have enough space to bring this book you can buy often the e-book. You can m0ore very easily to read this book through your smart phone. The price is not to cover but this book has high quality.

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