

ENJOY SELECTED *Excerpts* from SUSAN'S NEW BOOK

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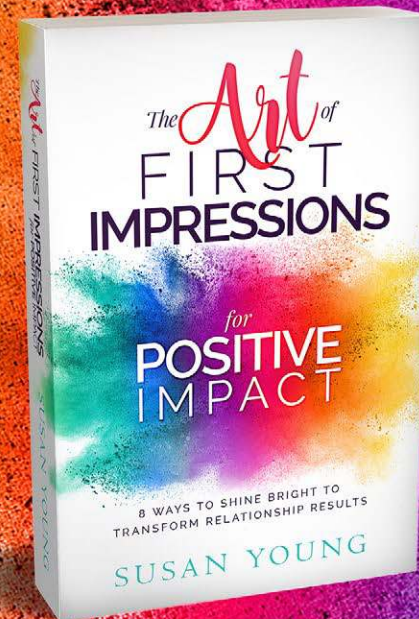
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# Welcome

ARE YOU **CREATING, MAINTAINING, AND RETAINING THE RELATIONSHIP RESULTS YOU DESIRE?** ARE YOU EVEN AWARE OF THE IMPACT YOU ARE MAKING? WOULD YOU LIKE TO BE?

Universally, what do most people want? Think about it. How about you . . . what do YOU want? To make new friends? Build social confidence? Have more fun? Be a stronger leader? Expand your influence? Get the job of your dreams? Grow your business? Nurture your network? Be your best self?

The list is long and unique to each of us. *The Art of First Impressions for Positive Impact* is your go-to guide for achieving all of this and more.

HI! MY NAME IS **SUSAN C. YOUNG.**

As a Positive Impact & Change Expert, I have been a keen observer of how people show up to life; observing what makes a great first impression and what does not. With years of research, experimentation, and conversation, I have whittled it down to 8 key areas that can truly transform your relationship results. Join me as I share these brief excerpts to introduce you to these 8 Arts. If you like what you see, please visit [susancyoung.com/store](https://susancyoung.com/store) to learn more.

Susan is the Founder and CEO of the speaking and training firm Susan C Young International, LLC. She inspires organizations to **CREATE POSITIVE CHANGE to BOOST POSITIVITY, ENGAGEMENT, AND COMMUNICATION SO THEY CAN MAKE A POSITIVE IMPACT IN LIFE & BUSINESS.**



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# *The Art of* BEING

OPTIMIZE YOUR PRESENCE  
& ESSENCE FOR POSITIVE IMPACT

Attitude. Personality. Mindset. Spirit. Essence. Regardless of how you define your state of being, it is the basis for your existence and how you experience life. *The Art of Being* lays the foundation for your first impressions because if you get this part wrong not much else matters. All other efforts may be diminished or wasted.

Your way of being sets the tone for how people relate to you, behave toward you, and engage with you. The more positively centered and grounded you are in your authentic being, the more people may be drawn to you. Becoming the person you want to be includes being your best, doing your best, and allowing your personality, passions, and purpose to shine through.



# The *Art* of PREPARATION

PLAN WITH PURPOSE &  
INTENTION FOR **POSITIVE IMPACT**

If you want to be successful, how you show up to life matters. What steps can you take to prepare before meeting others to ensure that when you do show up—you are bringing your very best to the table? Wouldn't you like to arrive to any event or situation with a sense of confidence and ease that things are as they need to be?

Your first impressions will often occur within a limited window of opportunity—and if you blow it, the opportunity may be lost forever. Why leave your success up to dumb luck or accident when you can take a stand, make a plan, and be proactive in your pursuits? Prime yourself for success and demonstrate to others that you are diligent, reliable, and trustworthy. It will impress others and give you the winner's edge to live and give your best. Get ready to take on the world from a position of personal power, strength, and intention!

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# 3

## *The Art of*

# BODY LANGUAGE

## OPTIMIZE NON-VERBAL COMMUNICATION FOR **POSITIVE IMPACT**

Your body language is your primary language—and one that every person understands! Although it is non-verbal, evidence suggests that our body language and tone of voice can have a bigger impact and account for more of our communication than the words we speak. Your body language continuously communicates on your behalf, whether you are aware of it or not.

One of the most compelling things about you is the energy you put forth—whether it is positive, negative, or neutral. And that is only the beginning. The way you walk, talk, stand, and carry yourself, sends messages to others that can attract or repel, encourage or discourage, and impress or depress. Using *The Art of Body Language* to your advantage can not only improve how others perceive you, but can raise your own levels of confidence, competence, and self-esteem.





# The Art of ACTION

INITIATE & ACTIVATE FORWARD  
MOMENTUM FOR **POSITIVE IMPACT**

Life rewards action. To get from where you are now to where you want to be requires forward movement and momentum. Although you may already know what it takes to bridge the gap, simply knowing what to do is not enough. Action is the key to creating the changes needed to propel you in the direction of your dreams and help you achieve your relationship goals. How are you spending your time, energy, and activities to activate your awesome and contribute to making a positive first impression?

*The Art of Action* explores specific action steps you can take for personal and professional transformation. Start by taking the initiative to be kind, courageous, and polite. Become a 'good-finder' and seek to acknowledge the best you see in others. Move beyond yourself to serve a greater purpose and vision. Learn to mix, mingle, and glow which will help others feel more comfortable, at ease, important, and connected. By being fully present and engaged you will maximize your moments to make every encounter count. Being proactive and intentional will enable you to create a positive experience for yourself and others.

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# *The Art of* COMMUNICATION

## CONFIRM CLARITY & UNDERSTANDING FOR **POSITIVE IMPACT**

Communication is the soul of all relationships. More than any other skill, it is the heartbeat of success in sales, marriage, business, friendship, communities, and more. Wouldn't it be great to be a natural communicator and know exactly what, when, why, and how to speak so that your message is conveyed and received as you intend? Communicating poorly (gossiping, bragging, bullying, and criticizing) can be disastrous to your reputation, cause you to lose the respect of others, and leave a terrible impression. Why leave this essential expertise up to chance when it can make or break the success of your relations?

*The Art of Communication* shares insights to help you communicate with a higher awareness and focused intention. Meet people on their level to increase clarity and understanding. When you begin conversations with confidence and listen attentively you will become more flexible and adaptable in most any situation. Since we are all unique and individual, being cognizant of different personality styles will help you better recognize where others are coming from to minimize barriers, build trust, and catapult your new found relationship into a meaningful connection.



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*The Art of*

# CONNECTION

ENRICH RAPPORT & KINSHIP  
FOR **POSITIVE IMPACT**

Communicating on the surface can be easy, but when you want to dig deeper and connect with a more profound impact, how can you take it to the next level? How can you achieve greater understanding, especially when others have personalities, experiences, needs, and preferences that are different than your own? We all have ideas and agendas for what we have to do throughout our day.

*The Art of Connection* empowers you to foster a sense of wonder which allows sincere curiosity to move you beyond the predictable and the mundane. Expressing genuine interest for people can connect you on levels you may never have imagined. Encourage others to talk about themselves by asking questions and listening to what they have to say. Exercising the Art of Connection with mutual respect will make you all the more fascinating for kinship and camaraderie. As you use fun and humor to reduce tension and connect with laughter, light-heartedness will prevail. Exercising discretion and good judgment in your communication will leave your listener feeling like they have met a person of substance and style.



*The Art of a*  
**POSITIVE  
LASTING  
IMPRESSION**

GAIN & RETAIN A GREAT REPUTATION  
FOR **POSITIVE IMPACT**

The fact is, you don't get a second chance to make an outstanding first impression. After you focus on what it takes to make your first moments fabulous and unforgettable, what can you do to keep the good vibe going, especially since it can linger for years to come? A great first impression can be quickly erased by doing one stupid, negligent, or thoughtless thing. What steps can you take to prevent this from happening? Practice The Art of Positive Lasting Impressions to make your last impressions as positive as the first.

How can you confidently maintain a positive impression long after the initial interaction has occurred? What tips can you apply as you say goodbye? Create happy endings by leaving conversations without feeling rude or awkward. Always try to leave others feeling better than you found them by adding value, keeping promises, and leaving the door open to reconnect in the future. Even when you have not had direct contact with a person, you can set an extraordinary example by how you treat your team and the people around you.

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*The Art of*

# NURTURING YOUR NETWORK

**CULTIVATE YOUR CONNECTIONS TO  
CREATE FRIENDSHIPS FOR LIFE**

How can you stay connected, cultivate your connections, and nurture your network to enrich your life and relationships? Explore ways to stoke the flame and keep the fire burning long after the initial meeting has occurred. How can you move from making new acquaintances and turn them into rewarding business contacts or establish lifelong friendships?

In *The Art of Nurturing Your Network*, you will travel past the initial encounter and learn how to continue the great flow of feelings to help you win in business and in life. How can you win friends, influence people, and grow your territory? By beginning to cultivate your connections, learning to give and get warm and fuzzy referrals, volunteering your time and talent, and joining new organizations to expand your opportunities. When you come to life diligent and dedicated to making a great first impression you may be rewarded with the greatest gift of all . . . Amazing friendships for life.

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# Susan's BOOK COLLECTION



## Release The Power of Re<sup>3</sup>

Change isn't going anywhere and will continue to happen again, again, and again . . . with you, without you, for you, or against you. That's life. Then why do some people strive and thrive, while others flop and flounder? You have the power to choose.

In **Release the Power of Re<sup>3</sup>: Review, Redo & Renew for Positive Change & Transformation**, Susan C. Young shares her 3-Step Formula for harnessing the power of change, being exponentially resilient, and optimizing your outcomes in life and in business. Whether you hope to navigate change more successfully, create something brand new, or improve upon the past, Susan will help you make the right choices for the right changes.

BUY NOW

## The Art of First Impressions for Positive Impact

People will form an entire opinion about you—your company, your credibility, your personality, and your likability—within a very few short seconds. These brief seconds can be the make-or-break basis for building rapport, earning trust, winning friends, or making the sale. These “seconds” often determine your success in business and in life. Make these moments matter!

**The Art of First Impressions for Positive Impact** is your go-to guide to help you THRIVE in social settings and achieve the relationship results you desire. Susan C. Young provides a rich and enduring resource to help you build engaging, valuable, and AUTHENTIC relationships forged in TRUST, COOPERATION, & RESPECT.

BUY NOW

## Speak Your Book

Do you have a message to share with the world? Would publishing a book enhance your professional credibility? Do you dream of being an author but struggle with the writing process? If so, you are not alone! Susan C. Young felt the same way.

Then one day, she put on her sneakers and went for a walk in the woods. With her smartphone in one hand and a book outline in the other, she began to speak her heart. As she recorded her thoughts and emailed them to herself, she successfully wrote a book in 7 days! The process she discovered was so remarkably effective, she launched 10 books on Amazon in a year. And now she generously shares her journey to empower you with the tools to **Speak Your Book: Get Walking, Start Talking & Publish Like a Pro!**

LEARN MORE

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