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## Press Release

For Immediate Release

New Book Release: "How to Influence Anyone, Anywhere, Every Time" by Colin James and Erica Bagshaw

Melbourne, Australia – 24/5 – We are excited to announce the launch of "How to Influence Anyone, Anywhere, Every Time," a groundbreaking new book by globally renowned speaking coaches Colin James and Erica Bagshaw. In a world where organisations face exponential change, increased competition, and the challenges and opportunities of a digital landscape, we rarely invest in the skills that drive growth and success.

Since Covid, the channels we communicate through have also vastly changed and people's attention spans have reduced creating even greater challenges to get your message across.

"How to Influence Anyone, Anywhere, Every Time" provides individuals and organisations with the tools to make a significant impact through effective communication and influence. This essential handbook, targeted at professionals across various fields, provides tested frameworks and instantly applicable techniques to master the art of communication and influence.

### **Are You Making an Impact with Your Communication?**

In our fast-paced, communication-driven world, the ability to influence others is a crucial skill. Whether in the boardroom, during sales meetings, or in everyday interpersonal interactions, effective communication can be the key to success. "How to Influence Anyone, Anywhere, Every Time" is designed to equip readers with the tools they need to engage and persuade their audience, ensuring their message is delivered with conviction, confidence, and clarity.

### **Master Communication with the 3 Ds: Diagnose, Design, Deliver**

James and Bagshaw's book introduces a tried-and-trusted process for successful communication, known as the 3 Ds:

1. Diagnose: Understand your audience, the context, and your desired outcome.
2. Design: Follow the 12-step framework to tailor your communication for maximum impact.
3. Deliver: Learn to master body language, voice modulation, visual aids, and energy to captivate and persuade any audience.

### **Why This Book Matters**

"How to Influence Anyone, Anywhere, Every Time" is more than just a guide; it's a comprehensive resource for anyone looking to enhance their communication skills. With this

book, readers will learn how to systematically and practically capture and hold attention, build trust, and achieve positive outcomes in any professional setting.

### **Praise for Colin James and Erica Bagshaw**

As internationally recognised speaking coaches, Colin James and Erica Bagshaw bring a wealth of experience and expertise to this book. Their proven methodology has helped countless professionals and Fortune 500 companies around the globe to communicate more effectively and wield influence in any context.

### **Availability**

"How to Influence Anyone, Anywhere, Every Time" is available now at leading bookstores and [online retailers](#). For more information about the book and the authors, please visit our [website](#).

### **Contact Information**

For media inquiries, review copies, or to arrange an interview with Colin James and Erica Bagshaw, please contact:

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### **About the Authors**

Colin James and Erica Bagshaw are globally renowned speaking coaches with decades of experience in training professionals to communicate with impact. Their practical approach and tested methodologies have made them sought-after speakers and trainers in the field of communication and influence.

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