



SuperStar Communicator Podcast

Questions and Answers about the 30 Day plan

Susan Heaton-Wright [00:00:03]:

Hello, everybody. It is a very exciting day because I am launching the Superstar communicator 30 day plan. And very exciting. I have contributed to other books in the past, which has been a huge honor but this is my first one of a number that I'll planned. And I have my partner in crime from podcasting. Nick Simon, who's gonna ask me some questions about the superstar communicator 30 day plan.

Nick Simon [00:00:43]:

Great. And, firstly, congratulations on finishing your book. and why did you decide to write this book?

Susan Heaton-Wright [00:00:52]:

Do you know what? This is a planner. It's one of those things that is there to challenge people to improve some skill set. and I decided that it would be a great idea to create something which was a challenge over a certain number of days and to see how people could improve specific communication skills, but it isn't just about setting the plan. The, the challenges or the tasks every day. There's also an element of reflection on how what an impact that particular task made on a conversation.

Nick Simon [00:01:38]:

Great. And how do you use this book?

Susan Heaton-Wright [00:01:42]:

Really good question. I will show you a page. I don't know if you can see this very easily, but on the on one side, there is the task. And then as well as the task and a little explanation for that, then there are 2 other for you to reflect on how you felt and the impact of that particular task on a conversation. In addition to that, there is another page with further space for you to make more notes. But -- So

Nick Simon [00:02:18]:

you can see your, you can write into the book and see your progress.

Susan Heaton-Wright [00:02:23]:



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Absolutely. And then at the end of the 30 days, you can start to consider those things that in fact, you find quite easy, and we should always celebrate what are our strengths. but then those things that we found more tricky to perhaps consider, shall we try that particular task again and challenge ourselves so that we can get better at them. Because this is the thing when we're trying new skills, quite often, It's outside our comfort zone, and so we avoid them. But if we avoid them, we're never going to grow. But if we have a go and in fact, it feels a little bit more comfortable, then that's great because we are growing our skill set.

Nick Simon [00:03:11]:

Great. And what outcomes are likely to are you likely to achieve as a result of doing the 30 day challenge?

Susan Heaton-Wright [00:03:20]:

Really, really good point because, we're all at different places with our spoken communication. As you know, a superstar communicator is focused on empowering emerging leaders to make more bit com make more impact in all business conversations, everything from pitching to meeting skills, to presenting, ideas, to public speaking, to having conversations like we're having on a on a virtual platform. What I wanted from this was that even if there are 3, 4 new skills that people feel really comfortable with that they will incorporate every day That's a win. But obviously, I hope that every single one of them will be incorporated into the reader's armor when they are speaking and communicating.

Nick Simon [00:04:23]:

Great. And is it easy to do?

Susan Heaton-Wright [00:04:27]:

Absolutely. if I share one of the, one of the things at random, smile when you speak. as if by magic smiling makes your voice warmer and more engaging, but also you look much more inviting. You you don't look like this that, you're not interested in a conversation. So I want people to try something as simple as that. and then to record how they felt. And were there any differences in the outcome? So it might be that if you do look a bit cross when you have conversations with others, you might find that smiling results in a completely different conversation because the other person is responding to you in a different way.

Nick Simon [00:05:17]:

Great. And What is included in the 30 day plan?

Susan Heaton-Wright [00:05:22]:



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Right. So, as well as the 30 day plan, what the the actual tasks As I've said before, you have 2 little things that you're going to answer. How did you feel? what happened and then more notes for you to take those notes, it's very much not just the task, but reflection and then thinking forward about other things that you could do with with superstar communicator to empower you even more.

Nick Simon [00:05:57]:

Great. And who is it designed for?

Susan Heaton-Wright [00:06:00]:

It's designed for everybody at whatever level. Obviously, superstar communicator focuses on people who are emerging leaders who want to make more impact to speak with credibility confidence and clarity. However, If you are a senior leader and you're wanting to brush up your communication skills, it's there for you because it's 5 minutes of your busy time every day, but it could also be for people onboarding in a new job, whether they're graduates, whether they're coming straight from further education or people moving up to the next level or who they are ambitious and wanting to move up with their careers. So in fact, it works for everyone. Great.

Nick Simon [00:06:53]:

And Where can I find this book?

Susan Heaton-Wright [00:06:56]:

It is on Amazon. Susan Heat and Wright. It's called the 30 day plan. What I've done is that I have made a post with all of the different countries that you can access it either as a hard copy or as a Kindle copy via Amazon. And I will make sure that I put that link in the in the comments. Alternatively, on your wherever you are dialing in from, if you go to your Amazon platform and put Susan Heat and Right 30 day plan, you will find both the Kindle copy and the hard copy to be sent to you.

Nick Simon [00:07:45]:

Great. And is there anything else you can say about your book?

Susan Heaton-Wright [00:07:49]:

Do you know what? It's really easy to use. It's not as big as a normal paperback, so you can easily put it into a handbag or a work bag and take it around with you rather like a notebook



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So you can try out these things. It's very practical. It's result driven and focused on you making progress.

Nick Simon [00:08:16]:

Great. I can't get can't wait to get started on my one.

Susan Heaton-Wright [00:08:20]:

I know I'm gonna be sending you one. So I'd love to have your feedback. And for anybody else who purchases it, Please let me know how you get on and any results you achieve from that because that's what it's about.

Nick Simon [00:08:36]:

Great. Well, final crew congratulations for finishing your first book.

Susan Heaton-Wright [00:08:41]:

Thank you very much. And thank you very much, everybody, for watching. Until next time, this is Susan Heaton Wright and Nicholas Simon, from the superstar communicator podcast. Bye bye.

[You can buy the 30 Day plan book here.](#)

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