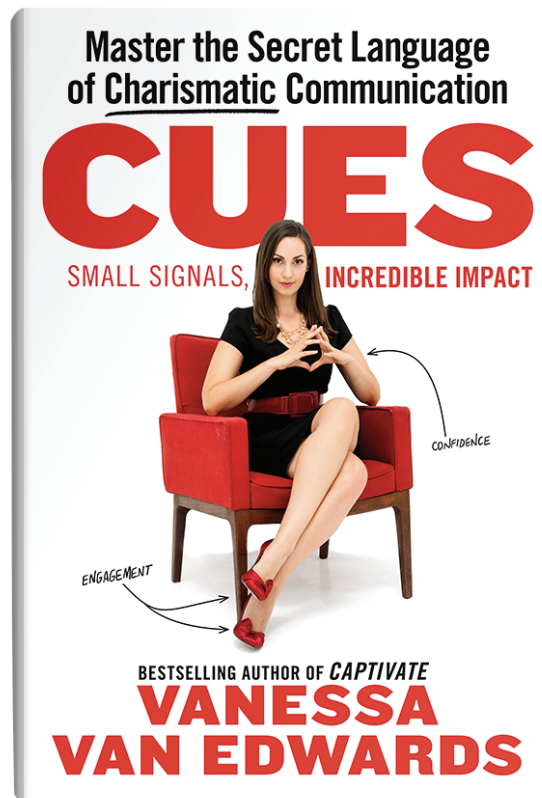


# Cues Workbook



# Dear Wonderful Reader,

I am so honored that you are reading Cues: Master the Secret Language of Charismatic Communication!

This workbook is an interactive tool to help you master your cues and be your most confident and charismatic self. You can use the principles as a daily guide for taking control of your interactions and personal growth. I am excited to hear about your victories as you put these cues into action!

To your success,

Vanessa Van Edwards

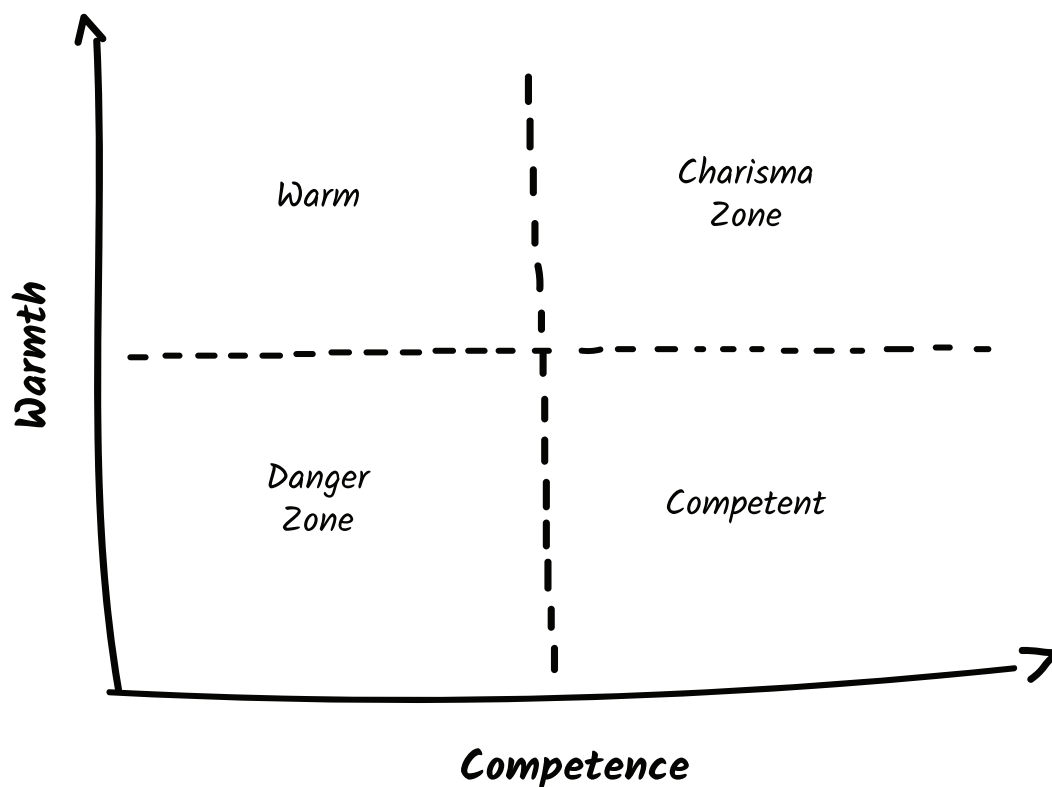
P.S. Be sure to check out my Youtube channel where I break down the cues of interesting folks like Britney Spears, Dwayne “The Rock” Johnson, Princess Diana, Morgan Freeman, Justin Bieber, Barack Obama and more.

[www.youtube.com/c/VanessaVanEdwardsYT](http://www.youtube.com/c/VanessaVanEdwardsYT)



# The Charisma Scale

The **Charisma Scale** allows us to quickly gauge charisma levels. Where do you fall on the Charisma Scale? Place yourself on this scale:



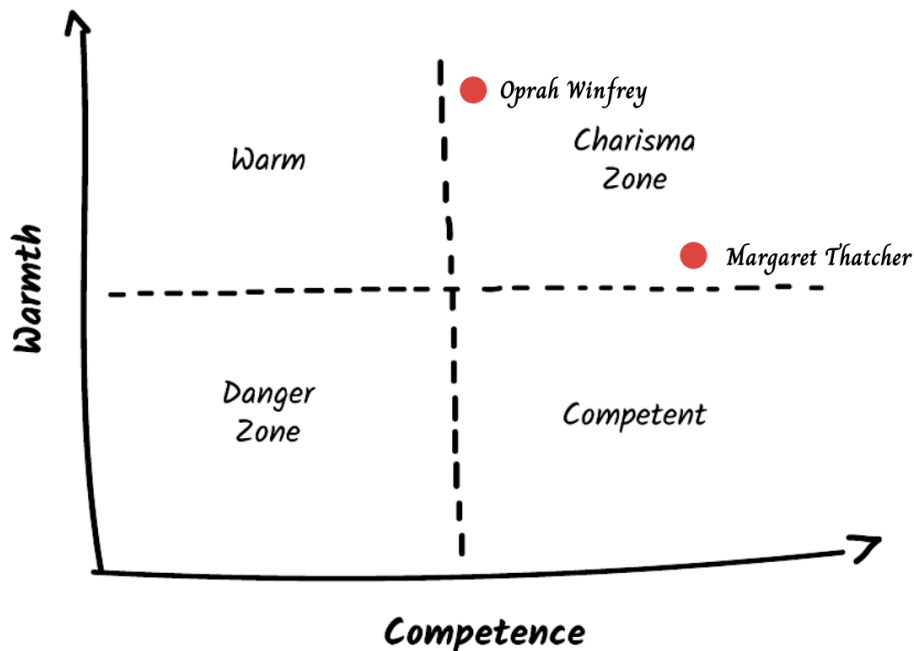
*Be sure to take the official Charisma Diagnostic.*

*[scienceofpeople.com/charisma](http://scienceofpeople.com/charisma)*

# Charisma In Action

Let's practice placing people on the scale. I placed Oprah Winfrey and Margaret Thatcher on the scale below. Now it's your turn.

1. Think of two of your role models. Place them on the scale.
2. Who are the 5 people you spend the most time with? Place them on the scale.



# Summary of Principles

Here is a summary of all the principles learned in the book to help you review:

## Chapter 1 Principles:

- Balance warmth and competence cues to be charismatic.
- The most charismatic people move flexibly within the Charisma Zone.

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# Summary of Principles

## Chapter 3 Principles:

- Lean in to show and stimulate interest, engagement, and agreement.
- To inspire openness, open up nonverbally.
- If you want someone to feel heard, accepted, and respected, *turn towards them*.
- Highly charismatic people leverage space to show and encourage intimacy.
- Gaze with *purpose*.

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# Summary of Principles

## Chapter 4 Principles:

- Head tilts show interest, curiosity, and appeasement.
- Nod yes to get more yesses.
- The eyebrow raise is the fastest way to show interest and curiosity and capture attention.
- Smiles spread joy... but only when they are sincere.
- Purposefully touch to build trust.
- Meet people where they're at by mirroring- match the positive, transform the negative.

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# Summary of Principles

## Chapter 5 Principles:

- Use confident posture to inspire confidence.
- A lower lid flex shows contemplation, suspicion, and scrutiny- be ready for it!
- The steeple is a power pose for your hands. Use it to show confident contemplation.
- Explanatory gestures help you explain and others understand.
- Show your palm to cue attention.

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# Summary of Principles

## Chapter 6 Principles:

- Physical distance can create emotional distance. Don't turn away, turn toward. Don't step back, move in.
- Comfort gestures distract and detract from your charisma.
- We block our bodies, eyes, and mouths to protect ourselves.
- The Same touch is a signal flare of nervousness.
- Be aware of what cues your face is sending at rest—avoid accidental anger, contempt, and sadness.
- Use clusters to prevent false positives.

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# Summary of Principles

## Chapter 7 Principles:

- Use *space* and *breath* to engage the lowest end of your natural tone.
- If you want people to stop questioning you, then stop accidentally using the question inflection.
- Vocal fry undermines your vocal confidence.
- Vary your volume to highlight what's important.
- Powerful people pause *purposefully*.

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# Summary of Principles

## Chapter 8 Principles:

- Never answer the phone in a bad mood- or while holding your breath.
- Warm people up with permission, authentic happiness, and a vocal hug.
- Vocal variety makes you sound more interesting.
- Vocal invitations gift warmth, encouragement, and appreciation to others.

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# Summary of Principles

## Chapter 9 Principles:

- Your written cues signal warmth, competence, and charisma just as much as nonverbal cues.
- When your communication matters, use verbal cues to make it memorable.
- Use *warm cues* to call out to *warm people*. Use *competent cues* to call out to *competent people*. When in doubt, use charisma cues to hit both.
- *Warm people* seek inspiration. *Competent people* seek information.
- The words you use, cue others.

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# Summary of Principles

## Chapter 10 Principles:

- Use visual cues to attract the right kind of attention.

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## Your Cues Chart:

With each cue, it's important to try it on to see how it feels. You can use the Cues Chart on the following page to track your learning.

You can use the **decode column** to track when you have stopped a cue. When learning new cues, I've found spotting is a fun way to see it in action before trying it yourself.

You can use the **encode column** to challenge yourself to try a new cue. Mark the date every time you try a cue, and try it at least three different times in three different scenarios. This will help you see if it truly works for you.

You can use the **internalize column** to reflect on how the cue makes you and others feel. Do you feel confident using it? Do you need to work on something? This is a good self-check. Below are some prompts for you to think about before you fill yours out.

The Cues Chart is a great way to keep track of each cue and its possible uses in helping you to meet your charisma goals.

# Charisma Cues

Use these cues any time you want to be seen as charismatic.

Cue	Decode	Encode	Internalize
<p><b>Leaning:</b> Tilt your body forward to show interest, curiosity, and engagement.</p>			
<p><b>Anti-Blocking:</b> An open body signals an open mind. Keep your body free of any blocks— arms, computers, notebooks, purses, or clipboards.</p>			
<p><b>Fronting:</b> Align your toes, torso, and top toward the person you are speaking with to show nonverbal respect.</p>			



# Charisma Cues

Cue	Decode	Encode	Internalize
<p><b>Space:</b> Observe all four space zones—intimacy, personal, social, and public — to match your goals.</p>			
<p><b>Confident Pitch:</b> Use the lowest natural end of your voice tone to signal confidence.</p>			
<p><b>Breathing Pause:</b> Pause in between your words to get breath, slow down, and create intrigue.</p>			
<p><b>Charismatic Words:</b> Use words that match your charisma goals.</p>			

# Warm Cues

Use these cues to stimulate warmth, likability, and trust.

Cue	Decode	Encode	Internalize
<p><b>Nodding:</b> Nod to show agreement and engagement.</p>			
<p><b>Tilting:</b> Head tilt to show someone you're listening and interested.</p>			
<p><b>Eyebrow raise:</b> Raise your eyebrows to show intrigue and delight.</p>			
<p><b>Smiling:</b> A genuine smile increases and encourages happiness.</p>			
<p><b>Touch:</b> Appropriate touch increases the chemical that helps us bond.</p>			

# Warm Cues

Cue	Decode	Encode	Internalize
<p><b>Mirroring:</b> Subtly match someone's nonverbal gestures or posture to show respect.</p>			
<p><b>Permission Warmth:</b> Start your calls, conversations, and emails by cueing for warmth.</p>			
<p><b>Vocal Variety:</b> Avoid vocal funks or sounding too rehearsed. Add vocal emphasis and personality to your voice.</p>			

# Warm Cues

Cue	Decode	Encode	Internalize
<p><b>Vocal Invitations:</b>            Make listening sounds, use verbal nudges, and vocally mirror people to increase warmth.</p>			
<p><b>Warm Words:</b>            Warm words trigger trust, compassion, and empathy.</p>			

# Competence Cues

Use these cues to trigger competence, capability, and effectiveness.

Cue	Decode	Encode	Internalize
<b>Power Posture:</b> Take up space to show confidence.			
<b>Lower Lid Flex:</b> Flex your lower lid to show you're intently listening and engaged.			
<b>Steepling:</b> Steeple to show you're relaxed and grounded and have it all together.			
<b>Explanatory Gestures:</b> Use clear hand gestures to demonstrate points.			

# Competence Cues

Cue	Decode	Encode	Internalize
<p><b>Volume Dynamism:</b> Use volume to support your points— speak up when it matters, speak softer when you want people to lean in.</p>			
<p><b>Power Pause:</b> Pause to create intrigue right before an important point.</p>			
<p><b>Competent Words:</b> Competent words trigger intelligence, power, and credibility.</p>			

# Danger Zone Cues

Don't try these unless you want to be purposefully negative. But do make a note if you decode one of these cues or accidentally encode one.

Cue	Decode	Encode	Internalize
<b>Lip Purse:</b> Pressed lips shows withholding or closing up.			
<b>Distancing:</b> When we don't like something or someone we want to move away, step away, or lean back to create distance.			
<b>Ventilating:</b> When we get nervous, we try to get air on our skin to cool ourselves off or give ourselves space.			

# Danger Zone Cues

Cue	Decode	Encode	Internalize
<p><b>Comfort Gesture:</b> We self-touch to calm ourselves down or comfort ourselves.</p>			
<p><b>Preen:</b> When we adjust our hair, makeup, clothing, or accessories to enhance our appearance.</p>			
<p><b>Suprasternal Notch Touch:</b> When we're nervous or want to self-comfort, we touch the notch between our two collarbones (or the tie, necklace, or shirt near it.)</p>			



# Danger Zone Cues

Cue	Decode	Encode	Internalize
<p><b>Body Block:</b> When we want to protect ourselves or self-comfort, we put a barrier in front of our body, mouth, or eyes.</p>			
<p><b>Shame:</b> When we feel ashamed, we might touch the sides of our foreheads with our fingertips.</p>			
<p><b>Anger:</b> When we feel angry, we pull our eyebrows down into a furrow, harden our lower lids, and tense our lips.</p>			

# Danger Zone Cues

Cue	Decode	Encode	Internalize
<p><b>Nose Flare:</b> We might flare our nostrils in anger.</p>			
<p><b>Sadness:</b> When we feel sad, we pull the corners of our eyebrows down and together, move our lips into a frown, and droop our upper eyelids.</p>			
<p><b>Mouth Shrug:</b> Pulling the corners of our mouth down into a frown signals disbelief or doubt.</p>			
<p><b>Contempt:</b> When we feel scorn, we pull up one side of our mouth into a smirk.</p>			

# Danger Zone Cues

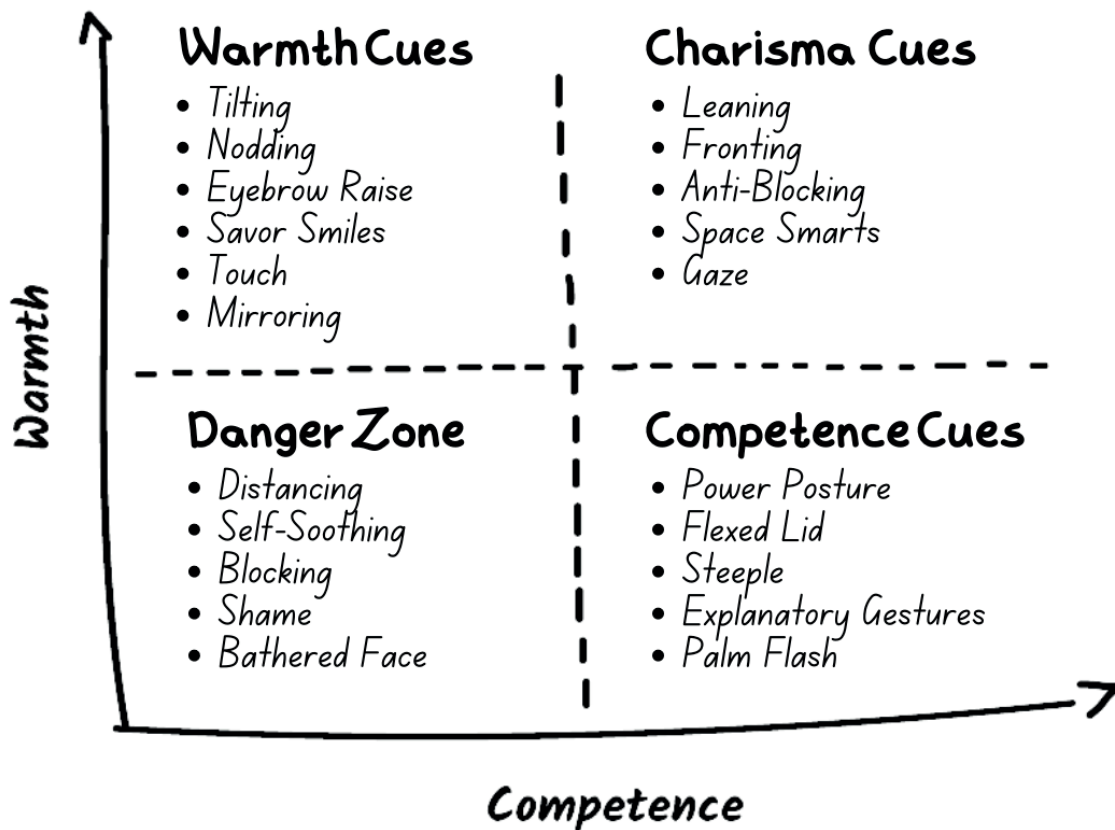
Cue	Decode	Encode	Internalize
<b>Question Inflection:</b> When we're asking a question, we go up in vocal pitch at the end of our sentences. Don't accidentally use it on a statement.			
<b>Vocal Fry:</b> When we lose breath or feel anxious, our vocal cords rattle together to produce a grating vocal fry.			

# Danger Zone Cues

Cue	Decode	Encode	Internalize
<p><b>Verbal Fillers:</b>            Fluff words and sounds like, um, so, you know, and like all signal a lack of confidence or knowledge.</p>			
<p><b>Vocal Denials:</b>            When we don't like something, we make negative listening sounds like ooph, yikes, or ugh. These signal disagreement.</p>			

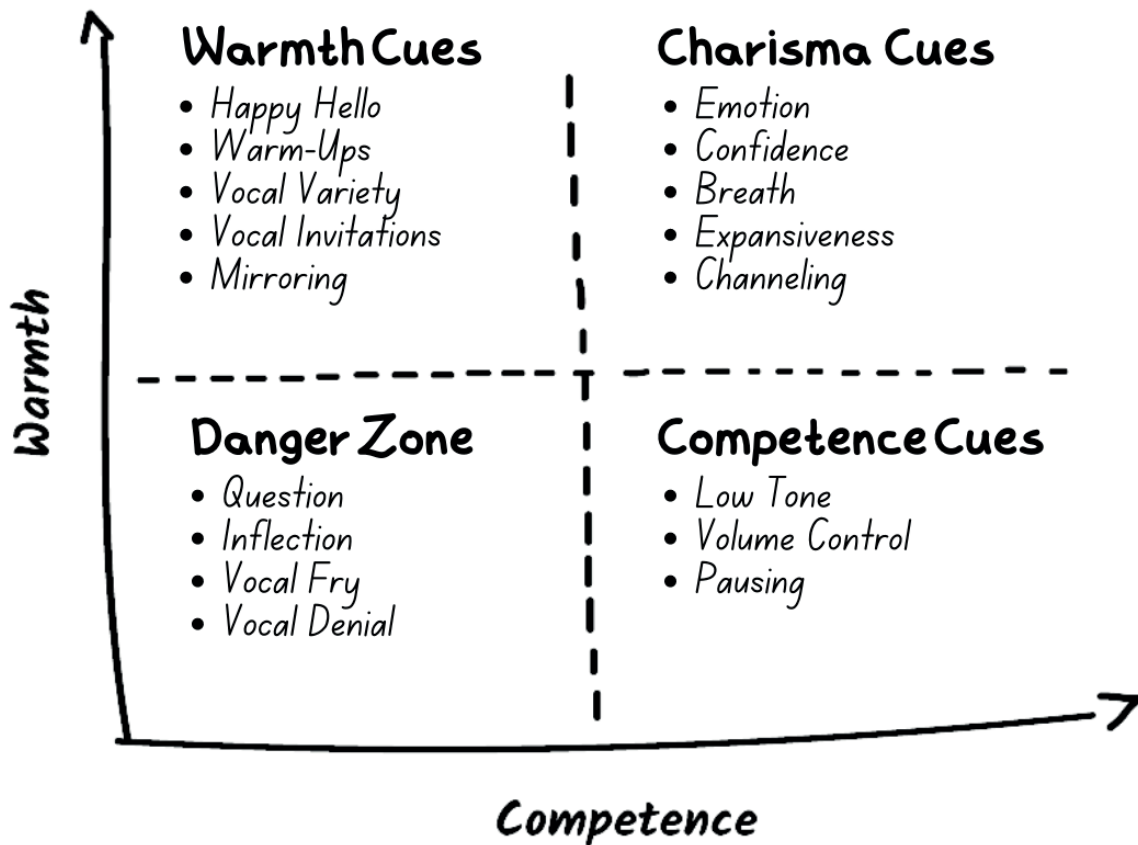
# Nonverbal Cues Cheatsheet:

Here is a quick look at all the **nonverbal cues** on the Charisma Scale.



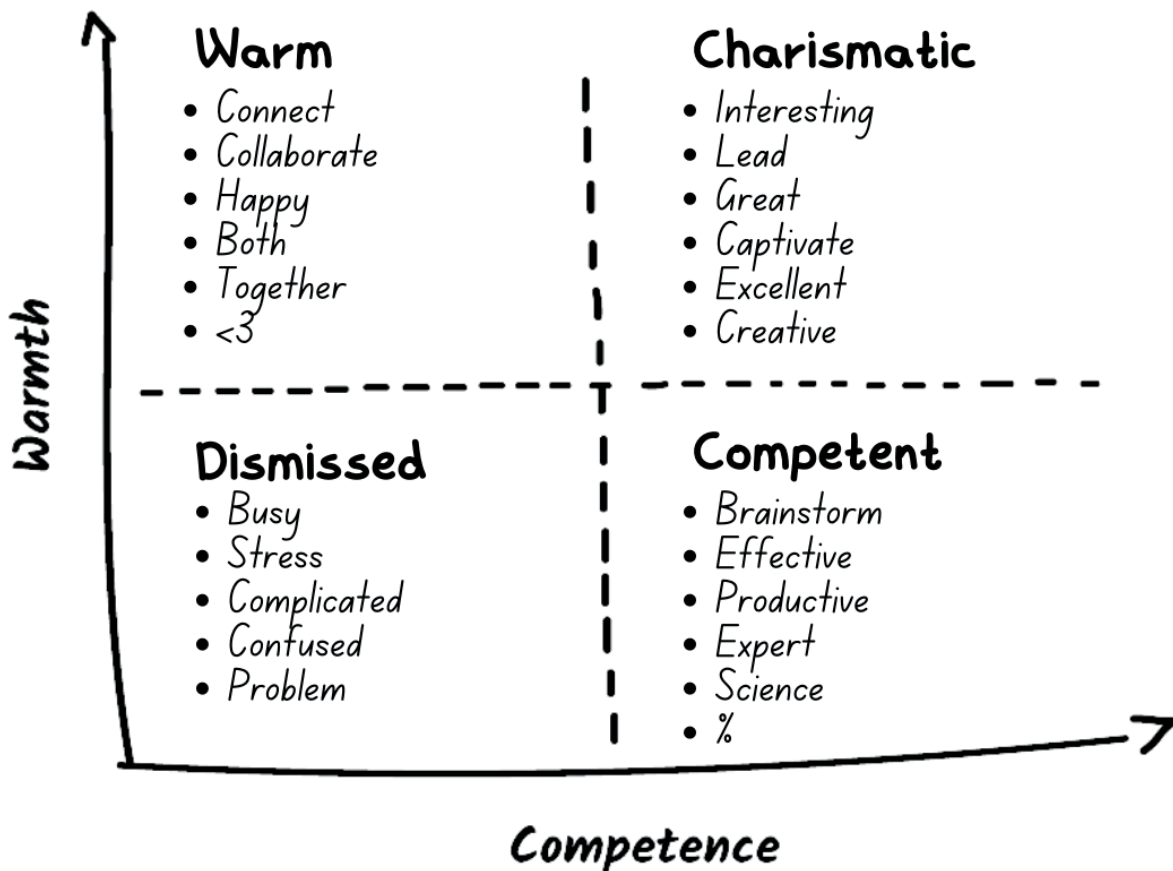
# Vocal Cues Cheatsheet:

Here is a quick look at all the **vocal cues** on the Charisma Scale.



# Verbal Cues Cheatsheet

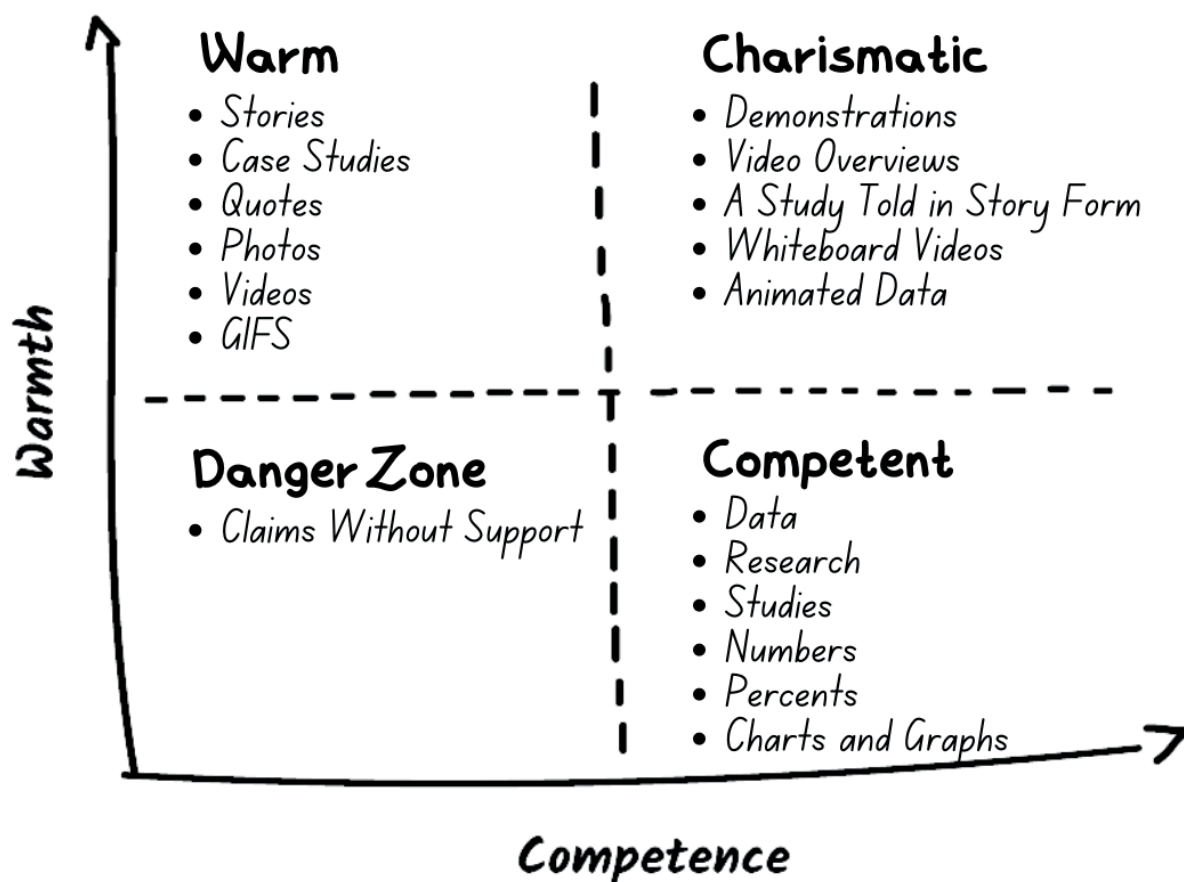
Here is a quick look at some of the **verbal cues** on the Charisma Scale.



Be sure to download the full Charisma Glossary here:  
[scienceofpeople.com/priming-glossary](http://scienceofpeople.com/priming-glossary)

## Inspirational or Informational:

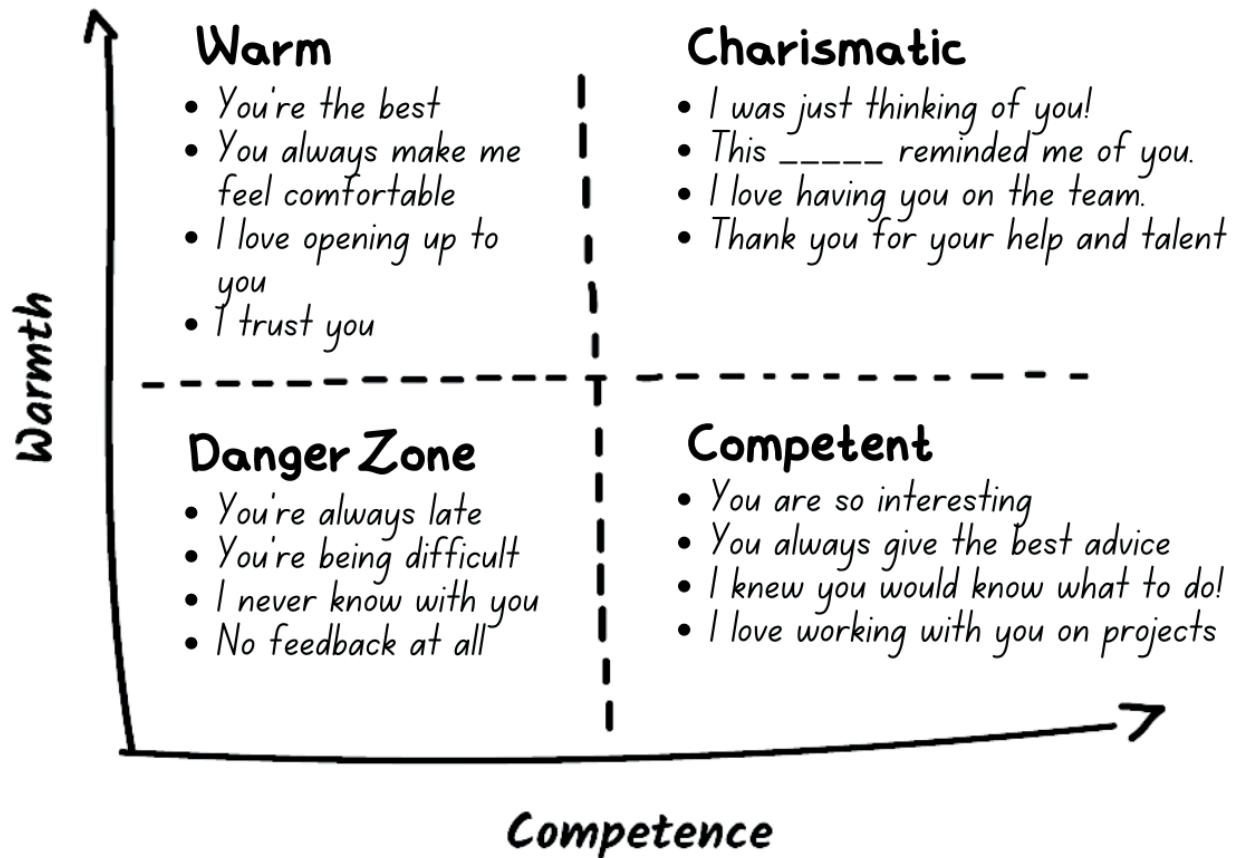
Here are where different **communication tactics** fall on the charisma scale.





# Connection Phrases

Not sure how to connect with the important people in your life? Use this cheatsheet:



## Thank You!

I am so grateful for you. My mission in life is to help demystify human behavior and help you get to your goals faster. If you want even more learning and are ready for the next step? Check out:

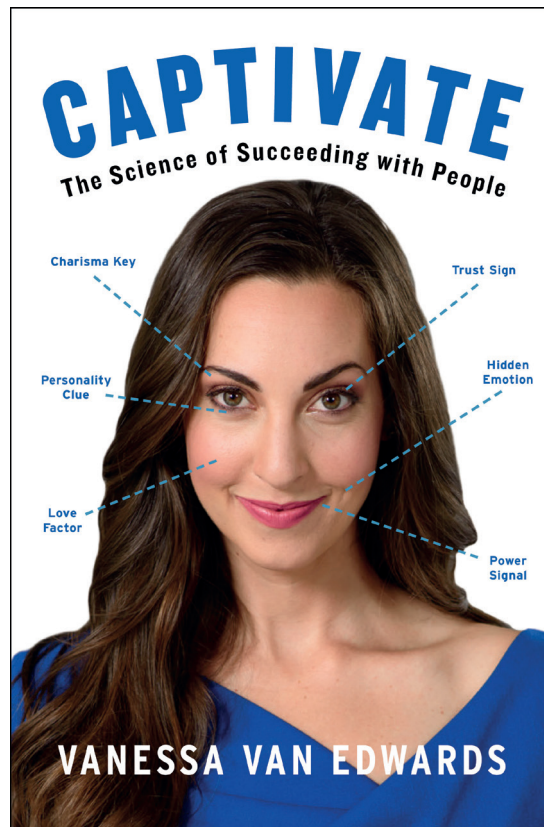


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[scienceofpeople.com/captivate/](http://scienceofpeople.com/captivate/)