

THE 4 C'S OF COMMUNICATION

A quick explainer from Trevor Crane | epic.media

Before we get into the script, you need to understand the framework underneath it.

Every great conversation, whether it's an interview, an introduction, a coaching call, or even a conversation with your spouse, follows the same four steps. In order.

1. CONNECT

Get their attention. Use their name. Reference what they said or why you're here. Create the bridge that says: *I'm here, I see you, this conversation is for you.*

This is the door. Everything else walks through it. Don't start in the middle. Don't assume they're already with you. Connect first.

They feel SEEN.

2. CARE

Acknowledge the emotion or intent behind what they're sharing, not just the words. Warmth. Presence. Let them feel like what they're saying actually matters to you.

This is what separates a human conversation from a transaction. People move forward with people they believe actually give a damn.

They feel HEARD.

3. CLARITY

State with clarity the purpose of your communication. Possibly this is restating what was previously agreed upon, just said simply. Confirm you understood, and get buy-in that they understand.

This cuts through the noise so both of you are looking at the same thing.

Clarity makes them feel smart. And a person who feels smart feels confident.

They feel UNDERSTOOD.

4. CALL TO ACTION

Give one obvious next step. Natural. Confident. Not a push, but an invitation. Could be booking the next conversation, an agreement, or simply: *"Does that answer your question?"* One move. Make it easy to take.

They feel CONFIDENT.

Skip one and you create a gap.

A gap becomes doubt.

Doubt becomes "let me think about it."

And a confused mind says no and does nothing.

Every part of this script is built on these four steps.