

# *Giving Good Phone*

by Ellen Bradley Ganus

A guide to creating intimate and trusting relationships over the phone for your best business success!



## FOREWORD

by David Wood, Master Trainer

*H*ave you ever wondered how a busy working mother is able to multitask so efficiently a job, kids, schedules, chores, and hopefully a little time to relax? Imagine if that busy mom works in the stressful and competitive world of acting and is able to balance raising two incredible children and maintain a passionate love affair with her husband—a soul mate. What if I added that she also was able to grow a multi-million dollar business from her home phone that impacts lives? Would you want to know her secrets?

Well, luckily for all of us, Ellen did just that and has decided at long last to share her secrets in this concise, informative, effective, and fun little book.

After spending the past decade training teachers, speakers, and communicators on multiple continents in the Art of Connection and Authentic Communication, and personally working with some of the best communicators on the planet, I have to say that Ellen truly is one of the most effective communicators that I know.

What I love about this book is that it is not about the theory of communication; it is not full of principles that you may learn from a text book or gain from a university degree; it

is not a book that has been regurgitated and revamped from all the other books that have been written on this subject. This book is a refreshing chronicle of one woman's journey from her busy, multitasking schedule, where in the pockets of her day—between dance lessons and lasagna—she reached to her phone and built a multi-million dollar empire that has enriched the lives of the people who picked up the phone when she called them.

Wayne Gretzky said that you miss one hundred percent of the shots you don't take. Ellen teaches us how to make the phone become our best friend and how we can take effective shots on the phone and achieve great success while still wearing our slippers and loading the dishwasher.

When I first met Ellen, I was captivated by how she made me feel. I felt the warmth of her words wrapping their arms around me and making me feel at home, as if meeting an old friend. Ellen is gifted in the Art of Authentic Connection, she is a gifted trainer and coach, and she is a gifted communicator who is able to help anyone master this art and create success in the kitchen or hockey rink.

Ellen's fun approach is transferable, proven, and quite simply, it works.

Ellen has become a leader in the profession of Network Marketing and this book is a must read for anyone who understands that in today's busy world of Facebook and Twitter, it is still the person who is able to build relationships quickly and effectively, it is still the person who is able to pick up the phone and in a matter of minutes develop rapport, it is still the person who reaches through the phone and develops authentic connections who can turn their busy hectic lives into the life of their dreams.