"This is the dictionary of business success language. Right from page 1, you're given the strategy to change the way you influence others."
SCOTT STRATTEN, President of UnMarketing Inc. and best-selling author of the UnMarketing series

Phil M Jones

# EXACTLY
# WHAT
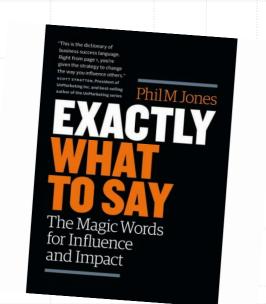# TO SAY

The Magic Words
for Influence
and Impact

When you say to somebody, "I'm not sure if it's for you, but...," the little voice inside your listener's head hears, "You might want to look at this."

"This is the dictionary of
business success language.
Right from page 1, you're
given the strategy to change
the way you influence others."

SCOTT STRATTEN, President of
UnMarketing Inc. and best-selling
author of the UnMarketing series

Phil M Jones

EXACTLY
WHAT
TO SAY

The Magic Words
for Influence
and Impact

When you add the words, "<u>Most people</u>", most people see an immediate positive effect.

"Most people" agree with this statement, don't you?

"This is the dictionary of business success language. Right from page 1, you're given the strategy to change the way you influence others."
SCOTT STRATTEN, President of UnMarketing Inc. and best-selling author of the UnMarketing series

Phil M Jones

EXACTLY
WHAT
TO SAY
The Magic Words
for Influence
and Impact

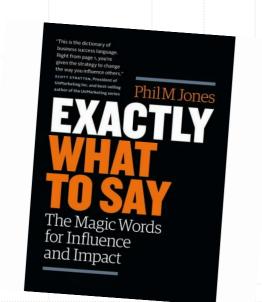# "Don't worry" is particularly useful in high-stress scenarios."

Don't worry–You're bound to be nervous right now.
Don't worry–I am here to help you through the process and the hurdles.

When introducing a new idea, start with, "how open-minded are you?"
This will naturally attract people toward the very thing that you like them to support. Everybody wants to be open minded.

**This presentation is at www.MikeMyCoach.com**

"How would you feel if"...this decision made your family incredibly happy?

"How would you feel if"...your competition passed you?

"This is the dictionary of business success language. Right from page 1, you're given the strategy to change the way you influence others."
SCOTT STRATTEN, President of UnMarketing Inc. and best-selling author of the UnMarketing series

Phil M Jones

EXACTLY
WHAT
TO SAY
The Magic Words
for Influence
and Impact

Swap the phrase, "Do you have any questions?" with

"What questions do you have for me?"

"This is the dictionary of business success language. Right from page 1, you're given the strategy to change the way you influence others."
SCOTT STRATTEN, President of UnMarketing Inc. and best-selling author of the UnMarketing series

Phil M Jones

EXACTLY
WHAT
TO SAY
The Magic Words
for Influence
and Impact

Create "if/then sandwiches."

"If you decide to move ahead
with this, then I promise you,
you will not be disappointed."

"This is the dictionary of
business success language.
Right from page 1, you're
given the strategy to change
the way you influence others."
SCOTT STRATTEN, President of
UnMarketing Inc. and best-selling
author of the UnMarketing series

Phil M Jones

EXACTLY
WHAT
TO SAY
The Magic Words
for Influence
and Impact