THE 18 MOST POWERFUL WORDS

1. Naturally
2. Easily   ⇐   Adverb/Adjective
3. Unlimited

4. Aware
5. Realize(ing)   ⇐   Awareness
6. Experience(ing)

7. Before
8. During   ⇐   Time / Number
9. After

10. Among
11. Expand   ⇐   Spatial
12. Beyond

13. And
14. As   ⇐   Cause and Effect
15 Causes
16. Because

17. Now   ⇐   Commands
18. Stop

Now, let's learn how to put them to use.

First, you'll note that the words are grouped into 6 sections. In each section, you'll note the category name to the right. I have chosen several of the most powerful examples of each of the categories to make up the 18 most powerful words for persuasion

Let's start with the Adverb/Adjective pattern. Here's a strategy for using these types of words.

Strategy for using Adverb/Adjective Presuppositions

ALWAYS put Adverbs before the verb and Adjectives before the noun.

1. **Naturally**

2. **Easily**

3. **Unlimited**

MAJOR NOTE: Everything that follows one of these words is presupposed in the

sentence. In other words, you have to accept everything that follows as true in order to make sense of the sentence.

Here's some examples:

1. Have you discovered how *easily* you can make the decision to refer your friends to our company?

2. Have you asked yourself if the ***unlimited*** potential of this information is what is making you so excited?

3. Have you **naturally** discovered how persuasive you are becoming?

4 Many people begin ***naturally***, Mr. Williams to create an idea of owning this just prior to making the decision to go ahead with it.

5. Naturally, you'll find more than enough reasons to <u>go ahead today</u> if you understand even a little bit of what I say next.

<u>REMEMBER</u> - put the words that describe, in front of what they're describing. This forces powerful pictures in the mind of the listener. This is not only powerful and effective in speaking, it's also very effective in writing copy.

The 3 words that you have been given in the Adverb/Adjective category are, as you have probably figured out by now, representative of a whole class of descriptive type words that will have this same type of impact when you use them.

I gave you the most important 3 that I use on a regular basis. Here's a bigger list that you can also choose from

Some	**all**	**many**	**begin**	**easily**	**naturally**
readily	**infinife(ly)**	**unlimited**	**continue**	**begin**	**still**
already	**repeatedly**	**usually**	**finally**	**most**	**truly**
immediately					

Now, here's a way to really have some fun with these and add exponentially to their power. For maximum power remember this -

<div align="center">

**Pack as many of these words as possible together
without sounding (too) strange!**

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Here's some examples of this strategy at world

1. You've probably started to become aware of ***some*** of the ***many easily*** yet ***powerful*** ways you can use this information

2. *Naturally*, the ***most readily*** available and ***more importantly***, *competen*t person to deal with is me.

3. ***Finally***, the ***most reliably accurate system*** of persuasion is within your grasp.

Here's a power packed one for you -

Have you asked yourself recently how many services your present broker (or whomever) should be providing, but is not? (pause) Since, I brought that up, does it make you wonder how much more you could be getting when we do your investing (or whatever)?

When you use these patterns in writing, don't pack them together to hard or it will make your writing unclear. In speaking, pack them in as much as possible.

Now we move on to the <u>Most</u> <u>Powerful</u> <u>Words</u>. 4, 5, and 6 -

4. Aware

5. Realize(ing)

6. Experience(ing)

This is the <u>Awareness</u> <u>category</u> .

This is one of my personal favorites because simply saying one of these words, makes the person you are persuading, start to do the mental process that you brought up.

These words are very important to your persuasion arsenal because, like the Adverb/Adjective words, everything that follows them is presupposed to be true. Also, these words force the issue of not will you do X (whatever you suggest), but are you aware that X.

By the way, as you gain skill in using these words, this scenario will never happen, however, if it does - here's what to do. Let's say you ask the question, "Are you aware that . . ." and the person you're persuading says, NO. You simply respond with, "OH, not yet, huh?! "

Here's some examples of this pattern.

1. Is the ***awareness*** of the power of these patterns starting to sink in?

2. The more you begin to construct in your mind the ways you'll be using these patterns after you return home, the more you'll begin ***realizing*** the explosively profitable techniques you now possess.

3. Are you starting to ***experience*** the satisfaction of what owning this will bring as I tell

you about it?

And of course, you can combine them just like the others to create super-powered suggestions.

4. Becoming *aware* of the potentials of this policy allows you to start *experiencing* the inner sense of *realizing* how completely this program fits your needs.

Of course, you can also combine these words with the Adverb/Adjective group of words for even more impact.

Remembers no pattern is an island! Strength comes from combining as many patterns together as possible.

Here's an example -

5. *Naturally,* as you start *realizing* the *unlimited ways* you can *easily* become *aware* of how joining this team will help you to *truly* accomplish your goals more *rapidly* and *effectively,* you'll start *imagining* the success you can *actually* achieve with my help and guidance - *NOW* - are you starting to experience the possibilities?

Of course, as before, the words I choose are my personal favorites. Here are some additional words in this category that you can also choose from.

realize(ing)	**aware**	**know**	**understand(ing)**
think(ing)	**feel(ing)**	**wonder(ing)**	**puzzle(ing)**
speculate(ing)	**perceive(ing)**	**discover(ing)**	**experience(ing)**
accomplish(ing)	**fulfill(ing)**	**grasp(ing)**	**reconsider(ing)**
weigh(ing)	**consider**	**assume(ing)**	**conceive(ing)**

Now we move on to the <u>Most</u> <u>Powerful</u> <u>Words</u>, 7, 8 and 9 -

7. Before

8. During

9. After

This is the <u>Time/Number category</u>.

These words use some aspect of Time and or Numbers to create the presuppositions of your choice. It is very difficult to distinguish between Time and Number as categories so they are combined. The easiest way to define this category, is to give some examples.

1. *After* you work with me you'll understand.

2. *Before* you decide just how easy this decision is to make, let me tell you a few things that might help, o.k.?

3. *During* our time together today, could you be applying the benefits you will be discovering about this (product or service) to your life?

   And of course, you can combine all the patterns together to get even more exciting suggestions -

4. *During* our discussion today, *naturally*, you'll begin *experiencing* excitement about what the future holds for you as you *begin* to *understand* how *easily* leveragable this information is for you.

Here's a larger list of words that fit into this category as well for you to use.

before	**former**	**was**	**Current/ly**	**while**
during	**after**	**when**	**foremost**	**continue**
early	**later**	**until**	**first/ly**	**eventually**
second/ly	**highest**	**foremost**	**other**	**in addition to**
chief	**another**	**earliest**	**latest**	**more**

Now we move on to the <u>Most</u> <u>Powerful</u> <u>Words</u> 10, 11 and 12 -

10. **Among**

11. **Expand**

12. **Beyond**

This is the <u>Spatial category</u>.

Spatial words are always used to create some relationship between things. This could be thought, ideas, products, services or . . . These words evoke powerful imagery in the mind of the listener as well.

Here's some examples.

1. From *among* the positive thoughts that you're already starting to realize you have about working with our firm, will come the most obvious, yet *overlooked* reason to bring us on board now.

   (Of course, you see/hear the plethora of additional presuppositions used above, do you not?!)

2. To *expand* on your ever growing ideas that *contain* the essence of your good feeling regarding using this information powerfully, think of the money you'll be making.

3. That's a great observation. Let me suggest that as you start to experience the realization of what you just said, you can begin to realize that the full, positive ramifications will go *beyond* even your expectations. Can you even imagine how much farther they'll go?!

Here's some additional words in this is category that you can also use.

against	**along**	**among**	**apart from**	**around**
aside from	**behind**	**below**	**beneath**	**beyond**
along with	**down**	**from above**	**in**	**including**
from behind	**into**	**from under**	**in place of**	**without**
off	**on**	**out of**	**round**	**short of**
through	**toward**	**under**	**uncover**	**off the top**
underlying	**touching**	**close(er)**	**near(er)**	**further**
expanded	**enlarge(ed,ing)**	**proceed (ed,ing)**	**with draw(ing)**	**undergone**
upward(ly)	**dissect**	**cut away**	**lower**	**separate**

Now, put together some statements/paragraphs using the following words in the order given. Remember to aim it at something important, not trivial.

1. Realizing

2. After

3. Beyond

4. Easily

5. Effectively
   (throw in) Are you with me?

6. realizing

We now come to our last two categories of <u>Most</u> <u>Powerful</u> <u>Words</u>. And we definitely have saved some of the best for last!

The Cause and Effect category is extremely powerful! One of the main reasons for

this is because it is the natural way that we state our beliefs. Actually this pattern is pivotal to the balance of the training in that it also is the most basic expression of pacing and leading.

Three major benefits contained in this pattern alone is the ability to -

- Use a naturally occurring pattern in language to install suggestions.

- Create "realities" of whatever you want causing whatever else you want called Junko-Logic.

- Speak in terms of the way beliefs are organized inside peoples minds, therefore, what you say is even more believable.

Here are the words:

13. **And**

14. **As**

15. **Causes**

16. **Because**

For the sake of making this pattern simple, let's split it up into two distinct groups with 13 and 14 being in one group and 15 and 16 being in another. Let's start with 15 and 16.

The reason this pattern is called Cause and Effect is because one thing can literally be said to cause another. The pattern is used simply just as it is written. It basically takes on the pattern of, x (pace) happens and automatically then, y (lead) happens.

<u>Use these rules to make this pattern simple:</u>

A. Generally, X is a pace.
B. Generally, Y is a lead.
C. Most importantly, <u>*ANY*</u> X CAN CAUSE ANY Y!!!

Here's some examples:

1. Sitting there *causes* you to completely absorb what I'm saying. And, as you completely absorb it, it will *cause* you to immediately accept it at the deepest levels.

2. Thinking your next thought *causes* you to agree with me that you need to really master this material.

3. Simply saying that excuse *causes* you to understand why you already don't believe it.

Isn't this a neat pattern?

"QUOTES"

O.K, I want to introduce you to another pattern that you can use with any of the patterns. It's called "Quotes". This pattern works so well because you can literally say anything you want to say and just say that you're quoting someone else.

Here's an example.

4. I was talking with a client the other day and she said, "the effectiveness of your material is so profound that you must be loaded with clients - I mean, just listening to what you say would *cause* anybody to get excited and decide on the spot to bring you in, if they really want to increase their profits". This kind of excitement is justified when you consider I helped her increase her income last month by $25,000.00.

Another form of Cause and Effect is what's called Implied Cause and Effect and it takes advantage of our <u>Most</u> <u>Powerful</u> <u>Words</u> 13 and 14.

This pattern simply implies that two things are linked together. The basic pattern is, As X (pace) happens, Y (your lead) naturally follows.

Here's a few examples of this pattern in action:

1. *As* you learn this pattern and start using it, you will have a certain sense of accomplishment.

2. *As* you start to assimilate this information, you will instantly begin to find ways to use it.

3. *As* the realization begins to sink in of how easily, rapidly and efficiently your profits will go up as a result of using my help, naturally, you'll get more and more excited!

And, here's some more selections to broaden your Cause and Effect word base:

Kindles	**Proves**	**Generates**	**Allows**	**Since**
Causes	**Forces**	**Makes**	**Invokes**	**Settles**
Stimulates	**Brings to pass**	**Creates**	**Verifies**	**Justifies**
Determines	**Constitutes**			

The last two words in our <u>Most</u> <u>Powerful</u> <u>Word</u> list fit into the category of Commands.

The best way to utilize them is to practice inserting them into your language as much as is feasible, now! (ha ha)

Here's some examples of these words in use:

1. This is a great idea, and I think you're beginning to get the understanding of my ability to help you are you not? I mean *stop*, and start to begin to become aware of all the ways you can use past the few ideas I've given you so far - pretty impressive isn't it.

2. As you begin to realize all the power the Cleveland Method gives you to influence others effectively, you'll begin to discover your ever increasing enthusiasm for mastering it - *NOW* - let's keep practicing on putting more and more of the patterns together, shall we?!

Learn to just throw in these last two words as frequently as you can without being ridiculous.

Let's now examine the words:

    because

    that causes

These words give you the ability to do a somewhat advanced version of the cause and effect pattern. Here's how to use them.

Both can be used in roughly the same way and it is really effective. The method is to wait until the person you are speaking with says something positive and then you say:

1. That's a good point and just understanding that point causes you to realize the full value of our system.

2. I agree with that because it's so important for you, for all the reasons you've already mentioned.

In essence, using the Cause and Effect pattern in this manner allows you to use it as a "tag" to what you've been saying so far.

O.K., you now have the 18 Most Powerful Words for the purposes of persuasion. Practice with them constantly and you will be well rewarded for your efforts.

Now that you know <u>The</u> <u>18</u> <u>Most</u> <u>Powerful</u> <u>Words</u> For Persuasion, let's learn the eight most dangerous words that are guaranteed to negate the power of your Persuasion

<u>The</u> <u>Eight</u> <u>Most</u> <u>Dangerous</u> <u>Words</u>

1. **But**
2. **Try**
3. **If**
4. **Might**
5. **Would of**

6. **Could of**
7. **Should of**
8. **Can't**

Let's take them one at a time.

But - This word negates anything that was said before it. Such as, '"I want to help you but. . . This really means - I don't want to help you. Eliminate the word but and replace it with the word - AND.

Try - This word presupposes failure. It is a subtle suggestion to fail to do what ever follows the word. Such as, "If you'll try and get to this, it will really benefit you". This really means, I know you probably won't get to it, but (there's that word again) if you could, it would be useful to you.

If - This word presupposes that you might not. Such as, "If you want to pursue this with me. . ." This means that you might not want to pursue this. This is used by people who have not built a compelling persuasive message and are using it as a weak close. If you ever hear yourself using this word, stop, and evaluate whether or not your overall message is weak.

Might - This word is somewhat wishy-washy - maybe yes, maybe no. It does nothing definite. It's not a severely negative word, just be sure you don't use it in a way that takes power away from your message.

Would of, Could of, Should of - These words are all past tense and can have a seriously negative impact on your persuasion message. Generally, you want to be leading people into the present time, so they can and will act now. Often these words create a whining atmosphere as well.

Can't - This word is in a class of words called negations. Negations, used the way most people use them, can pose a serious threat to your persuasion message. Sentences such as, "You can't use negations", force your mind to first picture using negations then in some way negate that picture.10