Exactly What to Say: The Magic Words for Influence and Impact

- by Jones, Phil M

"The worst time to think about the thing you are going to say is in the moment you are saying it. This "
loc 72-73 | Sunday, October 9, 2022 3:52:55 PM

"The worst time to think about the thing you are going to say is in the moment you are saying it. "
loc 72-73 | Sunday, October 9, 2022 3:52:57 PM

"Magic Words are sets of words that talk straight to the subconscious brain "
loc 118-118 | Sunday, October 9, 2022 3:54:35 PM

"set of Magic Words you can use to introduce something to just about anybody, "
loc 144-145 | Sunday, October 9, 2022 4:05:11 PM

"set of Magic Words you can use to introduce something to just about anybody, at just about any point in time, that is completely rejection-free. "
loc 144-145 | Sunday, October 9, 2022 4:05:18 PM

"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 "
loc 156-157 | Sunday, October 9, 2022 4:07:10 PM

"The word "but" negates everything that was said prior, so when you say to somebody, "I'm not sure if it's for you, but.. "
loc 154-155 | Sunday, October 9, 2022 4:07:31 PM

"." The "
loc 154-154 | Sunday, October 9, 2022 4:07:39 PM

"The word "but" negates everything that was said prior, so when you say to somebody, "I'm not sure if it's for you, but.. "
loc 154-155 | Sunday, October 9, 2022 4:07:45 PM

"The word "but" negates everything that was said prior, so when you say to somebody, "I'm not sure if it's for you, but.. "
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"The word "but" negates everything that was said prior, "

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"This rejection-free approach creates a simple outcome. One of two things happens: your listener leans in and asks for more information because they are personally interested, or, in the very, very worst-case scenario, they say they will give it some thought. "
loc 164-166 | Sunday, October 9, 2022 4:08:30 PM

"Opening a statement with the words, "I'm not sure if it's for you," causes the listener's subconscious brain to hear, "There's no pressure here." By suggesting that they may not be interested, you naturally increase their intrigue. "
loc 147-148 | Sunday, October 9, 2022 4:08:46 PM

"Everybody wants to be open-minded. "
loc 176-176 | Sunday, October 9, 2022 4:09:48 PM

"When introducing a new idea, start with, "How open-minded are you?" This will naturally attract people toward the very thing that you'd like them to support. Everybody wants to be open-minded. "
loc 185-187 | Sunday, October 9, 2022 4:10:23 PM

"The best way to overcome the "I know best" mentality of many people is to question the knowledge on which the other person's opinion was founded. "
loc 198-199 | Sunday, October 9, 2022 4:12:18 PM

"What do you know about…? "
loc 204-204 | Sunday, October 9, 2022 4:13:39 PM

"motivation is "a reason to move" or "a reason to do ""
loc 226-226 | Sunday, October 9, 2022 4:14:34 PM

"People are motivated by one of two things: either avoiding a loss or acquiring a potential gain. "
loc 229-230 | Sunday, October 9, 2022 4:14:53 PM

"The real world tells us that people will work far harder to avoid a potential loss than they will to achieve a potential gain. "
loc 236-237 | Sunday, October 9, 2022 4:15:28 PM

"By introducing a future scenario with the words, "How would you feel if…?" you allow the other person to time travel to that moment and "
loc 242-243 | Sunday, October 9, 2022 4:16:33 PM

"By introducing a future scenario with the words, "How would you feel if…?" you allow the other person to time travel to that moment and imagine the emotions that would be triggered at that point. "
loc 242-243 | Sunday, October 9, 2022 4:16:35 PM

"Allowing the power attached to the other person's creative mind to build your case for you will always save you guessing and can create a more vivid reality than anything you could possibly describe "

loc 275-277 | Sunday, October 9, 2022 4:19:21 PM

"Creating pictures in the minds of others is done by telling stories. When you hear "Just imagine," the brain pictures the very scenario you are creating. "
loc 281-283 | Sunday, October 9, 2022 4:19:58 PM

"One of the biggest reasons your ideas fail to get heard is that others tell you "
loc 288-288 | Sunday, October 9, 2022 4:20:45 PM

"One of the biggest reasons your ideas fail to get heard is that others tell you that they just don't have the time to consider them. "
loc 288-289 | Sunday, October 9, 2022 4:20:47 PM

"By using the preface, "When would be a good time to...?" you prompt the other person to subconsciously assume that there will be a good time and that no is not an "
loc 289-290 | Sunday, October 9, 2022 4:20:58 PM

"By using the preface, "When would be a good time to...?" you prompt the other person to subconsciously assume that there will be a good time and that no is not an option. "
loc 289-290 | Sunday, October 9, 2022 4:21:00 PM

"When you do get around to following up or speaking again at the agreed time, please do not ask them what they thought about what you asked them to look at. This makes it easy for them to talk bad news or bring up their concerns. Instead, swap that question with, "So, what do you like about it?" and watch them list the good-news reasons instead. "
loc 299-301 | Sunday, October 9, 2022 4:21:42 PM

"Open the conversation by allowing the other person to save face, but also by preventing them from using any of the excuses you think they might use. This "
loc 311-312 | Sunday, October 9, 2022 4:23:31 PM

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loc 311-312 | Sunday, October 9, 2022 4:23:34 PM

"By pushing for the negative scenario, you get people to rise to the positive or to tell you how they are going to fix the thing they said they were going to do. "
loc 324-325 | Sunday, October 9, 2022 4:24:05 PM

"A simple change of wording puts you in control. Swap the phrase, "Do you have any questions?" with the improved, "What questions do you have for me? "
loc 340-341 | Sunday, October 9, 2022 4:27:05 PM

"When you ask somebody, "Can I have your…?" it creates a permission-based resistance in the other person, which makes it harder to get what you hoped for, since a "yes" or "no" response is required. It can be seen as an invasion of privacy. Instead, "
loc 351-352 | Sunday, October 9, 2022 4:28:47 PM

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loc 351-353 | Sunday, October 9, 2022 4:28:52 PM

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loc 351-353 | Sunday, October 9, 2022 4:28:58 PM

"Changing a couple of words can make all the difference in the results you get from your conversations. "
loc 355-356 | Sunday, October 9, 2022 4:29:41 PM

""Of those three options, what's going to be easier for you?" Finishing with another set of Magic Words means they have to pick one of those options. "
loc 376-377 | Sunday, October 9, 2022 4:31:26 PM

"suck it up. Or third, you could give this a try, work "
loc 375-375 | Sunday, October 9, 2022 4:31:33 PM

"The rhythm of three makes for "
loc 364-364 | Sunday, October 9, 2022 4:31:37 PM

"The rhythm of three makes for "
loc 364-364 | Sunday, October 9, 2022 4:31:41 PM

"When someone needs help deciding, using these words can help narrow their gaze, reduce their choices and make it easier for them to pick. "
loc 360-361 | Sunday, October 9, 2022 4:31:57 PM

"The rhythm of three makes for easy listening for the other person, and by leaving your preferred choice until the end, you easily build the value of that option and load the choices so your preferred outcome stands out as a clear favorite "
loc 364-365 | Sunday, October 9, 2022 4:32:09 PM

"Your goal is to create a statement that presents choice and then to allow the other person to pick. "
loc 391-391 | Sunday, October 9, 2022 4:35:17 PM

"The second someone hears, "There are two types of people in this world," the little voice in their head immediately wonders which one they are, and they wait with bated breath to hear the choices. "
loc 392-394 | Sunday, October 9, 2022 4:35:30 PM

"Something for you to think about as a reader is that there are two types of people in this world: those who read books like this and do nothing and those who put what they read into practice and enjoy immediate results. "
loc 403-405 | Sunday, October 9, 2022 4:36:29 PM

"You should be able to see the pattern in the examples and understand how "
loc 402-402 | Sunday, October 9, 2022 4:36:37 PM

"When you are talking to a stranger, the conversation needs to move easily, which means it typically follows the path of least resistance "
loc 410-411 | Sunday, October 9, 2022 4:37:58 PM

"The Magic Words "I bet you're a bit like me" often result in the other person comfortably agreeing with you. "
loc 427-428 | Sunday, October 9, 2022 4:40:55 PM