

Magic Words

Want to increase your influence?

Captivate audiences and communicate more effectively?

Strengthen social relationships?

SPEACC with the right magic words and anything is possible

S

SIMILARITY

Linguistic similarity shapes everything from who gets promoted to whether songs and movies become hits. To leverage its value: (1) know how to signal similarity, (2) when to drive difference, and (3) how to plot the right progression of ideas.

P

POSE QUESTIONS

Questions direct attention and build bonds. So it's important to (1) understand the right questions to ask and (2) when to ask them. (3) How to ask for advice and use questions to (4) deflect difficulty and (5) avoid assumptions.

E

EMOTION

Want to build better presentations, have better conversations, or be a better storyteller? Employ emotion. (1) Highlight hurdles, (2) build a roller coaster, (3) mix up moments, (4) consider the context, (5) connect then solve, and (6) activate uncertainty.

A

AGENCY

Words signal who's in charge, who's to blame, and what it means to do something. So to encourage desired actions, harness the language of identity. (1) Turn actions into identities, (2) can'ts into don'ts, (3) shoulds into coulds, and understand when to (4) talk to yourself.

C

CONFIDENCE

Words communicate confidence and power. Want to be perceived more positively? Increase your impact? (1) Ditch the hedges, (2) use definites, (3) don't hesitate, (4) turn pasts into presents, and (5) know when to express doubt.

C

CONCRETENESS

Want to show you're listening? (1) Be concrete. (2) Focus on the how. Give specific details to show attention and understanding. Want to come off as powerful or signal something has potential? (3) Use more abstract language and (4) focus on the why.



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