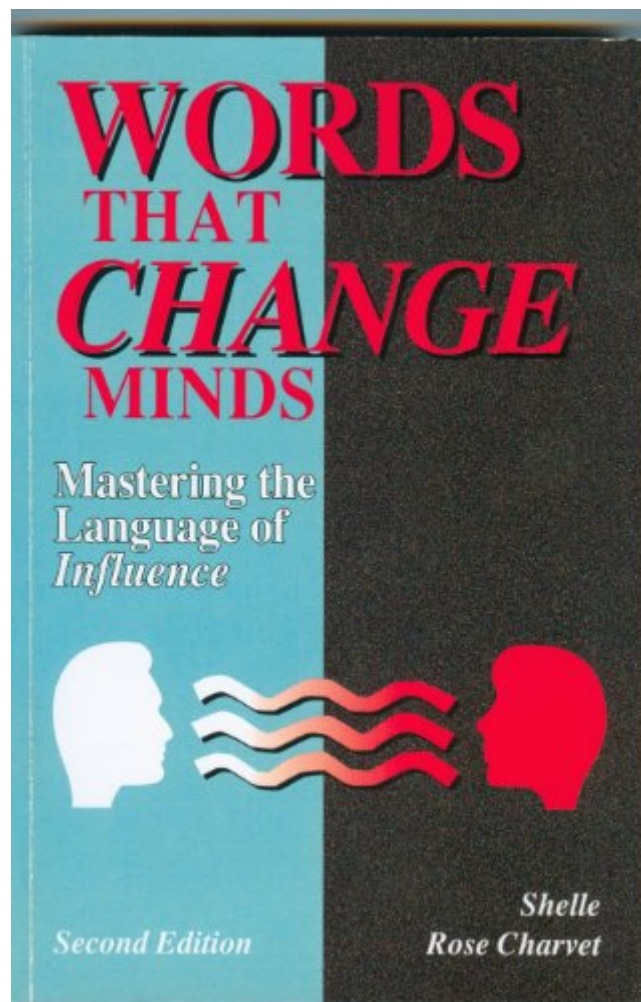


## Words That Change Minds: Mastering the Language of Influence PDF



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"Words that Change Minds" is based on the Language and Behavior Profile (LAB Profile); an easy to learn tool which illustrates how each person is unique. The LAB Profile will enable you to understand and predict from someone's language in everyday conversation, how he or she will behave in a given situation. You will learn how to customize your language for specific people and groups to trigger motivation and even change people's minds.

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