



The 16 Most Powerful Words
For
PERSUASION

INTRODUCTION

Influence and persuasion are integral in the job of any recruitment professional. Before we learn how to increase our skills in this area let's take a look at why it is so important in the first place.

Have you ever found yourself in a situation where:

- A client may be taking too long to decide who they want to interview
- Clients have dragged their feet and taken too long to come back to you about CVs
- Candidates have wanted to read job descriptions before you submit them for a role
- Some candidates have declined to go for an interview as "it's not quite right"
- Job seekers have refused to be put forward as it is too far away
- Clients have extended offers which are too low for the candidate in question
- Clients have wanted to interview candidates for temporary assignments
- Contractors have refused to give you reference details till they get offered the job
- Clients or candidates have refused to work exclusively
- Clients have declined to work on a retained basis

These are some of the situations I have encountered as a biller and as a trainer, more recently, as issues consultants have faced. All of these require a little more influence and persuasion added to the mix. In a recruitment context we are talking about changing someone's mind to do something which is good for them. Getting the candidate to go for the interview is because it is good for them NOT for interview practice or to hit a quota. There is a stark difference in the utilisation of persuasion and influence skills for manipulation compared to true benefit to all concerned.

Learning how to influence and persuade better is about creating win:win outcomes that have positive effects for all. Making a client agree to a retainer just because I can is manipulation. Making them to do it because it is good for them is influence.

Take your time to read these thoroughly. There is no need to learn all of the pattern titles and how they work unless you want to. To get these words to fall into your everyday conversations it is easiest to put them into practice in writing first. Every time you write an email, consultant comments on a CV, covering letters for CV submissions, general correspondence or job adverts re-read it and put some of the words mentioned here into it. Once you start to re-edit your written word it will naturally fall into your day to day conversations. This is not about a skill to turn on and off during sales activity – it is a life skill that when mastered will pay dividends in all aspects of your life and work.

When I first learnt these linguistic patterns, it was not in a sales or recruitment training program, it was through the study of hypnosis. I, like you, sought to improve my persuasion skills and found that suggestion was a very powerful tool to achieve this, whilst building strong relationships with clients and candidates. These language patterns combine with key words that I describe as the 'Most Powerful Words for Persuasion'. It is the combination of the pattern and the words that creates the effortless persuasion that so many seek. Each pattern creates a situation that allows the listener to feel comfortable agreeing with your suggestion. These patterns work both in writing as well as verbally and are portable to any interaction.

So....What are these Powerful Words? I have listed them below to allow you to become familiar with them. You will already notice after reading with them you have said them all before (I hope!). I have added an additional 'How Does it Work?' box at the end of each category to provide more information for those who are keen to dig a little deeper. Knowing how it works is not essential for being able to do it!

- 1. Naturally**
- 2. Easily**
- 3. Unlimited**
- 4. Aware**
- 5. Realise**
- 6. Experience**
- 7. Before**
- 8. During**
- 9. After**
- 10. Among**
- 11. Expand**
- 12. Beyond**
- 13. And**
- 14. As**
- 15. Makes**
- 16. Because**

1. **Naturally**
2. **Easily**
3. **Unlimited**

These are some of the easiest words to use for persuasion. Want some proof? Read the example below without the pattern and then again with the pattern:

“Now you’ve heard how we can help, I am sure you will agree it is an excellent offering”

Not bad as sentences go, though let’s see what happens when we add the adverb

“Now you’ve heard how easily we can help, I am sure you will agree it is an excellent offering”

Feel the difference the word in italics makes? Say it out loud to hear as well as feel the difference.

“With such potential within this guide to persuasion you will feel very excited about putting it into practice”

And now with those powerful words:

“With such unlimited potential within this guide to persuasion you will naturally feel very excited about putting it into practice”

Again, say it out loud. Notice the difference you feel internally about the statement. Cool huh?

“Many candidates, like you, have seen the benefits of working with us on an exclusive basis”

Some good use here of peer based empathy to create comfort in the statement though it could be cranked up even further:

“Many candidates quite naturally like you, have seen the benefits of working with us on an exclusive basis”

Notice the difference this makes again? Also, take note of the change in punctuation. As with all linguistic patterns it’s in the delivery.

In the attached workbook complete the exercise on adverb/adjective patterns.

How does it work? - This is an Adverb/Adjective pattern.

Everything that follows one of these words is presupposed in the sentence. In other words, the listener must accept everything that follows as true in order to make sense of the sentence. Create your own sentences with this pattern by taking the adverb (in this case either ‘Easily’ or ‘Naturally’) and place it in front of the verb (The doing words) in your sentence. Take the adjective (in this case unlimited) and place it in front of the noun. Presto! Increased influence from the insertion of such a simple word.

This pattern is equally as powerful in copy as it is spoken and naturally creates opportunities to easily put it into practice.

4. Aware

5. Realise

6. Experience

Once again, take a look at the examples below for full clarity.

“As you are already aware, candidates like this tend to get snapped up very quickly”

Do you feel that? Can you see now, how we have already suggested to the client that they know this, so it makes it easier for them to agree with the statement? Once we get the non verbal tell of the head nod it's time to close them on an interview, offer, temp start...whatever we want.

Now see what happens when we combine that with you adverb/adjective pattern:

“Naturally, As you are already aware, candidates like this tend to get snapped up very quickly”

Starting to feel the momentum of combined patterns? Fully loaded with extra influence please....delivered with a side order of credibility and the persuasion is done.

“The more I tell you about this particular client the more you will begin to realise just how exciting they are to work for.”

Here I have used the pace and lead combination. The more X happens the more Y does. You see? The more you read this guide the more you realise the unlimited potential it holds. Whoops, there's another!

“As we go through the CVs in more depth you will start to realise just how different I am from my competitors”

Again, pace then lead with the suggestion of realisation that makes the person consciously think about those differences and agree. Very nice. The stronger the rapport the easier this pattern is to deliver.

As I suggested earlier, the real strength of all of these words really starts to increase when we combine patterns together. The awareness pattern combines so naturally with the adverb pattern that you'll experience a whole new level of influence!

Once again, turn to the relevant section in your workbook and do the exercise.

How does it work? - This is an Awareness pattern.

This is a very powerful pattern as it can be used as a single suggestion, which makes the person start the mental process that you mentioned. Again, everything that follows the word is presupposed to be true. Also these words move from “Will you do..” to “Are you aware of...”, which is far more powerful in persuasion. They can also be used as part of a pace and lead statement. A pace and lead statement paces a known truth followed by a suggested lead and is very useful as everything that follows the word, again, is presupposed to be true e.g. As you read this you will become more aware of the sounds around you.

7. Before

8. During

9. After

Before continuing, complete the associated section in the workbook.

Let's jump straight into some examples of these words in action:

"Before you commit fully to this, let me show you a couple of case studies"

See how this works, in effect this is a hypnotic pre-close on gaining commitment that is linked to showing the case studies. Make sense? Easy to use? You may even look back and realise you have done this before now.

"During this meeting you will see just how easily we can successfully work together in the future"

Again you're probably really starting to see how easy all this can be. I have also highlighted the adverb (easily) above – do you think you would have noticed it if I hadn't?

"After you work with me you will understand why I have such a good reputation"

This is a nice one as it has a triple presupposition. For the sentence to make sense to the other person they have to mentally agree that they will work with me to accept the word 'after', plus it presupposes I have a good reputation with others and the fact they will experience it too!

Once again, make sure you complete the relevant section in the workbook before moving on further.

How does it work? - This is a Temporal pattern.

These words use some aspect of time and/or numbers to create the presuppositions of your choice. All these words are associated with giving a time based reference to the suggestion we are going to make. The presupposition is our choice to make and you will realise when you read them that the time reference has a big impact on the message. Creating relationships between your statements and a time reference can create future pacing by suggesting how they may feel in the future.

10. Among

11. Expand

12. Beyond

Take a look at these:

“Among this candidates strengths is their ability to work under pressure”

See how this word creates the idea that there are a number of strengths for this candidate? Can something in the singular be among itself? Works well with the word ‘one’ too e.g. ‘One of the things you will like about my candidate is..’

“As I expand the level of choice you have, the more confidence you will have in knowing you will find the right job”

Using the word expand relative to choice creates powerful imagery in the mind of the listener. Added to this is an additional pattern we have yet to discuss. You may have noticed it though whether you did or not, it still had the impact it intended. After you finish the rest of the guide come back and find it!

“Naturally, as I am sure you realise, finding candidates of this calibre is among our key strengths here and we will endeavour to deliver beyond your expectations in terms of quality and choice in the shortlist we create.”

I have highlighted the two spatial words. Do you now realise there was an adverb/ adjective pattern plus and awareness pattern in addition to the two spatial?

Yes – it’s workbook time. Complete the exercise and I will see you in the final section soon!

How does it work? - This is a Spatial pattern.

Similar to the temporal pattern which used time as a referential index, the spatial pattern uses positional references. Spatial words create relationships between things (including people, products, services and ideas plus nominalisations such as feelings and emotions – e.g. Can you really give someone love like it is an object? No – it’s a verb turned into a noun therefore a nominalisation).

13. And

15. Makes

14. As

16. Because

“We delivered a full managed recruitment solution for their contract recruitment and all of their key projects were delivered within budget”

See how I have linked two separate events together with the word ‘and’? Can you feel how statement one feels as though it caused statement two due to the ‘and’ linkage? Here is another using ‘and’:

“I recruited six people on a permanent basis for them last year and the company has experience a 25% reduction in staff attrition”

See and feel it again?

“You will feel more confident in using us as I explain how we work”

Once again two statements linked together. One causes the other effect. More confidence the more I explain.

“Clearly, listening to what I say about these candidates makes you want to hear more”

Nice and simple. Notice the adverb here?

“Reading how we have helped others makes you begin to realise how we can help you”

Does one really cause the other? Who knows..the suggestion however creates the link that makes it all the more suggestive.

“We need to take references details now because it will increase the chances of us finding you what you are looking for”

For the last time, dig out the relevant section in your workbook and get it done.

How does it work? - This is the Cause and Effect category.

Cause and effect is one of the lynch pins of pacing and leading. This pattern and these words allow us to use naturally occurring patterns to install suggestions and make what we say sound more believable. Firstly words #13 and #14 deal with implied cause and effect. This links two events together and can create suggestions in the other person’s mind that the two are related. This allows you to create realities of anything causing anything. #15 and #16 are much more direct in their suggestion of cause and effect. The more direct the more powerful the persuasion. The unconscious brain loves a ‘because’. See it’s already asking you to find out why!! Just read the experiments of Langer Blank and Chanowitz (1978) involving pushing into queues and using the word because to justify it.

So this brings us to the end of the guide to **The 16 Most Powerful Words for Persuasion**. I trust that you have found it both useful and enlightening. Remember – the key to success is not just the knowledge, it's in the 'doing'. Put this into practice. Focus on one category per day to break in into bite size chunks. I promise you the effort will be worth it as without having to resort to discounting, bribery or torture you will start to be able to get people to do what you want more consistently. As stand-alone patterns these are useful techniques. Combine them with your well defined rapport building skills and targeted questioning technique and they will exponentially increase your productivity.

As a final health warning – these language patterns are very powerful and I have shared them with you with an expectation of you using them with best intention. As is the way with these things – getting someone to do something that is good for you and bad for them is not good practice! I promise you now, that type of manipulation will only lead to problems. Those of you who seek to influence others to achieve results that are mutually beneficial will achieve far more as you will generate the reputation of a true consultant.

PERSUASION SKILLS - WORKBOOK

This work book is designed to be used in conjunction with The Guide to The 16 Most Powerful Words for Persuasion (and How to Use Them, Effortlessly). It is recommended that you complete each exercise as you read the guide to give you the opportunity to practice and makes notes relative to each of the 16 words.

To ensure maximum success please make sure you have genuine applications and scenarios in mind where you feel these patterns will be most beneficial.

1. **Naturally**
2. **Easily**
3. **Unlimited**
4. **Aware**
5. **Realise**
6. **Experience**
7. **Before**
8. **During**
9. **After**
10. **Among**
11. **Expand**
12. **Beyond**
13. **And**
14. **As**
15. **Makes**
16. **Because**

- 1. Naturally**
- 2. Easily**
- 3. Unlimited**

Remember put the describing word in front of what they describe. This creates powerful mental images and powerful in writing copy.

Write three examples for yourself using this pattern. Make sure they are ones you can use in your "real world".

1.

2.

3.

ADVERBS & ADJECTIVES

The 3 words given to you are representative of a whole host of words that will also work. The three given are the most important and powerful though all of these can add some variety!

Other words that can be used:

- Readily
- Obviously
- Finally
- Effectively
- Seriously
- Accurately
- Clearly
- Powerful
- Infinite
- Truly

4. **Aware**
5. **Realise**
6. **Experience**

Write a couple of examples using the awareness pattern that you could use with your clients or candidates. Make it something that you can hear yourself saying.

1.

2.

Let's have a bit of fun – Write a paragraph of a couple of sentences or so using the following words with influence:

Naturally, Aware, Unlimited and Experiencing

AWARENESS

Other words that can be used:

- Know
- Understand
- Wonder
- Think
- Speculate
- Reconsider
- Discover
- Perceive
- Assume

- 7. Before**
- 8. During**
- 9. After**

Now write a sentence for each word that you could use in a work situation that uses the temporal category. Remember The easiest place to put them is right at the beginning of the sentence.

1.

2.

3.

TEMPORAL CATEGORY

Other words that can be used:

- Former
- Currently
- Highest
- Eventually
- Early
- Later
- Until
- First
- Foremost
- Latest
- Earliest

- 10. Among**
- 11. Expand**
- 12. Beyond**

Now we are getting the hang of this, write a statement in the space below which uses the following words in order that you can use in your work environment.

1. Realising
2. After
3. Beyond
4. Easily
5. Effectively
6. Realising (yes - again!)

SPATIAL CATEGORY

Other words that can be used:

- Behind
- Against
- Apart
- Underlying
- Uncover
- Below
- Above
- Around
- Proceed
- Upward
- Separate

13. And

14. As

15. Makes

16. Because

Now think of some powerful cause and effect based examples. Create a list of as many X causes Y type statements that you could say to a client or a candidate. Pick the ones that you find the most powerful and start to use them! Writing that list causes you to realise that there is more to this influence than you initially believed!

CAUSE AND EFFECT CATEGORY

Other words that can be used:

- Derives
- Kindles
- Generates
- Allows
- Forces
- Invokes
- Creates
- Justifies
- Determines
- Constitutes