

# The 18 Most Powerful Words for Persuasion (And How to Use Them)

These words and language patterns deal with the power of a linguistic pattern that forces the listener to accept your concepts and ideas as true. And most of these ideas that your listener must accept aren't even directly stated!

## **Adverb/Adjective pattern:**

1. Naturally
2. Easily
3. Unlimited

## **Awareness pattern:**

4. Aware
5. Realize
6. Experience

## **Temporal (time) / Number pattern:**

7. Before
8. During
9. After

## **Spatial pattern:**

10. Among
11. Expand
12. Beyond

## **Cause & Effect pattern:**

13. And
14. As
15. Causes
16. Because

## **Commands:**

17. Now
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.

## Lets start with the Adverb / Adjective pattern.

### MAJOR RULE:

ALWAYS PUT ADVERBS BEFORE THE VERB AND ADJECTIVES BEFORE THE NOUN!

Everything that follows one of these three 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...

A NOUN's the name of anything,

As: school or garden, toy, or swing.

ADJECTIVES tell the kind of noun,

As: great, small, pretty, white, or brown.

VERBS tell of something being done:

To read, write, count, sing, jump, or run.

How things are done the ADVERBS tell,

As: slowly, quickly, badly, well.

## Strategy for using Adverb / Adjective Presuppositions...

1. **Naturally**

2. **Easily**

3. **Unlimited**

“**Naturally**, learning NLP so easily helps you in your personal and professional development...”

“Have you ever asked yourself if the **unlimited** potential of NLP is what makes you so excited to learn more?”

“Learning this information will **easily** help you become a great realtor.”

And so on... Remember to put the words that describe in front of those they are describing...

Create powerful pictures. This method is also very powerful in writing copy. Now, write three examples using this pattern. Make your examples ones that you can take back with you to the "real world" and effectively use.

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The three words 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 words that will have this same impact when you use them.

I gave you the most important three that I use on a regular basis – here are a few more to the list that you can also choose from:

- accordingly
- obviously
- finally
- immediately

### **Awareness pattern:**

**4. Aware**

**5. Realize (ing)**

**6. Experience (ing)**

This is the Awareness category. This is one of my personal favorites because simply saying one of these words makes the person start the mental process that you mentioned.

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..." but instead, "Are you aware of...", which is far more powerful in persuasion.

By the way, as you gain skill in being able to use these words powerfully, you might think that someone may respond to the question, "Are you aware of..." by saying, "No." I assure you, when done properly, this will never happen. But if it ever did, all you need to do is say, "**Not yet, huh?**" How's that?

Here are some examples of this pattern:

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

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

Are you starting to **experience** the satisfaction of what knowing this will bring as I tell you about it?

And, of course, you can combine them to create super-powered suggestions:

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.

Now, write three examples using this pattern:

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Temporal Pattern

Now we move on to the next category: the temporal pattern.

**7. Before**

**8. During**

**9. After**

These words use some aspect of time and/or numbers to create the presuppositions of your choice.

Here are some examples:

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

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

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

Now, write three of your own sentences using this pattern:

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

And, of course, you can combine all the patterns together to get even more exciting suggestions: **During** our discussion today, **naturally**, you'll begin to **experience** the excitement about what the future holds for you **as** you **begin** to **understand** how **easily** leverageable this information is for you!

Here's a larger list of words that fit into the Temporal category:

- currently
- while
- when
- continue
- early

**Spatial words** are used to create some relationship between things. These could be thoughts, ideas, products, services, etc. These words evoke powerful imagery in the mind of the listener

**MAJOR RULE:**

**Spatial words are always used to create a relationship between things... These words create powerful images in the minds of those listening.**

**10. Among**

**11. Expand**

**12. Beyond**

Here are some examples:

“From **among** the positive thoughts you have about us, you will find that we provide a customer service beyond that of anyone else.”

“To **expand** on our ever growing benefits, imagine also the value in reattending our programs...”

And of course, if you combine these with the other patterns you can add power:

“What a great observation, let’s **expand** on that and from our learning we can **easily** become **aware** of the positives...”

Some additional words in this category:

- apart from
- around
- aside from
- behind
- below beneath
- beyond
- along with
- down
- from above in including from behind into from
- under
- separate

Now, put together some statements / paragraphs using the following words in the order given. Remember to aim it at something important that makes sense in your life!

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Cause & Effect pattern:

13. And

14. As

15. Causes

16. Because

*Let's separate 15 & 16 together and 13 & 14 together.*

The reason I have called this pattern Cause and Effect is because when one is said, it causes the other...

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 exactly as it is written. It basically takes the form of x (a pace) happens and causes y to happen (the lead).

Use these rules to make the pattern simple:

X is a pace

Y is a lead

Most importantly, ANY X can cause any Y!

Here are some examples:

“Sitting here **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

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level...

“Thinking your next thought **causes** you to completely agree with me that you need to master NLP.”

“Simply using that excuse **causes** you to understand why you don’t already believe it...”

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### **Implied Cause & Effect**

Another form of Cause and Effect is called, "Implied Cause and Effect" and it takes advantage of our most powerful words 13 and 14.

**This pattern implies that two things are linked together.**

The basic pattern is:

As X (pace) happens, Y (the lead) naturally follows.

Here are some examples:

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

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

**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, you'll naturally get more and more excited!



Now write three sentences of your own using the Implied Cause and Effect pattern:

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Here are more words to broaden your Cause and Effect word base:

- generates
- allows
- forces
- makes
- invokes
- creates

## Commands Category

The last two words fall into the Commands category. The best way to use them is to practice inserting them into your language as much as is feasible, now! (ha ha)

**17. Now**

**18. Stop**

“**Stop** for a moment and listen to the final pattern **now**.”

“Let’s **stop** and think about what we do **now**.”

“**Now**, this is a simple pattern if we just **stop** and think about it logically.”

Stop for a moment... These words are used to simply divert the conscious mind.

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_