

LET'S MAKE PROSPECTING EASY

Seven Persuasive Emotional Triggers Every Network Marketer Should Know

—By Monte Taylor



- (1) Imagine
- (2) No excuses
- (3) The simple truth
- (4) Believe in better
- (5) You deserve
- (6) You decide
- (7) Let's get started

These words and phrases represent seven positive and persuasive *emotional triggers* that were identified after years of research by one of the world's leading communication experts, Dr. Frank Luntz.

In his thought-provoking book, *Words That Work. It's Not What You Say, It's What People Hear*, Luntz offers a behind-the-scenes look at how the tactical use of words and phrases can affect what we buy, who we vote for, and even what we believe in.

These seven power words represent conceptual ideals that not only resonate with people, but also, when used appropriately can help you move some people out of their head and into their heart.

After reading and enjoy all three of his books, I decided to take advantage of some of his most powerful ideas—and identified seven that could be very useful for richer, more effective communications with your prospects.

In my books, *Objections Handled!* And *Profit With Leads*, I found several opportunities to weave some of these rich and meaningful concepts into the language of my prospecting and communication scripts.

Here are some examples:

*“Mary, just **imagine** if over the next few years, by working together, we could achieve your income goals. **Imagine** if you could join the tens of thousands of networking professionals*

that are earning full-time incomes with part-time effort Mary, what would you say?”

*“Monte, the **simple truth** is that no one can guarantee how quickly you will reach your income goals with your new business. I can only guarantee that I will do my very best to help you every step of the way.”*

*“Dave, let's review the presentation together and then we will go over the small startup costs. Then **you decide. You deserve** to see what this is all about and decide if it is right for you.”*

*“Jim, is there anything else you need to know, or would you like to know the next steps and how we can **get started** together now? If not, let's get started!”*

If you happen to watch Dr. Phil on TV, notice how often he sums up his thoughts or recommendations to guests by saying, “**You decide. You deserve** to know what this is all about. **You decide** if this something you no longer want in your life.”

I've realized, after studying authors such as Luntz and other great communicators—that there is a learnable underlying psychology to better communications with people. People respond strongly to certain basic ideals such as: “**You decide for yourself, or you deserve better, or you deserve to know all of the details before you make up your mind.**”

If you are willing to pay attention, study, and learn, you can absolutely improve your ability to persuade and appropriately influence others.

Each of us has the potential for increased rapport and influence with people. I encourage you to begin following and studying the authors (and thought leaders) who focus on sharing

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ideas for *scientifically-based* people communications.

Always ask yourself, “How can I appropriately use these concepts, these words or phrases to give my message a better chance of resonating and connecting with people?”

Most people, I believe, want to know and hear **the simple truth**, not a convoluted story that begins with the ‘dance of the seven veils’ or a smarmy, snappy comeback response to their questions or objections.

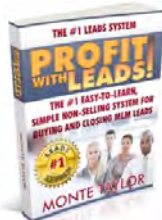
Become your prospect’s thoughtful guide, their Sherpa, their concierge. Be interested. Listen. Be a super-smart communicator. Be a relationship engineer and strive for more clarity in your conversations. **No excuses**. Take the conversational lead and help people discover and find what it is they want and need. **Believe in better**. Let keep finding better and more productive ways to make prospecting fun and easy.

About the Author: Monte Taylor is a serial entrepreneur, author, coach and business consultant and the former CEO of two network marketing companies. As a devoted network marketing advocate for over 25 years, he has also built successful teams in the field as a distributor. Monte received his Master's degree in business administration from the Crummer School of Business at Rollins College and holds Master's level certificates in Executive Coaching and Business Coaching. His best-selling books include:



Objections Handled! 101 Scripts for Network Marketers—Learn To Say The Right Things To Every Prospect.

Profit With Leads – The #1 Easy-To-Learn, Simple Non Selling System for Buying And Closing MLM Leads. Both books are available on Amazon.com



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