



HOW TO
SPEAK
SO PEOPLE
LISTEN



Grab their
attention and
get your message
heard



MIKE CLAYTON

Speaker's Checklist: Power Words

- You and your
– pronouns that focus your speech on your listener – just as I do in the book.
- Please, Thank you and You're welcome
– courtesy words that say something about your character.
- Guarantee, Safe and Protect
– conjure the emotion of fear and say you can help.
- Proven, Tested and Health
– remind us that you care.
- Imagine, Discover and Learn
– evoke the emotion of curiosity.
- Vital, Essential and Key
– suggest a priority.
- Now, Today, Immediately
– do the same, in time terms.
- Free, Discount and Save
– pander to our desire to get something for nothing.
- Improved, Better and Best
– suggest merit.
- Control, Authority and Command
– focus on our need to either be in charge, or know who is.