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

This one section has so much power-packed information that if you just mastered this part of the training, you would experience such a significant leap in your persuasion abilities, you would consider the training entirely worthwhile, even if this is all you learned.

For the most part, this section deals 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!

So... what are these powerful words? Here they are!

**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. Here's a strategy for using these types of words:

*Always put adverbs before the verb and adjectives before the noun.*
1. Naturally
2. Easily
3. Unlimited

**Major Note:** 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.

Here are some examples:

"Have you discovered how **easily** you can make the decision to refer your friends to our company?"

"Have you asked yourself if the **unlimited** potential of this information is what is making you so excited?"

"Have you naturally discovered how persuasive you are becoming?"

"Many people begin **naturally**, Mr. Williams, to create an idea of owning this just prior to making the decision to buy it."

"**Naturally**, you'll find more than enough reasons to **go ahead today** if you understand even a little bit of what I say next."

**Remember** to put the describing words in front of what they describe. This forces the listener to see powerful pictures, and 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. __________________________________________________________________________
   __________________________________________________________________________
   __________________________________________________________________________
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's a more complete list that you can also choose from:

<table>
<thead>
<tr>
<th>some</th>
<th>all</th>
<th>many</th>
<th>begin</th>
<th>easily</th>
</tr>
</thead>
<tbody>
<tr>
<td>naturally</td>
<td>readily</td>
<td>infinitely</td>
<td>unlimited</td>
<td>accordingly</td>
</tr>
<tr>
<td>obviously</td>
<td>still</td>
<td>already</td>
<td>repeatedly</td>
<td>usually</td>
</tr>
<tr>
<td>finally</td>
<td>most</td>
<td>truly</td>
<td>truly</td>
<td>immediately</td>
</tr>
</tbody>
</table>

Now, here's a way to really have some fun with these and add exponentially to their power. For maximum power, remember this:

Pack as many of these words as possible together
(without sounding too strange!)

Here are some examples of this strategy at work:

You've probably started to become aware of some of the many easy yet powerful ways you can use this information.

Naturally, the most readily available and more importantly, competent person to deal with is me.

Finally, the most reliably accurate system of persuasion is within your grasp.

Once you begin to easily absorb this information, you'll naturally discover how easily it works for you.
Most of the reasons why people succeed with this information have to do with the truly unlimited power of the skills that you can easily put to good use in your own life, don't you think?

Here's a power-packed, fun one:

Have you asked yourself recently how many services your present broker [or whatever service provider] should be providing, but isn't? [pause] Since I brought that up, does it make you wonder how much more you could be getting when we do [the service]?

Note: When you use these patterns in writing, don't pack them as tightly as you do in speaking. When you use them in speaking, pack as many in as you can!

**Awareness Pattern**

Now we move on to the most powerful words in the next category:

4. Aware
5. Realize
6. Experience

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 owning 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. __________________________________________________________________________
   __________________________________________________________________________
   __________________________________________________________________________

The **real power** of these words comes when you use them in combination with the **Adverb / Adjective** group.

Remember, no pattern is an island! Strength comes from combining as many patterns together as possible!

Here's an example:

_Naturally, as you start to realize the unlimited ways you can easily become aware of how joining this team will help you to truly accomplish your goals more rapidly and effectively, you'll start imagining the success you can actually achieve with my help and guidance -- NOW - - are you starting to experience the possibilities?_
Of course, as before, the words I choose are my personal favorites. Here are some additional words in this category that you can also choose from:

<table>
<thead>
<tr>
<th>realize</th>
<th>aware</th>
<th>know</th>
<th>understand</th>
</tr>
</thead>
<tbody>
<tr>
<td>think</td>
<td>feel</td>
<td>wonder</td>
<td>puzzle</td>
</tr>
<tr>
<td>speculate</td>
<td>perceive</td>
<td>discover</td>
<td>experience</td>
</tr>
<tr>
<td>accomplish</td>
<td>fulfill</td>
<td>grasp</td>
<td>reconsider</td>
</tr>
<tr>
<td>weigh</td>
<td>consider</td>
<td>assume</td>
<td>conceive</td>
</tr>
</tbody>
</table>

Now, let's put all this together in an exercise that will help you use powerful combinations. Write a paragraph using the following "Power Words" in the order they are listen in:

1. Naturally
2. Aware
3. Unlimited
4. Experiencing

Write your paragraph here:

_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________


**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:

<table>
<thead>
<tr>
<th>before</th>
<th>former</th>
<th>was</th>
<th>currently</th>
<th>while</th>
</tr>
</thead>
<tbody>
<tr>
<td>during</td>
<td>after</td>
<td>when</td>
<td>foremost</td>
<td>continue</td>
</tr>
<tr>
<td>early</td>
<td>later</td>
<td>until</td>
<td>first</td>
<td>eventually</td>
</tr>
<tr>
<td>second</td>
<td>highest</td>
<td>other</td>
<td>along with</td>
<td>in addition to</td>
</tr>
<tr>
<td>chief</td>
<td>another</td>
<td>earliest</td>
<td>latest</td>
<td>more</td>
</tr>
</tbody>
</table>

**Spatial Category**

Now we move on to the most powerful words in the **spatial** category:

10. Among
11. Expand
12. Beyond

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.

Here are some examples:

*From among the positive thoughts that you're already starting to realize you have about working with our firm will come the most obvious, yet overlooked reason to bring us on board now.*

(Of course, you see/hear the plethora of additional presuppositions used above, do you not?)

*To expand on your ever-growing ideas that contain the essence of your good feeling regarding using this information powerfully, think of the money you'll be making.*

*That's a great observation. Let me suggest that as you start to experience the realization of what you just said, you can begin to realize that the full, positive ramifications will go beyond even your expectations. Can you imagine how much further they'll go?*
Now, you write three sentences using this pattern:

1. __________________________________________________________________________
   __________________________________________________________________________
   __________________________________________________________________________

2. __________________________________________________________________________
   __________________________________________________________________________
   __________________________________________________________________________

3. __________________________________________________________________________
   __________________________________________________________________________
   __________________________________________________________________________

Some additional words in this category:

<table>
<thead>
<tr>
<th>against</th>
<th>along</th>
<th>among</th>
<th>apart from</th>
<th>around</th>
<th>aside from</th>
</tr>
</thead>
<tbody>
<tr>
<td>behind</td>
<td>below</td>
<td>beneath</td>
<td>beyond</td>
<td>along with</td>
<td>down</td>
</tr>
<tr>
<td>from above</td>
<td>in</td>
<td>including</td>
<td>from behind</td>
<td>into</td>
<td>from under</td>
</tr>
<tr>
<td>in place of</td>
<td>without</td>
<td>off</td>
<td>on</td>
<td>out of</td>
<td>beside</td>
</tr>
<tr>
<td>short of</td>
<td>through</td>
<td>toward</td>
<td>under</td>
<td>uncover</td>
<td>off the top</td>
</tr>
<tr>
<td>underlying</td>
<td>touching</td>
<td>close(er)</td>
<td>near(er)</td>
<td>further</td>
<td>expanded</td>
</tr>
<tr>
<td>enlarge(ed)</td>
<td>proceed(ing)</td>
<td>withdraw(ing)</td>
<td>undergone</td>
<td>upward(ly)</td>
<td>separate</td>
</tr>
</tbody>
</table>

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. Realizing
2. After
3. Beyond
4. Easily
5. Effectively
6. Realizing

Make some notes here for the above exercises so that you can easily do it. You might even want to make a brief outline first.

_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________

**Cause and Effect Category**

We now come to our last two categories of the most powerful words, and we've definitely saved the best for last!

The **Cause and Effect** category is extremely powerful! One of the main reasons for this is because it is the natural way that we state our beliefs. Actually, this pattern is pivotal to the balance of the training because it is the most basic expression of pacing and leading.

This language pattern enables you to:

- Use a naturally-occurring pattern to install suggestions
- Create "realities" of making whatever you want cause anything else you want. This is called "junko-logic."
- Speak in terms of the way people organize beliefs in their own minds. Therefore, whatever you say is more believable.
13. And
14. As
15. Causes
16. Because

For the sake of making this pattern simple, let's split it up into two distinct groups with 13 and 14 being in one group and 15 and 16 being in another. 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 there **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 levels.

* Thinking your next thought **causes** you to agree with me that you need to really master this material.

* Simply saying that excuse **causes** you to understand why you already don't believe it.

Isn't this a neat pattern?

**Quotes Pattern**

OK, I want to introduce you to another pattern that you can use with any of the patterns. It's called, "Quotes." This pattern works so well because you can literally say anything you want to say and just say that you're quoting someone else. This adds credibility to your statement because **someone else** is saying it, not you!
Here's an example:

I was talking with a client the other day and she said, "the effectiveness of your material is so profound that you must be loaded with clients -- I mean, just listening to what you say would cause anybody to get excited and decide on the spot to bring you in if they really want to increase their profits." This kind of excitement is justified when you consider I helped her increase her income last month by $25,000.

OK, now you come up with four sentences of your own: two are normal Cause and Effect and two are using Cause and Effect with Quotes:

1. __________________________________________________________________________
   __________________________________________________________________________
   __________________________________________________________________________

2. __________________________________________________________________________
   __________________________________________________________________________
   __________________________________________________________________________

3. __________________________________________________________________________
   __________________________________________________________________________
   __________________________________________________________________________

4. __________________________________________________________________________
   __________________________________________________________________________
   __________________________________________________________________________

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:

<table>
<thead>
<tr>
<th>kindles</th>
<th>derives</th>
<th>generates</th>
<th>allows</th>
<th>forces</th>
</tr>
</thead>
<tbody>
<tr>
<td>makes</td>
<td>invokes</td>
<td>settles</td>
<td>stimulates</td>
<td>brings to pass</td>
</tr>
<tr>
<td>creates</td>
<td>verifies</td>
<td>justifies</td>
<td>determines</td>
<td>constitutes</td>
</tr>
</tbody>
</table>

**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
Here are some examples of these words in use:

This is a great idea, and I think you're beginning to gain the understanding of my ability to help you, are you not? I mean stop, and start to begin to become aware of all the ways you can use just the few ideas I've given you so far -- pretty impressive, isn't it?

As you begin to realize all the power the Rapidrapport.com Method gives you to influence others effectively, you'll begin to discover your ever-increasing enthusiasm for mastering this -- now -- let's keep practicing on putting more and more of the patterns together, shall we?

Learn to throw in these last two words as frequently as you can without being ridiculous. Let's now examine two other words:

**because**

**that causes**

These words give you the ability to do a somewhat-advanced version of the **Cause and Effect** pattern. Here's how to use them:

Both can be used in roughly the same way and they are really effective. The method is to wait until the person you are speaking with says something positive about you or your product / service / idea, and then you say:

*That's a good point, and just understanding that point causes you to realize the full value of our system.*

*or*

*I agree with that because it's so important for you, for all the reasons you've already mentioned.*

In essence, using the **Cause and Effect** pattern in this manner allows you to use it as a "tag" to what you've been saying so far.

O.K., you now have the 18 most powerful words for the purposes of persuasion. Practice using them constantly and you will be well-rewarded for your efforts!