

## Tell You Language Patterns

People do not like to be told what to do. We like to think that each great idea is ours and that when we have a great idea, it is entirely our own. This means that the Master Persuader will always want to “frame” his language in such a way that prospects will not disagree, especially on important or controversial issues.

Notice the emphasis on certain words or phrases

*“I wouldn't tell you to leave your religion to join mine, because I always want your respect and I know you will make the right decision.”*

*“I wouldn't tell you to consider a new career, because you want to be in charge of your own future.”*

*“I could tell you that you are making a mistake but I won't. You want to figure it out for yourself.”*

*“I could tell you that Toyotas are far superior to this car but I won't. You'll realize it after you've owned this car for a few years.”*

### Exercise - Tell You Language Patterns

**I could tell you to write seven sentences to embed these patterns firmly in your mind, but. I'm sure you know by now how important they are, so I won't.**