

## **The Leverage of Language**

Over 60% of your day is spent in oral communication, in which you could be persuading, explaining, influencing, motivating, counseling, or instructing. You can create movement, excitement, and vision with the words you use. The right words are captivating; the wrong words are devastating. The right words make things come to life, create energy, and are more persuasive than the wrong words. As Mark Twain said, “The difference between the right word and the wrong word is the difference between lightning and a lightning bug.” The bottom line is that the words you use attract or repel your prospects.

The Law of Verbal Packaging states that the more skillful a person is in the use of language, the more persuasive they will be. People are persuaded by us based on the words we use. Words affect our perceptions, our attitudes, our beliefs, and our emotions. The words we use in the persuasion process make all the difference in the world. Language used incorrectly will lose the deal you might otherwise have closed. Word skills are also directly related to earning power. Successful people all share a common ability to use language in ways that evoke vivid thoughts, feelings, and actions in their audiences. Typically, news broadcasters are trained to inflect their voices downward at the ends of sentences because doing so suggests confidence and authority. Upward inflections tend to suggest lack of confidence and doubt. Numerous studies have shown that a common trait of successful men and women is their skillful use of language. This correlation has also been manifested in their incredible ability to persuade.

### **The Inherent Power of Words**

Words communicate abstract or vague things. We can use them to explain events, to share feelings, and to help visualize the future. Words shape our thoughts, feelings, and attitudes towards a subject. They help decide if we stay neutral or take action. Just reading words can affect your thoughts, attitudes, and feelings. For example, read these six words slowly and vocally, taking notice of how they make you feel.

**Murder   Hate   Depressed   Cancer   Sad   Despair**

Now read these six words slowly and vocally, noticing how the words affect you as you do so.

**Wealth   Success   Happiness   Health   Inspiration   Joy**

How did these words make you feel? Successful persuaders know how to use the right words to create the desired response in their audiences. Speakers with greater verbal skills come across as more credible, more competent, and more convincing. Speakers who hesitate, use the wrong words, or lack fluency have less credibility and come across as weak and ineffective.

## **The Fundamentals of Language Usage**

The use and packaging of language is a powerful instrument that can be fine-tuned to your advantage. We all know the basics of language, but mastery of both the aspects of language usage and the verbal situation can control human behavior. The proper use of verbal packaging causes you to be adaptable and easy to understand. This type of language is never offensive, and is always concise.

To create an effective verbal package, you need to understand the following critical aspects of language:

<b>Word Choice</b>	<b>Emotion-Packed Words</b>
<b>Use of Silence</b>	<b>Vivid Language</b>
<b>Speaking Rate</b>	<b>Vocal Fillers</b>
<b>Volume</b>	<b>Pitch</b>
<b>Inflection</b>	<b>Pauses</b>
<b>Emphasis</b>	<b>Tense</b>

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