

Using Vivid Language to Paint Pictures

Complete this imagination exercise with me: Pretend you are standing in a beautiful, sunny kitchen. You reach across the counter and grab a bright, juicy orange. You can feel it is heavy with sweet, ripe orange juice. You can smell the delicious orange scent as you rub the oil of the skin on your hand. Reaching for a knife, you slice the orange and begin to peel back the skin. The aroma only becomes stronger as you tear the sections apart. One of the sections drips bright, sticky orange juice over your finger. You raise this juicy section to your lips and take a bite. As your teeth sink into the orange, you feel the juice burst out and swish around your teeth and tongue. The juice is incredibly sweet! You savor it a moment, cradling a puddle on your tongue before swallowing.

Did your mouth water? Almost everyone's does. The extraordinary thing is that if I had simply instructed you to produce saliva, you couldn't have done it. The vivid picturing technique works far better than the command because your mind cannot distinguish between what is imagined and what is real.

A Master Persuader has the ability to paint a picture with his words. The prospect will be able to see, hear, feel, and experience exactly what he is talking about. The prospect becomes part of the message and can more fully understand how the product or service will change their life. Master Persuaders stimulate their prospects' senses by using words that activate their mind. They also present their message through positive emotions because the positive thoughts the audience is having will color their perception of what you want them to do.

We can all say, "I walked on the beach," but that's not half as effective as saying, "The sun was up and shining brightly on the warm sand. I took off my shoes and felt the soft sand between my toes. The seagulls floated lazily across the ocean sky. The waves soothed my soul as they rhythmically crashed against the shore. I could taste the salt of the breeze on my tongue." I think you can feel the difference between the two. Words activate all that we do. The words we use can make a person physically ill, emotionally drained, hungry, and even salivate. They can especially make you buy!

A particular utilities company sought advice from two psychologists on how they could better sell the advantages of home insulation. They had sent auditors to visit the homes and point out the ways they were wasting energy. The auditors provided them with suggestions on how they could save money if they were willing to improve the energy inefficiencies. In spite of the clear financial benefits over the long term, only 15% of the audited homeowners actually went ahead and paid for the corrections. The utility's company new tactic was to describe the inefficiencies more vividly. With the next audits, homeowners were told that the seemingly minute cracks here and there were collectively equivalent to a gaping hole the size of a basketball. This time, 61% of the homeowners agreed to the improvements!

When you find yourself in a situation where you really need people on your side, use words that are going to create strong mental images. Attorney Gerry Spencer once said, "Don't say he suffered pain. Tell me what it felt like to have a broken leg with the bone

sticking out through the flesh. Tell me how it was! Make me see it! Make me feel it!” Words are more powerful when they have strong emotional connotations. You want your words to be clear and credible, but they will have greater impact if they also strike an emotional chord within your audience. You can avoid being melodramatic or sensational by being sure your words truly reflect the circumstances and that they can always be backed up.

You can even package simple derogatory comments. Sure, you can call someone dumb or stupid, but when you can verbally package something, this is what you get:

- Dumber than a box of hair.
- Got into the gene pool while the lifeguard wasn't watching.
- If brains were taxed, he'd get a rebate.
- All foam, no beer.
- Sharp as a marble.
- Too much yardage between the goalposts.
- Her antenna doesn't pick up all the channels.
- No grain in the silo.
- Forgot to pay his brain bill.
- Studied for a blood test and failed.
- Gates are down, the lights are flashing, but the train isn't coming.
- The wheel is spinning, but the hamster's dead.

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