

The Law of Verbal Packaging: The Leverage of Language

The wrong words on your website will repel people. 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 (written or verbal) 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. 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:

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

Word Choice

Understand that proper language varies from setting to setting, and from event to event. One word choice does not work in every circumstance. Word choice can also be critical to defusing situations and in getting people to accept your point of view. Even one word

can make the difference in perception and acceptance. In a study by Harold Kelley, students were given a list of qualities describing a guest speaker they were about to hear. Each student read from either one of the following two lists:

1. Cold, industrious, critical, practical, and determined
2. Warm, industrious, critical, practical, and determined

Of course, the students who read number one had less than positive feelings about the speaker. The interesting thing, though, was that the lists were exactly the same except for one word! It seemed that the differing word's placement at the head of the list conditioned how the reader felt in reading through the rest of the list. It didn't matter that none of the following words were negative. Just reading the word "cold" tainted how the students read the rest of the list.

The airline industry has mastered the power of words. They know word choice is critical to getting their point across and to reducing panic. In one situation, a flight attendant had run out of steak as an option for dinner entrée. Instead of telling the customers their only option was chicken, the flight attendant said, "You can have a piece of marinated chicken breast, sautéed in mushrooms in a light cream sauce, or a piece of beef." Consequently, people chose the chicken because it sounded better. I was on a plane once, getting ready to take off, and as we prepared to leave the runway, one of the engines caught on fire. Smoke billowed and the runway was suddenly filled with fire trucks. The pilot came on and called it "slight engine difficulties." I don't know about you, but the situation seemed like a little more than "slight" to me.

When you listen to the flight attendants' instructions before take off, you also hear great word choice. They tell you that in the event of a water landing, your seat cushion can be used as a flotation device. Hello! What they're really saying is, "If we crash into water, grab your seat cushion so you don't drown." Notice they don't say life preserver, but rather they call it a flotation device. Also note that there is no "barf bag" on board – it's a motion discomfort bag. Or "we are experiencing a mechanical difficulty" instead of "the

plane is broken.” They don’t clean the plane; they refresh it. Planes aren’t late; they’re merely delayed. And, my personal favorite, they never lose my luggage. They misplace it. Yes, airlines know the power of word choice in affecting their customers’ point of view.

Sales professionals also use words carefully. They know that one wrong word can send their prospect’s mind somewhere else and lose them the sale. Some examples of language that salespeople use to help diffuse a potentially tense situation include the following:

<i>Words That Repel</i>	<i>Better Words</i>
Contract	Agreement/Paperwork
Sign Here	OK the Paperwork
Sell/Buy	Get Involved
Cancellation	Right of Rescission
Salesperson	Business Consultant
Commission	Fee for My Services
Cost	Investment
Credit Card	Form of Payment
Problem	Challenge
Expensive	Top of the Line
Objections	Areas of Concern
Cheaper	More Economical
Service Charge	Processing Fee

Language also has a strong bearing on how we remember certain details. For example, in a 1979 study conducted by Loftus, when defendants were asked how fast they were driving when they “smashed” into the other car as opposed to “hit” the other car, much higher speeds were reported. In another study, subjects were asked if they had headaches “frequently” or “occasionally” and how many per week. Those who were interviewed

with the word “frequently” reported 2.2 headaches per week, while those interviewed with the word “occasionally” reported only 0.7 per week.

In another study, one group of individuals was asked if they thought the U.S. should *allow* public speeches against democracy, while another group was asked if they thought the U.S. should *forbid* public speeches against democracy. Although they bear similar implications, notice the word choice makes them contrary of each other. Still, one might think the answers would be similar, since they drive at the same point. Because of the more forceful language and tone of the second question, however, there was a much higher response to forbid versus allow.

Have you ever noticed all those commercials currently on the air for pharmaceutical companies? They portray all these wonderful benefits and use a soothing, sophisticated voice to highlight these benefits. Then, at the end of the commercial, they have to run through all the negative side effects: vomiting, headache, diarrhea, etc. But they read through these negatives quickly using the same pleasant voice! The effect is that negatives are de-emphasized, and we, as viewers, are still left with an overall positive impression.

Double-Speak – Tame the Sting

The term double-speak means substituting an offensive word with a less offensive word to create less sting. Here are some examples of how double speak has made its way into our society.

Offensive	Repackaged
fired	let go
downsizing	right-sizing
used car	pre-owned vehicle
sex change surgery	gender reassignment
Kentucky Fried Chicken®	KFC (took out word “fried”)
garbage man	sanitation engineer

housewife	domestic engineer
interrogate	interview
murder	assisted suicide
cancer	growth
fail	not passing
buried	interred
fatty (beef)	marbled (beef)
final exam	celebration of knowledge

Double-speak is a commonly employed legal tactic. For either side, the situation will be described in a certain tone and using certain language, which can be completely opposite depending on whether the defense or the prosecution is speaking. In one particular case, a woman was in court for aborting her baby very late in the pregnancy. The prosecution used words and language portraying her act as causing the death of a “baby boy,” the loss of a “human being.” The defense argued to the judge that these words were inaccurate because, by law, it was only a fetus. Attempting to dehumanize the victim, the defense used such language to separate their client from the alleged wrongdoing.

Package Your Numbers

Often salespeople, or people in any sort of persuasive situation for that matter, need to either play up or play down the greatness or smallness of certain numbers. When playing up a number, persuaders use this type of language:

- “More than $\frac{3}{4}$...”
- “Almost eight out of every ten...”
- “More than two out of three...”

When playing down a number, they use this type of language:

- “Less than $\frac{3}{4}$...”
- “Fewer than three out of four...”

- Under $\frac{3}{4}$...”

Positive Word Choice

You can use positive words to help prospects feel more confident, safe, or happy. You can also use negative words to trigger depression, anxiety, or sadness. When you use positive words, you capture and keep the attention of your listeners on the points you want them to concentrate on. The words you choose to use can mentally keep them on track. For instance, if you want to plant seeds of doubt, you would use negative forms of speech. When we are in a positive mindset, we don't ask as many questions. Positivity puts our mind in a comfortable, more persuadable area. When the negative is triggered, it requires more mental effort and our mind begins to search for incongruities or weaknesses in the argument.

Newt Gingrich published “Language, A Key Mechanism of Control.” In it, he advised Republicans to use positive governing words for themselves and negative words for their opponents. This pamphlet encouraged them to use the words “common sense, courage, dream, duty, empowerment, fair, family, and freedom” when talking about Republican ideals. He then advised them to use the following words to talk about their Democratic opponents and their position: betray, bizarre, cheat, collapse, corruption, crisis, destroy, devour, and disgrace.

Remember in 1980, when Chrysler almost closed its doors to bankruptcy? Their only hope was 2.7 billion dollars in loan guarantees from the government. This seemed hardly possible. Why would Congress approve such a sum for a private corporation? Chrysler and its lobbyists knew the right language would tip the balance. They positioned their argument so it was about the government providing a safety for its companies, the same way it does for individuals. They further argued that this was an American problem belonging to everybody and not a unique situation only to themselves. Their strategy worked! The argument won Congress over, and Chrysler got the financial guarantees it needed.

Effective persuaders use very assumptive and assertive language. For example, instead of saying, “If you get the report done by Friday, we’ll leave early and go out to dinner,” they would say, “When you get the report done by Friday, we’ll leave early and go out to dinner.” Effective persuaders also speak positively when accepting responsibility. Instead of saying, “That’s not my problem. You’ll have to talk to someone else,” they would say, “I’ll have the person responsible give you a call.”

Emotion-Packed Words

“Sticks and stones can break your bones, but words can make your blood boil.” -Cullen Hightower

The words we use can hurt others and cause tension and resentment. Words can even cause wars. Humans tend to create and use words that hurt, label, or call names. Hitler used labeling and name-calling during his rule in Germany. He called the Jews many negative things, including vermin, sludge, garbage, lice, sewage, and insects. Labels extend far beyond the names people are given into the way we describe things in a negative light, for example, broken home, single-parent family, or blended family. While we think of these terms as essentially neutral, to those people to whom the terms apply, the words can carry significant negative weight.

As you design your persuasive message, you must consider the emotional impact of each word and phrase. When you want to create emotion, choose words that will trigger feelings. If you want to downplay the event or situation, use an unemotional word. Notice the following words generally have the same definition but carry different emotional weight, for example, calling someone thrifty versus cheap, traditional versus old-fashioned, extroverted versus loud, careful versus cowardly, and eccentric versus strange.

There are many words that are emotionally loaded and represent different values to different people. These words can get people to pay attention and alert them to know

what significance the message has for them. It is hard to find a neutral word. Your word choice will paint different pictures for different people because the way we define words is based on our belief systems, our past experiences, and our social roles.

The beliefs we hold about a word will dictate our actions and how we respond. Some cultures view death as a celebration of life; others view death as a tragedy. Depending on where you live in this country, the following words have different connotations:

Republican/Democrat, Freedom/War, Union/Right to Work, or Right to Arms/Gun Control. These words trigger different responses depending on your life experiences.

Sometimes, if used improperly, positive words can still lead to a negative response. For this reason, persuaders will often avoid certain words, although generally positive, and instead use words that may still bear positive associations, but are more ambiguous. For example, in the world of politics we hear phrases like “freedom of choice,” “fiscal responsibility,” or “responsible taxation.” When politicians use such generalities, people of differing viewpoints can actually both be appeased. They will fill in the blanks and provide their own definitions.

We can give words emotional color by lengthening or shortening them. Generally, shorter words are more blunt, direct, harsh, or sharp. Consider words like kick, hit, force, stop, or no. Longer words, like lonely, depressed, or painful, are drawn out to evoke colors of melancholy or suffering.

Word Choice in Marketing

Word choice in marketing and advertising is absolutely critical. When advertisers spend millions of dollars each year, you can bet they have tested every word they are going to use. They want their word choices to psychologically lead you to believe their product is the best, that it will change your life. Skilled advertisers can get us to absorb their message unconsciously. They might even package an identical product with different words and phrases to reach a wider segment of the public.

Dary Benn conducted a study on how advertisers use word choice and catchphrases to sell different, but identical in effectiveness, brands of aspirin. Consider the following: The word choices in these advertisements work because the positive connotations make us assume that each advertised brand is the best. There are other words advertisers employ, which are known as weasel words. These words confuse their audience and don't allow you to put an exact number on the advertiser's claim. They let you justify and believe what you want. They are weasel words because weasels are notorious for breaking into the chicken coop and sucking out the inside of the eggs without breaking the shell. The eggs look fine but in reality are hollow and empty, just like these words. Watch out for these words:

- Helps
- Possibly
- Up to
- About
- May
- Improved
- Almost
- Approximately

Brand A: proclaims 100% pure, claims nothing is stronger. Benn also notes that governmental tests showed no brand was weaker or less effective than any of the others.
Brand B: advertised “unsurpassed in speed—no other brand works faster.” Same governmental tests showed “B” works no faster than any of the others
Brand C: declares it used an ingredient “that doctors recommend.” Governmental tests revealed that “special ingredient” is nothing more than regular aspirin.

Advertisers know that changing just one word in their ad can dramatically increase the response rate. One advertiser changed the word “repair” to “fix” and saw a 20% increase in response. The challenge with word choice comes when these billion dollar corporations want to translate just the right English word into the perfect equivalent in another language. The most famous marketing fiasco based on translation was the Chevy Nova. Translated into Spanish, Nova meant “Doesn't Go.”

“Come Alive, You’re the Pepsi Generation” translated into Chinese means, “Pepsi, Bring Your Ancestors back from the Grave.” When American Airlines wanted to advertise its new, leather, first-class seats in the Mexican market, it translated its “Fly In Leather” campaign literally, which meant “Fly Naked” (*vuela en cuero*) in Spanish! Coors put its slogan, “Turn It Loose,” into Spanish, where it was read as “Suffer From Diarrhea.” The Dairy Association’s huge success with the “Got Milk?” campaign prompted them to expand advertising into Mexico. It was soon brought to their attention that the Spanish translation read, “Are you lactating?”

An American T-shirt maker in Miami printed shirts for the Spanish market promoting the Pope’s visit. Instead of “I saw the Pope” (el Papa), the shirts read “I Saw the Potato” (la papa). Frank Perdue’s chicken slogan, “It takes a strong man to make a tender chicken” was translated into Spanish as “It takes an aroused man to make a chicken affectionate.” The Coca-Cola name in China was first read as “Kekoukela,” meaning “bite the wax tadpole” or “female horse stuffed with wax,” depending on the dialect. Scandinavian vacuum manufacturer, Electrolux, used the following in an American campaign: “Nothing sucks like an Electrolux.”

The Use of Silence

Sometimes the right word is no word. On occasion we need to remain silent and let the other person talk. We have heard in sales that the first one to talk after the close loses. After the persuasion process and the final decision is ready to be made, make your proposal and shut up. The silence is nerve-wracking, but it’s a critical time to let the prospect make the decision without you rambling on and on about the product or service. I have seen countless times when a sales rep oversells the prospect. This has probably happened to you. You were ready to buy. You liked the product and were ready to make the purchase by handing over your credit card. The sales rep felt you needed to know everything about the product and he started to fill you in. This caused doubt to creep into your mind and you ended up leaving, telling the salesman you would think about it.

Strike when the iron is hot! When someone has been persuaded and convinced, there is no reason to say any more.

“The real art of conversation is not only to say the right thing in the right place but to leave unsaid the wrong thing at the tempting moment.”

–Benjamin Franklin

More communication is not necessarily better persuasion. In fact, the less you talk, the smarter people think you are. The more you say, the more common and less in control you appear. Many individuals try to impress people with what they know by flaunting all their wisdom, but usually this strategy is just a turn-off.

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.

Words on Steroids: And, Because, You

We know certain words have more pull than others. Who would have thought that “because” and “and” would have the power to move mountains? In a study by Langer, Blank, and Chanowitz, researchers found certain word choices could influence people to act against their own self-interests. The researcher approached a copier where a long line of students stood. She tried three different word choices at different times to see how the other students would respond to each request. She didn't change the context she was saying, only the word choice. When she said, “Excuse me, I only have five pages. May I use the copy machine because I am in a rush?” 94% complied. When she said, “Excuse me, I have five pages. May I use the copy machine?” 60% complied. But when she said,

“Excuse me, I have five pages. May I use the copy machine because I have to make some copies?” 93% complied. The magic was in the word “because.” Even when she used an obvious reason, for example, just to make copies, she had a higher compliance. The word “because” is very powerful. “Because” prepares the mind for a reason. Even if the reason is not legitimate, it is still a reason.

On the other hand, the one word that will impede your ability to persuade is “but.” “But” negates everything you said before it. We all know the drill, “I love you, but...” “I want to help, but...” The word “but” puts the brake on persuasion. Practice your vocabulary and use the word “and” in your persuasive communication instead of “but.” Another simple change is to use the word “can” instead of “could.” For example, say “Can you carry this for me?” instead of “Could you carry this for me?” Similarly, it is better to use “will” than “would” and better to use “try” than “do.”

Perhaps one of the most valuable words to learn how to use is “you.” When you use the word “you” instead of a more general word, like “people,” for example, there is a stronger sense of identity. Your listener will be more tuned in to what you are saying.

The Value of the Simple Statement

It is best to assume that with spoken language, simple is better than complex. Unable to recapture or replay, one hopes their spoken words will be correctly interpreted the first time they are heard. Unfortunately, spoken words can be the most misread and misinterpreted form of communication, and therefore, can be a great hindrance to effective persuasion. When you’re in a persuasive situation, use simple, direct, and concise language, rather than fretting about how eloquent you’re sounding. If you are preoccupied, you’ll miss a lot of important cues. Moreover, complex language may not effectively deliver your point.

Persuaders normally try to speak to the lowest common denominator. The more advanced and complex your ideas and sentence structure are, the harder it is to follow your line of reasoning. You don’t want your audience struggling to understand what you

mean. Comprehension should be easy because then your audience is more open to persuasion. If your prospects are struggling to find your logical thread, their emotions will never get involved, except in a negative, accusatory way.

Clarity is of prime importance when persuading. Your persuasive attempts are useless if you are not clearly understood. Below is a list of complex words we use when we are trying to sound educated but which actually only confuse and tire our audiences. Notice the much simpler choice on the right that would help your audience to both comprehend your message and be persuaded by your presentation. Following are some simple guidelines to keep your speech and verbal packaging on the right track.

- Don't use jargon or technical language unless you are sure every member of your audience understands the meaning.
- Don't use profanity or slang. Profanity doesn't get you anywhere or anything – except maybe a late night special on HBO. In general, using profanity damages your credibility.⁸ Researchers found that job applicants with filthy mouths, regardless of their gender, were perceived as significantly less persuasive than those using clean language. Be sensitive to whatever language your audience might find offensive, profanity or otherwise. Avoid name-calling and other forms of abusive language. Sure, you can call someone dumb or stupid, but when you can verbally package what you are trying to say, you can paint a better picture.
- Speak in everyday language. You want your audience to relate to you and to feel as comfortable with you as possible. Use language that will make you seem familiar and easy to follow.
- Keep your language simple and clear.
Keep your sentences short. Use as few words as possible unless you are painting the picture – just one idea at a time. Use words that will engage the audience: you, we, us, and even I if you are relating a personal experience. Don't use vague and abstract words.

They muddle your meaning and confuse your listener. Don't talk down to your listener by using pompous and pretentious words. Be direct; don't bluff or beat around the bush.

Complex	Simple
annually	every year
comprehend	understand
assistance	help
cultivate	grow
accomplished	did
essential	necessary
utilize	use
persists	continues
primary	first
respond	answer
disseminate	spread

- Use verb-driven language. If you use verb-driven language, you will arouse a greater sense of action and motivation. Using these kinds of verbs will make your statement more convincing because your audience will engage their emotions, consciously and subconsciously. Verbs that are abstract or overused do not communicate excitement.

Attention-grabbing Words: "16" Magic Words

With so many words in the English language to pick from, you must be very particular about which ones you use. Some will grab attention more than others. The following words are commonly used to effectively sell a product:

Benefit	Money	Easy	New*
Free	Now	Fun	Proven
Guarantee	Results	Health	Safe
How to	Save	Love	You/Your

Among all those on the list, the word “free” always gets attention anytime it is used, but is always a challenge with spam filters.

1. Half price!
2. Buy one – Get one Free!
3. 50% off!

Each of the three denotes the exact same offer, but the second phrase is the most effective. In fact, studies have shown that phrases using the word “free” outsell other phrases stating the exact same thing, only in different terms, by 40%!

“New” is another big one. Think about its use in politics. For FDR, it was “The New Deal.” For Kennedy, it was the “New Frontier.” Then there was Reagan’s “New Beginning” and Clinton’s “New Covenant.” Politicians aren’t the only ones selling with the word “new.” Think of all the times you’ve seen advertisements proclaim the words, “introducing,” “all new,” or “the one and only.”

3. What can you say to paint the picture to your prospects and create the right persuasive emotion on your website?

4. Analyze the words on your site. Can you simplify any of the words you are using?

5. Delete the following words from your website.

Could

Might

Maybe

Hope

If

Would

Try

6. Analyze your word choice in your call to action.

7. Circle the magic words you will incorporate on your website.

Benefit	Money	Easy	New
Free	Now	Fun	Proven
Guarantee	Results	Health	Safe
How to	Save	Love	Your

Write the sentences you will use containing these magic words.

8. The following words will distract from your message. Verbally package the following words.

Contract

Sign Here

Sell/Buy

Cancellation

Sales Person

Commission

Cost

Credit Card

Problem

Objections

Cheaper

Service Charge

Expensive

9. Are you using vocal fillers on any video on your website? What are you using to fill in the pauses in your presentation? How are you going to stop using vocal fillers?

10. Analyze an audio of yourself and judge yourself on pace, inflection, pitch, volume, articulation, and pauses.