

Presenting...

# MAXpersuasion

*Persuasion Strategies For Opening  
Doors and Winning Favor  
With The Affluent  
2007*

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**Section V:**  
**Installing Your Message &  
Bypassing Resistance - One**

# 9 Of 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. This pattern 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

Now, let's learn how to put them to use!

First, you'll note that the words are grouped into three 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.

# Adverb / Adjective

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. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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:

some naturally obviously finally	all readily still most	many infinitely already truly	begin unlimited repeatedly truly	easily accordingly usually immediately
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## ***What To Do Next***

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- ✓ ***Learn 3 of the 18 Most Powerful Words of Persuasion***
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