THE SOLUTION
SCIENCE & SECRETS

7 WORDS

"You can take a horse to the well, but you can't make it drink."

PROBLEM IN THE BUSINESS WORLD

MAGIC WORDS
PERSUASIVE COMMUNICATIONS

EMPLOYEES
PARTNERS
PROSPECTS

GET OTHERS TO DO WHAT YOU WANT THEM TO DO!

MAKE THE HORSE THIRSTY

THE GOAL
It's not about changing people's behavior. It is about nudging one's brain.

This way your desired action!

Full contents and actionable insights!

Does it work?

Our brains seek shortcuts.

Split-second subconscious connections.

When you plan your words intentionally, you communicate effectively to evoke connections.
Yes

Crucial in Sales

A.S.A.P.

Yes! Yes!

Yes!

Build Trust

The purpose of small talk

Find common ground

Reconsider the value of often-dreaded small talk

But

Eraser

Words before get forgotten

Enhancer

Words after get attention

I believe in ‘x’.

You believe in ‘x’...

But, let me tell you about ‘y’...

Before, erased

After, enhanced
Because wired to seek rationalization, it doesn’t matter what comes after.

What does it all mean?

Reveals true magic behind powerful words.

Simple yet advanced techniques are shared.

In practice, it makes a huge difference!

Because why?

Becomes powerful by asking.
OPINION BECOMES FACT

Structure arguments and approach situations for much more effective communication!