

15 Words that Weaken Persuasive Presentations

When working with companies, organizations and advocacy groups that need to deliver presentations to persuade, motivate and influence, one of the key factors that weakens their persuasion IQ is the words they use.

To make sure your message comes across with conviction and confidence, the words you use must convey power. If you want to improve your ability to be more persuasive and influential and don't want to come across as tentative or weak, be cautious of how you use the following words.

- * I think
- * This will probably work
- * I feel
- * Perhaps this will work
- * Whatever (this was recently rated in the USA Today as the #1 most hated word)
- * I hope this will work
- * Maybe
- * Like
- * No problem (this gives the impression that it is a problem)
- * I guess
- * May or Might
- * Somewhat
- * It seems
- * You know
- * Sort of

Whenever one of the above words or phrases enters your mind, direct your mind to it's opposite. For example instead of saying, "I think we can do this," say, "We can do this." Instead of, "I feel this will work," say, "I know this will work." How you say what you say will determine how your message is perceived, and will be the key factor to getting buy-in for your ideas."

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