

COMMUNICATE WITH STRENGTH – KEY WORDS THAT UNDERMINE YOUR EFFECTIVENESS

Karen E. Purves, M.A.

Got the right words? Laugh and learn in this high energy, fun-filled, humorous session offering the latest solutions in effective communication. What are you saying that's causing your clients to scamper to your competition? Karen will tell you - and give you replacement words and phrases! Leave with an immediate, specific, action plan to talk smart, and achieve tail-wagging results!

Word/Phrase	Replace with
1. Can't	_____
2. I don't have the time	_____
3. Sorry	_____
4. It's hard	_____
5. Problem	_____
6. I have to/need to	_____
7. I don't know	a) _____ b) _____ c) _____ d) _____
8. He made me angry	_____
9. Try	_____
10. But	_____
11. Why	_____
12. I have NO idea	_____
13. You're always	_____
14. You'll never	_____
15. I should/you should	_____
16. Talk/speak TO you	_____
17. "To be honest with you..."	_____

Some material adapted from:

"What you say is what you get" by George Walther

"Instant Persuasion" by Laurie Puhn

"Talking the Winners Way" by Leil Lowndes

"Tongue Fu" by Sam Horn

Copyright 2017. Karen E. Purves, All rights reserved

Karen E. Purves, M.A., *innovative impact*, 1038 Country Skies Ave., Las Vegas NV 89123

ph: 702-724-4912 fax: 470-201-6149 USA

email: karen@innovativeimpact.com web: www.innovativeimpact.com