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Chasing Positivity® > The Charismatic Advisor® in Conversation

# **LEARN** | Words and phrases to inspire action

### It starts with a prerequisite set of beliefs

For you to inspire action, prospects or clients must believe you:

- Understand them
- · Validate their feelings and thoughts
- Are genuinely interested in forging a partnership with them

It often takes pivotal moments for a prospect's or client's virtual light to turn on and inspire them to act. As an advisor, using certain words and phrases can help increase the likelihood of these moments of inflection occurring.

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## Favorite words and phrases to help inspire action

Here are a few of our favorites to consider adding to your vocabulary and conversations:

"We"	"Imagine"	"One small step"
"Together"	"We don't need to be all right or all wrong"	"My goal is for us to work together"

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## **Bottom Line**

Including certain words and phrases in your conversations can help you inspire prospects and clients to take actions that are in their best interests.

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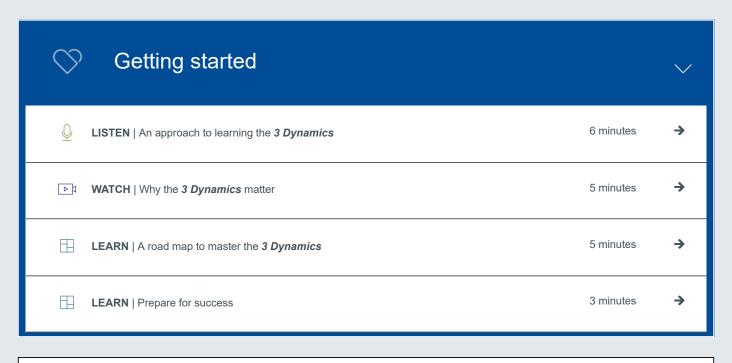
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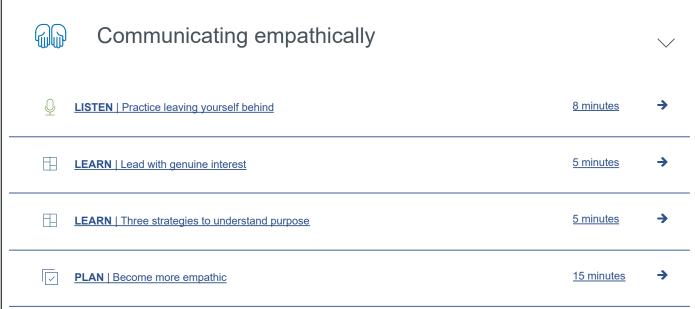
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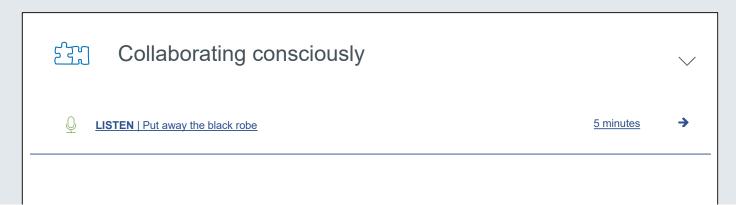
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## What's next?

If you're interested in digging deeper into this topic, you can go to the next resource. If not, we recommend continuing to the next subtopic.







<u>Q</u>	LISTEN   Beware of painting with a broad brush	5 minutes	<b>→</b>
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Inspiring action	<b>&gt;</b>
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