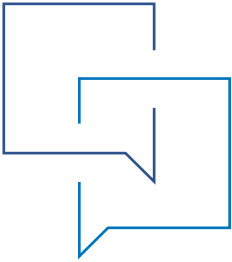


LEARN | Words and Phrases to Inspire Action

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.

Favorite Words and Phrases to Help Inspire Action

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

“We”

Hands down, the best word in the English language for inspiring action because it clearly communicates collaboration.

“Imagine”

Provides a low-risk way for someone to visualize the possibilities that could result from your recommendations.

“Together”

The second-best word for communicating collaboration.

Sample Context

Consider linking these words together when seeking to collaborate about a delicate situation (e.g., advising a client in the midst of a divorce):

“I appreciate your concerns about giving up the vacation home as part of the settlement. Could **we imagine together** for a moment what your life would look like if you reached a larger settlement versus keeping the house? Perhaps a larger settlement would empower you to buy your dream home instead of keeping the existing one?”

This phrase helps open the door for the other person to visualize the possible ways of addressing the situation.

“We don’t need to be all right or all wrong.”

This phrase can inspire partial action when a prospect or client appears anxious

“One small step”

Long-term goals can appear less daunting and more achievable if broken up into smaller steps.

“My goal is for us to work together.”

Reinforces the notion of collaboration.

Sample Context

Consider linking these words together when someone demonstrates hesitancy moving forward with a big decision (e.g., selling a concentrated position in company stock):

“We don’t need to be all right or all wrong when deciding to sell the stock. We can take **one small step** at a time. **My goal is for us to work together** so that you achieve the best possible outcome.”

This sequence of conversation helps create a motivating environment that can inspire someone to begin to take action in a way in which they feel comfortable.



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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