

The 5 Most Powerful Word Combinations You Can Use

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In the words of Napoleon Hill, "Think twice before you speak, because your words and influence will plant the seed of either success or failure in the mind of another." How true!

Think, is what I'm saying:

True

Helpful

Inspiring

Necessary

Kind

Today, I would like to share some very powerful word combinations that have served me well in my career. There is an ever-increasing opportunity for the advisor who consciously and carefully crafts his words to consistently connect with his clients throughout their journey to achieving their goals. **Credibility, tone, and warmth** comes from the feelings you generate through the words you use.

Imagine yourself enjoying the smiles on the faces of your clients. How? By becoming accustomed to using the words that still matter. Why? Because words have the power to transform and inspire your clients. Words can stimulate the mind and provide understanding.

Mark Twain once said, "The difference between any word and just the right word is the difference between lightening bugs and lightening." What are those words?

As an advisor, the words you use while communicating with your clients can really enable you to connect in a meaningful way. The other day I ran across some notes from a conference I attended many years ago. I was struck by how this information still applies so well even today. Pay special attention to the **meaning behind the words**. The feelings they inspire are often more significant than the words themselves. Your **client's subconscious mind** recognizes and acts upon words that have been well thought out and that **ignite their feelings and emotions**.

Here are the 5 most powerful word combinations you can use:

- 1) You
- 2) Thank You
- 3) Would You Please?
- 4) What Do You Think?
- 5) I Am Proud Of You

The common denominator is **You**, Mr. Client. This is about You. Frequent use of the word **you** in your presentations and meetings allows you to establish a level of **personal comfort and caring for your client**. Your client should walk away from a meeting with you convinced that you are concerned about them. As Mother Teresa said, "**Kind words can be short and easy to speak, but their echoes are truly endless.**"

Think about yourself for a moment. How do you feel and respond to someone who acknowledges you and your personal needs and wants? How much time had they spent learning about you? How would you respond to someone who says to you, "**My job is to simply offer you an objective analysis and to help you compare and evaluate your choices to determine what's best for you**"

I have found that good advisors speak in the words of their audience, their clients. The best advisors take it to the next level of connection and frequently use their client's name throughout their presentation. As I learned years ago in Dale Carnegie Training, a person's name is the most precious thing to them. So be inspiring by **speaking to the mind while appealing to the heart**. Clients may be listening to your words, but they feel the way in which you say them.

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