

When Being “Results-Centered” Matter Most

- Scenario #1:** Whenever you hire a new vendor, independent contractor or employee who promises to help grow your business.
- Scenario #2:** Whenever you ask for emotional support from a friend, family member or loved-one.
- Scenario #3:** Whenever you start a joint venture or enterprise with a new strategic alliance partner.
- Scenario #4:** Whenever you want to inspire, motivate or persuade your Team to boost their productivity.
- Scenario #5:** Whenever you want to fulfill a specific request of your child, spouse, parent or loved-one.
- Scenario #6:** Whenever set a continuing educational goal to improve your knowledge, skills or talents.

Activity-Centered Language

“I met with the prospect twice.”

“My site has a Google Page Rank 6.”

“I’ve stayed on a diet for 3 weeks.”

“I sent an email out to my list.”

“I have 20,000 on my opt-in list.”

“I researched keyword phrases.”

“I helped promote the seminar.”

“We have generous Affiliate bonuses.”



Results-Centered Language

“I made the sale in two visits.”

“My site captures 200 opt-ins a day.”

“I’ve dropped 7 pounds in 3 weeks.”

“I got 253 teleseminar registrants.”

“I made \$8K from my list last month.”

“I made \$21K from Google Adwords.”

“I sold 12 seminar seats as an Affiilate.”

“You get a \$1K bonus on your 8th sale.”