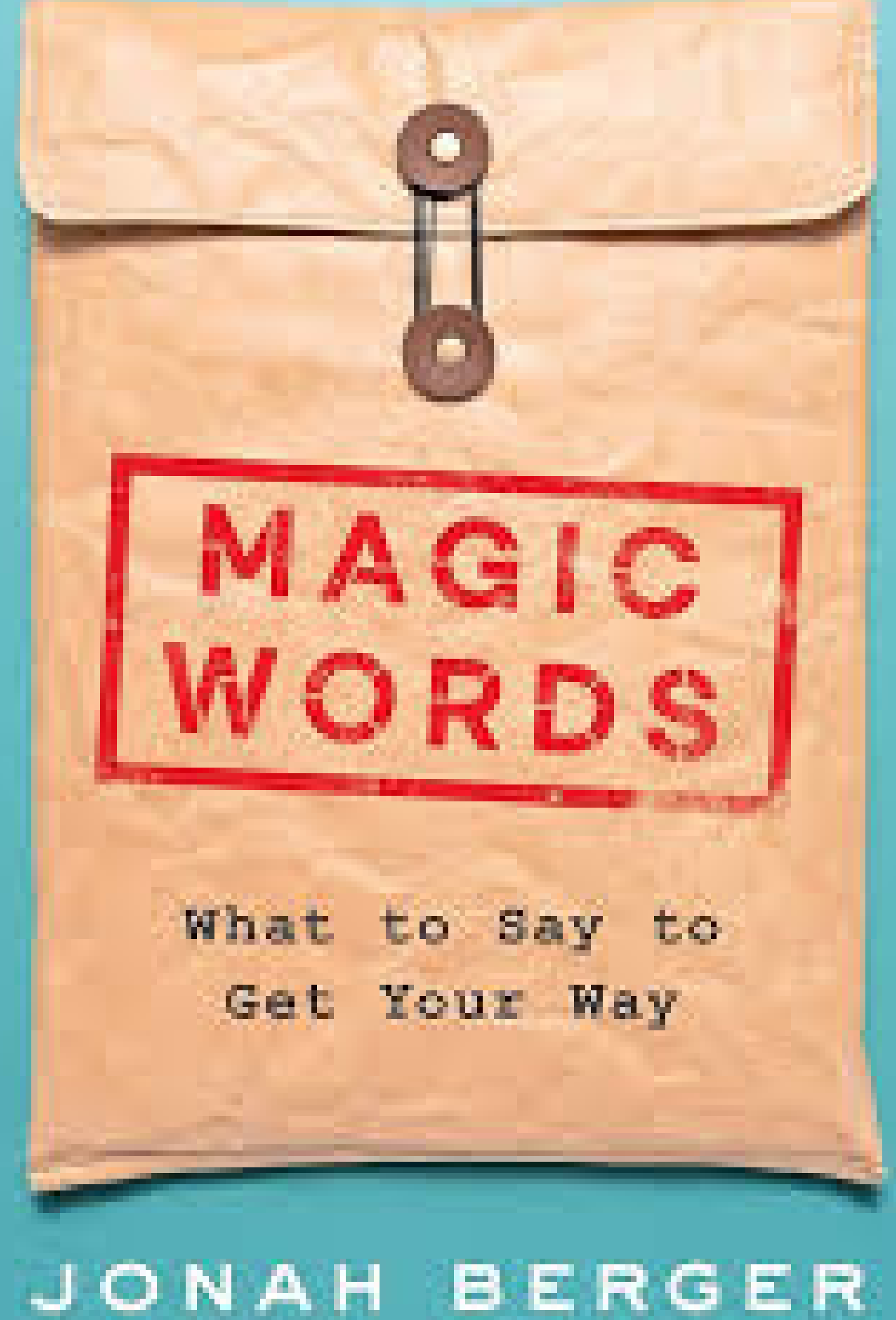


Magic Words

The Book Highlights



**The right words at the right time, can change minds,
engage audiences, and drive action**

**The book uncovers the hidden science behind how
language works and how to use it to persuade
others, deepen relationships, and be more
successful at work**

The 6 Magic Words

- 1. Activate Identity & Agency**
- 2. Convey Confidence**
- 3. Ask the Right Questions**
- 4. Leverage Concreteness**
- 5. Employ Emotion**
- 6. Harness Similarity & Difference**

Activate Identity & Agency

Words suggest who's in charge, whom to blame and what it means to engage in a particular action

Putting people into categories or labels imply a degree of stability

Rather than noting what someone does, feels, category labels hint at “Who someone is”. Regardless of time/situation, this is who they are.

Saying a person is a 'Dog lover' is more effective than saying "they love dogs". Losing is bad, being a 'loser' is worse.

Don't cheat vs 'Don't be a cheater'.

Ask people what they COULD do rather than SHOULD, encourages them to bring a different mindset to the problem. Let them realize that there can be alternate paths

Use positive words with care for yourself. Do that before a meeting, presentation, speech or a date

Talk to yourself in the third pronoun to know why you're anxious, or why you feel a certain way. Take an outsider's perspective

Convey Confidence

Words convey facts and opinions but also how confident we are in those facts and opinions.

It shapes how we're perceived and how we influence

4 ways to speak with confidence

Ditch the hedges

Don't hesitate

Turn pasts into presents

Know when to express doubts

**Avoid the fillers like “um”, “uh” etc as it puts question n
your expertise**

**Expressing doubts about a contentious issue actually
increases persuasion. When people disagree with us,
they cannot be persuaded with facts and being too
direct can backfire**

Use the Present Tense

Ask The Right Questions

Ask for advice to garner useful insights and to make yourself seem smarter as well

Follow up questions are also crucial as they show we're interested and care enough to learn more

When one asks unfair question, asking a related one back allows us to direct the conversation in a different direction

When trying to get people to divulge negative information, be careful of presumptuous questions

Deep self-disclosure questions require social connection. But for that, you need to feel safe.

To turn strangers into friends start simple, & build from there- encouraging self disclosure

Leverage Concreteness

Make people feel heard. Be concrete and give specific details

Don't just pick words that'd sound good. Use words that listeners can see in their minds

Focus on the HOW. Thinking about nuts and bolts of how something will happen & focusing on specific actions, makes things concrete

Employ Emotion

**Highlight the hurdles as revealing past limitations
can make people like us more, not less**

The best stories blend the highs and the lows.

**Mix up moments. Smooth rides are easy, but not the
most engaging**

First connect, then solve

Harness Similarity (& Difference)

Picking up your colleagues' language can help you thrive at the office but in a job of creativity and innovation, standing out might be better

When making a presentation or writing a story, think about the progression of ideas. Start slowly to get the audience onboard.

Disclaimer

**This is just a summary. For a better understanding,
reading the book is highly recommended**

This summary is as per my interpretation and learning

Please excuse any errors

Thank You For Reading

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