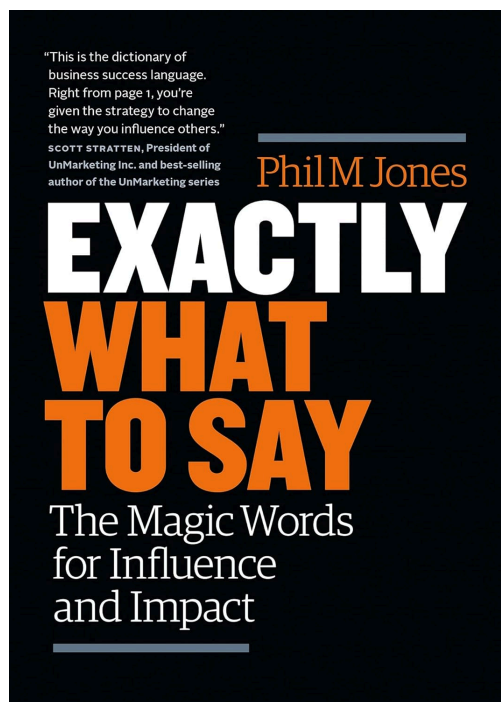




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Dear :

There are certain words and phrases in our society that prime listeners and readers to be open to your message. It's not quite like the principles I talked about a few emails ago. These aren't "selling" words exactly, but more along the lines of phrases that allow you to influence their thinking.



Exactly What To Say is a brief book. It's list price is \$15 US, but you can [find it on Amazon](#) for less than \$11 new. I highly recommend it. Write your sales script or letter, and then go back in and sprinkle it with a judicious helping of words and phrases from this book.

Read it, mark the phrases that seem important, use the book when you write your next copy. Then - and this is important - go back and re-read it at least a couple more times! The more you understand, the better.

Words that influence others

How would you feel and *Imagine* are two of my favorites from this book. They both start your subject feeling. They inspire emotion and, as we all know, people buy emotionally and justify rationally.

Another very powerful phrase is asking the other person for a favor. You give something - probably information or some kind of freebie - and then ask for a favor. That's kicking the principle of reciprocity into gear!

My copy has 13 tabs stuck onto the pages, pointing to where each phrase section starts. I've read and re-read my copy, and I use it almost every time I write a letter or speech that's meant to influence others. From crafting a staff member's phone script, to phrases that juice up a waiter's patter, there's something here for most occasions when influence and persuasion are important.

Thanks for joining me. I think this book will help your words pack a powerful punch!

Until next time, be well and stay healthy & happy.

Very best,

Scott Gardner

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