

KELAN ERN'S

**INFLUENCE
ACCELERATION**

ALL RIGHTS RESERVED

No part of this publication may be reproduced in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without the prior permission from the author. You do not have resell rights or giveaway rights to any portion of this publication.

DISCLAIMER AND TERMS OF USE

This publication contains the ideas and opinions of the author. The information contained in this publication is strictly for educational purposes only. If you wish to apply the ideas contained in this publication, you are taking full responsibility for your actions. The author disclaims any warranties (express or implied), merchantability, or fitness for any particular purpose. The author shall in no event be held liable to any party for any direct, indirect, punitive, special, incidental, or consequential damages arising directly or indirectly from the use of any of this material, which is provided "as is", and without warranties

KELAN ERN'S
**INFLUENCE
ACCELERATION**

Issue No. 0 July 2017

Your New Journey Begins

Dear Reader,

I have a confession...

I told you, you were receiving 5 persuasive words/ phrases...

It turns out, I'll be sharing 13.

I hope you don't mind. I did this for two reasons.

First, because I want to show you that I'm serious about equipping you with the best tools, strategies, and techniques so you are a *force to be reckoned with*... so you become a *master influencer*... so you can become a leader that not only cares deeply about others but one that *maximizes impact*.

Second, I believe Influence is the ultimate skill; a skillset that everyone needs to master because...

Without influence nothing happens.

If we can't influence ourselves, we don't take action.

If we can't influence others, we can't help them.

The few who've actually mastered this skill are amongst some of the most persuasive and lethal communicators.

So before we get started, let me start by introducing myself.

My name is Kelan Ern. I am the co-founder and leadership coach of Elite Life Coaching. I am a certified life coach and international speaker. I've worked with over 1,000 people from all corners of the world including Malaysia, Japan, Denmark, Norway, Romania, Iraq, Mexico, Canada and the United States through my coaching, seminars, and presentations.

I teach individuals how to influence themselves AND I also teach leaders and businesses how to use these exact same tools to influence the people they serve.

Today, I want to begin to open you up a whole new world of **Influence Mastery**.

It's one of the most fascinating and powerful topics I know of.

It's happening all around us... yet only a few catch a glimpse of it in action... and even fewer know how to deliberately use these powerful tools.

Here's the start of our journey together.

Here are 13 persuasive words/ phrases that you can use today to immediately enhance your ability to influence others.

Let's get started!

Kelan Ern

"Two Persuasive Words that Increased Purchase Rate by 235%"

This is a study you don't hear about very often.

It was done by The Journal of Personality and Social Psychology in 1982 in Tempe, Arizona. Psychologists wanted to study the difference between two different approaches on buying behaviors. This study was done before the introduction of Cable TV. They had students go door-to-door and talk to homeowners about the benefits of Cable TV.

These benefits were described in two different ways:

Group #1:

CATV will provide a broader entertainment and informational service to its subscribers. Used properly, a person can plan in advance to enjoy events offered. Instead of spending money on the babysitter and gas, and putting up with the hassles of going out, more time can be spent at home with family, alone, or with friends.

Group #2:

Take a moment and imagine how CATV will provide you with a broader entertainment and informational service. When you use it properly, you will be able to plan in advance which of the events offered you wish to enjoy.

Take a moment and think of how, instead of spending money on the babysitter and gas, and then having to put up with the hassles of going out, you will be able to spend your time at home, with your family, alone, or with your friends.

These homeowners then filled out a brief questionnaire. About one month later Cable TV companies arrived to sell their service.

What they found was...

Group 1: Signs up at a rate of 20% (About the rate of the rest of the neighborhood who was not part of the study)

Group 2: Signs up at a rate of **47%**!

That is a massive difference! And think about it. This was all due to one brief conversation.

What made this difference?

Two words:

#1: The word "Imagine"

#2: The word "You/ Your"

Read the text described to Group #2 again to see the difference.

"How to Deliver a Command with the Power of a 'Round House Kick' in a Covert Way"

I want you to try something.

Really take a moment to do this exercise. It'll take one moment but you'll get WAY more out of it then if you just read over it.

It'll be very simple, okay?

Exercise #1: You have five seconds to do this.

As you look to your right, list (either out-loud or in your head) everything that you can see in that direction.

Ready?

Go!

Did you do it?

If not, go back and do this exercise before continuing...

I'll come back to this in just a second.

Next, I want you to *imagine* your significant other or perhaps a family member sitting across from you, asking you to do the following.

Can you grab the mail, throw out the trash, and bring in the recycling bin?

And just take a note of how that request feels...

And now notice how this one feels...

As you grab the mail, do you think you could throw out the trash and bring in the recycling bin?

Does that request feel a little different?

For most people it does. Even though you are requesting exactly the same thing, **the structure of this request does not seem like as much work as the first one.** It seems like the request is smaller.

Now go back to the first exercise I had you do. The one where you were to look to your right and list everything that you saw...

Now it didn't matter what you came up with.

The point was simply to *influence you to look to your right.*

And as long as you did the exercise - it worked.

It worked because you couldn't make sense out of the exercise without first looking to the right.

Once again here were the instructions:

As you look to your right (command), list everything that you can see in that direction.

The language pattern "As you ____" is a covert way of delivering a command.

It has the power of a command but it flies beneath the radar. It doesn't feel like a command, yet it most certainly is.

Here are some examples:

As you find your way back to your seats, I want you to grab your notebook.

As you begin to pack up your things, I want you to review what we talked about.

As you *think of a time you were so grateful*, I want you to go back and experience that feeling again.

As you *finish reading this e-book*, I want you to think about how you can use this in your own life.

"The Biologically Addicting Language Patterns of Agatha Christie"

Last but not least, have you read anything by Agatha Christie?

If not, I highly recommend it because she is a *master of her craft*.

If you look at the author Stephen King, he's sold about 350 million copies of his books.

J.K. Rolling: 350-450 million copies.

Agatha Christie: **2-4 billion copies!**

The only person who's sold more books is Shakespeare.

Why has she sold so many?

Researchers wanted to dig deeper into her work to figure out what makes her writing so irresistible.

What they found was shocking...

Neuro-linguists from Universities in London, Birmingham, and Warwick found **there are certain words and phrases that she uses over and over again in her work that raise levels of serotonin and endorphins in the body.**

Dr. Roland Kapferer stated that these also "stimulated higher than usual activity in the brain."

Now some of these, I don't have an explanation for... Others make sense. Now, some of these may not be applicable at certain times. It may pay off to insert them when appropriate though.

She

Yes

Girl

Kind

Smiled

Suddenly

"Suddenly" makes sense because of the attention-arresting nature of the word.

"Suddenly the door smashed open." Rarely is the word used when something uninteresting, boring, or uneventful happens.

They also found the following phrases created a "feel good high."

Can you keep an eye on this?

More or less

A day or two

Something like that

Once again, at this point some of these I do not have explanations for why they work. The fact that they had such a biological response shows there is an advantage to utilizing them though.

Now are these words going to make or break your influence attempts? Probably not but if you are looking for an edge it may be useful to sprinkle them in when appropriate.

Final Thoughts

Take one or maybe a couple of these patterns/ words and *imagine* how you can engineer them into *your* messaging, *your* presentations, *your* stories or *your* sales material.

I hope you enjoyed this short guide. I'll be unveiling more strategies, tactics, and training for ***Influence Mastery*** in the weeks to come.

Be sure to check your inbox because we are just getting warmed up.