YOUR LANGUAGE FOR SUCCESS
Module 6

I am excited today because we're going to talk about the word "but." Not the one on your body. Rather the word that distinguishes from what is real and what is not real.
I'm going to read you three sentences. Consider how sincere they sound to you:

1. I really want to go to dinner with you tonight, but I have so much work to do.
2. I'm really sorry I upset you, but I'm having a bad day.
3. You're one of the most talented salespeople I know, but you're just not working hard enough.

Did they sound insincere? Perhaps they even sounded weak or cowardly. What's worse is that you've probably heard variants of these types of sentences throughout your entire life.
We will learn more about this in a bit. When we form a statement, we fall into certain linguistic patterns that impact the way the world receives our messages.

By the way, this is a two-part module. Today, I want to share with you what that pattern looks like. In the next module, we're going to discuss how to change your linguistic blueprint for more positive results.

When you share information—whether it's in response to a question or as part of a statement of fact—you share it in patterns. These patterns range from strong to weak statements.

I don't want to overcomplicate this concept. Stick with me for a minute and it will all come together. When we talk about strong or weak statements, they are not "strong" in the sense of being authoritative or persuasive; they are strong based on their connection with the immediate reality.

Another way to think of "strong" patterns are ones that are verifiable, while "weak" patterns are ones that are speculative or subjective.

BINARY PATTERN. The simplest form of strong versus weak is the binary pattern. Here are a couple of examples:
* *The meeting is Tuesday.*
* *Robert is late.*

- *I have a doctor's appointment.*

These patterns describe that something *is* or isn't. This applies to opinions as well. "Tom is lazy" or "Your proposal is great." These are both binary statements and they have the most impact, regardless of how tangible the subject is. These are considered strong patterns. Binary patterns are particularly strong because they are statements which are the most founded in that person's reality.

We know that a person's reality is founded on internal narratives and pre-constructed perspectives, rather than what is true. In short, that means our beliefs actually drive our reality.
When we say that these patterns are founded in reality, we're not talking about the way things actually are. Rather, the way the person saying them believes them to be true. Because of this, binary patterns are considered the most *reliable, authoritative, and influential*.

CONDITIONAL PATTERN. These kinds of statements are weaker than binary patterns because they rely on some kind of unknown factor, but they still give incredible insight into a person's reality.
- *I'm on board if you're on board.*
- *Once we receive the invoice, we'll pay for it.*
- *If I'm available, I'll be there.*

These statements are strong because they still give insight into a person's reality. However, they're not binary. There's room for ambiguity, so they could appear less authoritative.

NOTIONAL PATTERN. These are statements that give insight into how the person wants their reality to be, but not necessarily how it is.
- *We should move our location here.*
- *I know I need to eat better.*
- *I really want to see results.*

These are all notional statements. While these patterns are considered weak, they are incredibly important because they reveal intention and desire. They help give you the additional information that will assist you to understand a person's reality and even connect you.

There are two parts to this discussion. One is listening to your own choice of words when making statements. The second is listening with the intent to understand what others are trying to say. Imagine the power of this in your professional life.

Now, remember the word "but?" "But" is one of those words that can turn a strong statement into a weak one. Remember when I asked you if the statements with the word "but" sounded sincere? It's because the word "but" weakened the whole sentence without giving additional insight. Basically, the word "but" ruined the whole sentence and turned it into garbage. It's one a handful of phrases called diminishers that weaken whole statements.

Deminishers:
- Just
- Maybe
- Yet
- Only
- But

Think about words that introduce additional uncertainty into your language. These words diminish a statement and leave them weaker as a whole.

Here's an example: "I'm really sorry I upset you, but I'm having a bad day."
We can make that statement stronger by removing the "but" and changing the words to reflect your intent in a strong way. So instead of, "I'm really sorry I upset you, but I'm having a bad day." Say, "Please forgive me for upsetting you. I wouldn't do that on purpose. I've had a bad day and it's showing."

Understanding these patterns are absolutely vital to successful communication. Also, when you recognize when someone has a stronger statement it'll help you understand their reality so you can more effectively communicate with them.

When you understand someone's reality it will also guide you to their opinion hooks and assist you in developing more rapport. Who would've thought our words were that powerful? Imagine if you take the time to listen with the intent to understand the meanings behind the words you hear. Then, arrange your words to have the most impact on others.

So, what do you think? Now that we have an understanding of how to understand someone's reality, we can begin to look at strategies made to influence others.