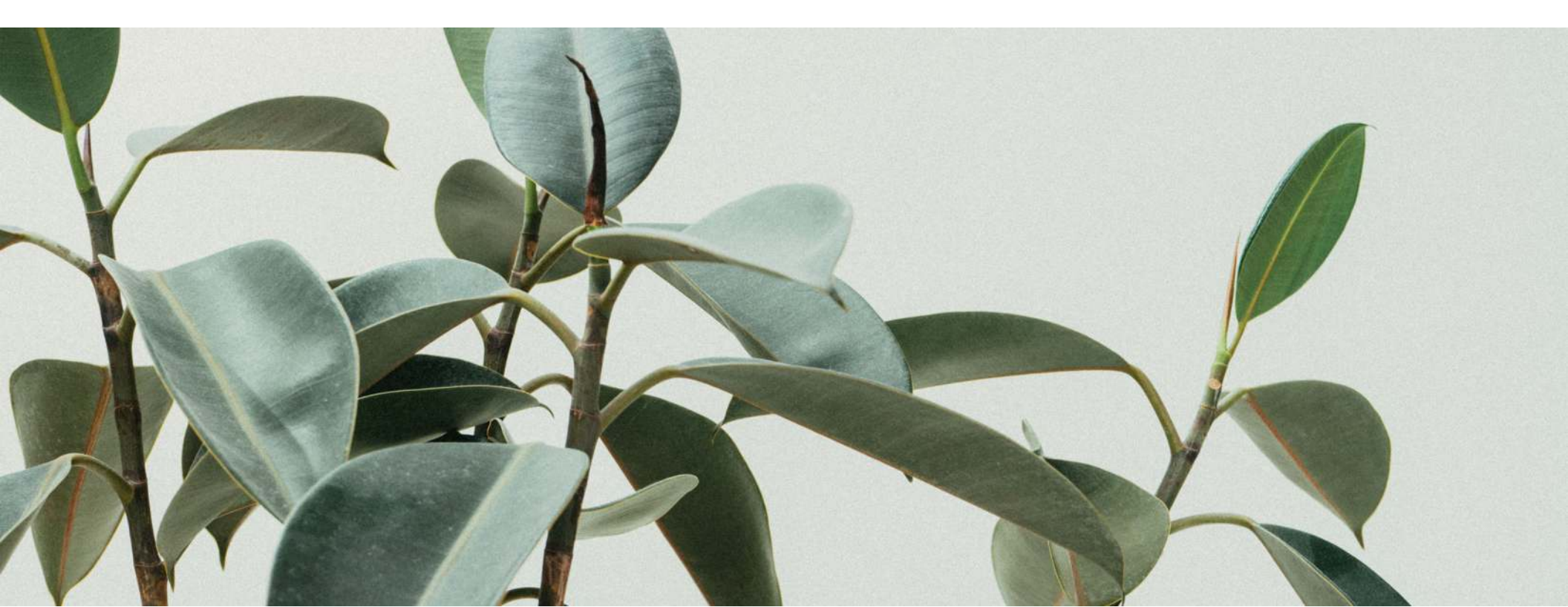


# Delete Lethal Language

Detox Your Approach







You have exactly the length of a mobile notification before someone decides IN or OUT, CARE or DON'T CARE. That is 10 words. About 2.5 seconds. Think of how you scroll through your newsfeed, your inbox, even your texts... you decide within just a few words if you want to keep reading or scroll on by. The same goes for your customers. And in today's world where we type more than we talk, words matter more than ever.

In testing thousands of verbiage across the direct selling industry and how effectively they were able to ignite action (likes, comments, shares, etc) **I found SIX phrases that you might want to consider detoxing from your vocab.** These SIX DEADLY PHRASES are ones you might want to

consider rebranding if you want to digitally differentiate yourself from the noise and stop sounding like everyone else. They are phrases that WERE extremely compelling, until everyone ( literally EVERYONE!) started using them and now sadly, they have lost their power. Which means you should lose them from your vernacular ASAP if you want to elevate your communication prowess!

**#1 Deadly Sin:** *HEY GIRL/ HEY HON*

This is a deal breaker. You have now identified yourself in two words as a social salesperson and lost your prospects trust, interest and respect.

Instead?

Dive right into your message, or better yet, USE THEIR NAMES!

**#2 Deadly Sin:** *FINANCIAL FREEDOM*

This phrase was impressive for so long because it is something we ALL long for.

The benefit is still there, the word choice itself needs to go.

Now, I'm not going to tell you the exact phrase to use, because then it will become the new "financial freedom" when the thousands of other Spa-goers start using it. Type [thesaurus.com](https://www.thesaurus.com) into your browser, and search "financial".

Write down all of the phrases that might feel comfortable and conversational for you. For example, likely the word "pecuniary" which is one of the words listed, is NOT going to be one of your go-tos.

Do the same for the word "freedom". Again, "profligacy" likely not a huge contender for your conversational favorites. Now play with the different phrases till you find one that works for YOU!

Write down a few potential NEW ways to type "financial freedom" here:

**Repeat this exercise for:**

**#3 Deadly Sin:** *WORK FROM YOUR PHONE* (true, and awesome, but overused)

**#4 Deadly Sin:** *LIVE YOUR BEST LIFE* (again, an exhilarating prospect when Oprah first used it back in 2005, but 15+ years later it's been exhausted. Also not necessarily a place we want to technically live as once you reach "best life ness" then what? You will get bored. But that's a discussion for another day)

These two just need to be DELETED completely:

**#5 Deadly Sin:** *IF I... WOULD YOU OR WHAT IF I TOLD YOU* (well one way to find out isn't there? Just tell me already!)

Yes or No questions are VERY persuasive and helpful in gaining a direct answer, but we need to use some new ones. This one is TIRED TIRED TIRED. It's time to experiment with some A or B questions. How else could you ask them to weigh in something or something else? For example:

*Would you rather watch this video or read this post?*

*Are you more curious about the skincare or the nutrition products?*

*Are you more of a FaceTime fan or a Zoom-er?*

**#6 Deadly Sin:** *I'M SO EXCITED TO ANNOUNCE/SHARE/TELL* (obviously, or you wouldn't be announcing, sharing, telling me! Waste of precious attention space with unnecessary tee-up, throat clearing words- JUST SAY IT straight away!)

What other ones can you think of?

Rewrite these deadly sin phrases and make them your own here below:

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