

Paint The Picture And Get Your Prospects To See What You Want Them To See

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Paint The Picture And Get Your Prospects To See What You Want Them To See

By Kurt Mortensen

What can you say to paint the picture to your prospects and create the right persuasive emotion in your presentation? Analyze your stories. Are you stores vivid? Can you audience taste, feel, touch, and identify with your story? Do you use silence in your presentations? Should you? Where should you implement a good pregnant pause?

A utilities company, trying to sell customers the advantages of home insulation, sent auditors to visit homeowners and point out the ways they were wasting energy. The auditors provided the homeowners with suggestions on how they could save money if they were willing to improve the energy inefficiencies. In spite of the clear financial benefits over the long term, only 15 percent of the audited homeowners actually went ahead and paid for the corrections. After seeking advice from two psychologists on how they could better sell the advantages of home insulation, the utility company decided to change its tactics (technique) by describing the inefficiencies more vividly. With the next audits, homeowners were told that the seemingly minute cracks here and there were collectively equivalent to a gaping hole the size of a basketball. This time, 61 percent of the homeowners agreed to the improvements!

Complete this imagination exercise with me: Pretend you are standing in a beautiful, sunny kitchen. You reach across the counter and grab a bright, juicy orange. You can feel it is heavy with sweet, ripe juice. You can smell the delicious orange scent as you rub the oil of the skin on your hand. Reaching for a knife, you slice the orange and begin to peel back the skin. The aroma only becomes stronger as you tear the sections apart. One of the sections drips bright, sticky orange juice over your finger. You raise this juicy section to your lips and take a bite. As your teeth sink into the orange, you feel the juice burst out and swish around your teeth and tongue. The juice is incredibly sweet! You savor it a moment, cradling a puddle on your tongue before swallowing.

Did your mouth water? Almost everyone's does. The extraordinary thing is that if I had simply instructed you to produce saliva, you couldn't have done it. The vivid picturing technique works far better than the command because your mind cannot distinguish between what is imagined and what is real.

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A Master Persuader has the ability to paint a picture with his words. The prospect will be able to see, hear, feel, and experience exactly what he is talking about. The prospect becomes part of the message and can more fully understand how the product or service will change their life. As a Master Persuader you stimulate your prospects' senses by using words that activate their mind. You present your message through positive emotions because the positive thoughts of the audience will color their perception of what you want them to do.

We can all say, "I walked on the beach," but that's not half as effective as saying, "The sun was up and shining brightly on the warm sand. I took off my shoes and felt the soft sand between my toes. The seagulls floated lazily across the ocean sky. The waves soothed my soul as they rhythmically crashed against the shore. I could taste the salt of the breeze on my tongue." I think you can feel the difference between the two. Words activate all that we do. The words we use can make you physically ill, emotionally drained, hungry, and even salivate. They can especially make you buy!

When you find yourself in a situation where you really need people on your side, use words that are going to create strong mental images. Attorney Gerry Spence once said, "Don't say he suffered pain. Tell me what it felt like to have a broken leg with the bone sticking out through the flesh. Tell me how it was! Make me see it! Make me feel it!" Words are more powerful when they have strong emotional connotations. You want your words to be clear and credible, but they will have greater impact if they also strike an emotional chord within your audience. You can avoid being melodramatic or sensational by being sure that your words truly reflect the circumstances and that they can always be backed up.

Sometimes the right word is no word. On occasion we need to remain silent and let the other person talk. We have heard in sales that the first one to talk after the close loses. After the persuasion process and the final decision is ready to be made, make your proposal and shut up. The silence is nerve-racking, but it's a critical time to let the prospect make the decision without you rambling on and on about the product or service.

How often have you noticed a sales rep overselling a product? You were ready to make the purchase by handing over your credit card. The sales rep felt you needed to know everything about the product and he started to fill you in. This caused doubt to creep into your mind and you ended up leaving, telling the salesman you would think about it. When someone has been persuaded and convinced, there is no reason to say any more. Strike when the iron is hot!

More communication is not necessarily better persuasion. In fact, the less you talk, the smarter people think you are. The more you say, the more common and less in control you appear. Many individuals try to impress people with what they know by flaunting all their wisdom, but usually this strategy is just a turn-off.

Kurt Mortensen's trademark is Magnetic Persuasion; you should attract customers, just like a magnet attracts metal filings. Claim your success and learn what only the ultra-prosperous know by going to

<http://prewealth.com/mistakestoavoid>

and get my free report "10 Mistakes that Cost You Thousands."

## **Remember Paint By Numbers**

**By Melissa Core**

Ever thought about the state of paint by numbers? Many of us have warm recollections of paint by numbers. These were those, with lines and numbers all over and each number represented a different color. As a kid we would treat paint by numbers like a game.

These colors came along with the picture put together in a package and the result was supposed to be a picture that corresponded to the picture on the box or on the back of package. You can learn more about crafts at

<http://www.thecraftyfinger.com>

. For kids, these packages ultimately reached a point

where hardly any actual painting was required and just wetting the paper produced the color. Proper paint by numbers kits are available which result in watercolor pictures of wild animals, or a snowy winter afternoon.

But earlier, in the 1950's, this was considered to be an art form. You had the option of getting tutored in paint by numbers, and many hobbyists took it up, producing amazing imitations of other's art and having them framed so as to adorn their homes. So much so that you could make a copy of Rembrandt!

Paint by numbers was a major source of income for many people. What a wonderful way to have fun and at the same time earn! It was a very productive method for people with idle time to invest time to produce a picture even if they were not arty.

Eventually some great artists were born, while others were happy with an artifact that they enjoyed creating to adorn their houses as articles of decoration. This way they could experiment and yet be completely aware of what it would result into. The popularity of paint by numbers was so high that people chose them over works by famous artists for their homes.

Paint by numbers provided people with a channel to invest time into. And it was not a hard and fast rule to adhere to the numbers. Though paint by numbers didn't possess any unique attribute, many artists had found a way around. They would make minor modifications to the picture, like blurring of lines or leave out a section of picture not of their interest.

Paint by numbers in many ways was a very intriguing fact and its fame mystifies many people even today. Its popularity is credited to the fact that it made a person feel like an artist - a liberated mind. Nevertheless, some rules and safety guidelines exist and they are presented as below.

Melissa Core enjoys working with the following companies:

<http://www.hobbiesforfun.com>

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<http://www.myartportal.com>



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