

"This is the dictionary of  
business success language.  
Right from page 1, you're  
given the strategy to change  
the way you influence others."

SCOTT STRATTEN, President of  
UnMarketing Inc. and best-selling  
author of the UnMarketing series

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Phil M Jones

# EXACTLY WHAT TO SAY

The Magic Words  
for Influence  
and Impact

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**My life's work has been dedicated to the forgotten art of spoken communication and the power that the right words at the right time can have to achieve the right results.**

Quite often the decision between a customer choosing you over someone like you depends on your ability to know exactly what to say, when to say it and how to make it count.

This book delivers tactical insight into the power of words and provides tools to empower success-driven individuals to get more of what they want.

If you are looking for more copies of this book for your team, contact [speaking@philmjones.com](mailto:speaking@philmjones.com) and learn your options for bulk pricing and customization.

Abracadabra—you are a millionaire! That is what will happen if you follow the advice from Phil Jones in this book. Read it more than once and it means even more!

**Jeffrey Hayzlett**, primetime TV and podcast host, chairman of C-Suite Network

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Indeed, the right words spoken the right way, while perhaps not actually magic, can sure have the results of such. Great job by the author in bringing us this very helpful guide.

**Bob Burg**, co-author of *The Go-Giver*

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I think Phil says it best himself at the end of this fabulous read: “Everything you have learned in this book is simple, easy to do and works.” It’s tried and tested, proven and guaranteed to help you get your own way more often.

**Philip Hesketh**, professional speaker and author on the psychology of persuasion and influence

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If you want to get prospects, clients, colleagues, bosses or anybody to say “yes” to what you want, I have three magic words of advice for you: “Get this book!” Exactly What to Say is a must-read for everyone who sells a product, a service or a story or wants to impress, motivate, engage and influence others from the very first moment. It will help you to use the most compelling phrases, to ask the right questions at the right moment, and to eliminate the wrong words from your personal and professional vocabulary.

**Sylvie di Giusto**, keynote speaker and corporate image consultant

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This book is packed with ideas and easy-to-implement suggestions that will assist any individual in obtaining the outcomes they require from the conversations they have.

**Grant Leboff**, CEO, [StickyMarketing.com](http://StickyMarketing.com)

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Implementing Phil's simple yet powerful Magic Words has been integral to the growth of our now-£20 million business over the last few years. In *Exactly What to Say*, Phil has delivered a book packed full of real-world solutions that will lead you to achieving the outcomes you desire in life and business.

**Richard Dixon**, director, Holidaysplease

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The worst time to think of the best thing to say is always when you're actually saying it! I've long been a lover and student of great power scripts, killer questions and magical phrases that open doors and close sales. And there's nobody better than Phil Jones at finding that perfect key that will unlock a range of situations. If you want to sell more and influence better and take much less time doing it, then this book is as close as you'll get to a magic wand or silver bullet to success!

**Rob Brown**, founder of the Networking Coaching Academy and bestselling author of *Build Your Reputation*

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Phil Jones helps uncover the truth in complex selling situations. These powerful phrases demonstrate how to influence others with integrity while never seeming pushy. You'll use these gems each and every day.

**Ian Altman**, co-author of *Same Side Selling*, Forbes.com columnist

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If you want to be more influential in every situation, you need to master the simple yet powerful lessons contained within. *Exactly What to Say* could replace just about every other book on human behavior—it's that useful.

**John Jantsch**, author of *Duct Tape Marketing*

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Have you ever considered why a horse can win a race and get ten times the earnings? Was the winner ten times better than the second-place horse? Hardly; she only won by a nose. The same applies to sales and marketing. What makes the winner a winner is a concept called “the winning edge.” One of my early mentors drilled it into me that “everything you do either enhances or detracts from your ability to close the sale. No detail, however minute, is neutral.” This is why I love Phil Jones’s book *Exactly What to Say*. In this short but power-packed book, he shares how to use certain key phrases to help you with the winning edge. There is no doubt words matter a great deal in any marketing and sales situation, so make sure you have your Magic Words.

**Bryan Eisenberg**, *New York Times* bestselling author of *Waiting for Your Cat to Bark?* and *Be Like Amazon*

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*Exactly What to Say* is a masterclass in the art of influence, persuasion and generating top-producing business results. This is a must-read for anyone looking to be more persuasive in their business and personal lives.

**Seth Price**, bestselling author of *The Road to Recognition*

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BOX OF  
TRICKS

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Box of Tricks  
Hoboken, NJ

[www.philmjones.com](http://www.philmjones.com)

ISBN 978-0-692-88195-8 (paperback)  
ISBN 978-0-692-88196-5 (ebook)

Produced by Page Two

[www.pagetwostrategies.com](http://www.pagetwostrategies.com)

Editing by Jenny Govier

Cover and text design by Peter Cocking

Ebook by Bright Wing Books ([www.brightwing.ca](http://www.brightwing.ca))



**The worst time to think about the thing you are going to say is in the moment you are saying it.** This book prepares you for nearly every known eventuality and provides you with a fair advantage in almost every conversation.

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Acknowledgements

## About the Author

## **Opening Words**

I am guessing that you picked this book up for one of a number of reasons.

Perhaps you are an experienced sales professional looking to sharpen your skills, maybe you run a business and are looking to get your way more often or perhaps you liked the beautifully designed cover and felt obliged to take a look inside. One thing I am certain of, though, is that your getting even this far in the book tells me that you are open-minded about change and are serious about your personal success.

**Throughout my studies of people, human relationships and business interactions, I have been amazed by how some people achieve dramatically different results than others with what seem to be the exact same ingredients.**

In businesses in which people have identical products and resources, some people struggle to find customers, and yet others cannot stop finding more success. Despite their differences in attitude and endeavor, these successful people, I have learned, have one thing in common: they know exactly what to say, how to say it and how to make it count.

This realization has had me fascinated with the difference a subtle change of words can make to the outcome of a whole conversation, and it has fueled my study of the precise triggers that cause a shift in a person's belief system.

Back in 2012, I published a tiny book called *Magic Words*, following the words I feature heavily in my training and speeches. It is a book I am really proud of, and not just because this little book made many bestseller lists. More importantly, the people who bought it actually went on to read it, use what they learned and get great results from employing simple changes in their word choices.

Let me explain a little about what these Magic Words are.

Magic Words are sets of words that talk straight to the subconscious brain. The subconscious brain is a powerful tool in decision-making because it is preprogrammed through our conditioning to make decisions without overanalyzing them. It works a little like a computer—it has only “yes” and “no” outputs and can never land on a “maybe.” It is strong and decisive and moves quickly. Using words that talk straight to the part of the brain that is free from maybes and responds on reflex gives you a fair advantage in conversation and can result in you getting your own way more often.

## EXAMPLES

If you are looking for examples of where your subconscious has served you, here are some simple ones:

**Controlling** your breathing while you sleep.

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**Assisting** your routine on a familiar journey.

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**Allowing** your attention to be immediately drawn to anything that resembles your name.

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We all rely on our subconscious brain daily to get us through everything that happens without us having to process, compute and take care of every decision all by ourselves.

In this book, I revisit some of those Magic Words, add some new ones and provide you with precise examples to show you how to apply them to your conversations. I do all I can to help you understand the principles behind the chosen words and allow you to find greater application for them in your life.

These words are tried, tested and proven to deliver results when applied properly. This book is about far more than just Magic Words, however. As you work through each section, you will receive powerful insight into what makes people tick and learn how simple changes you can apply instantly can make your life so much easier. Yes, the advice is aimed at increasing your business success, but every principle discussed is easily transferable into any industry and every area of life, to help you become more persuasive and influential and have a bigger impact in all that you do.

My advice is to have a notebook and pen with you when you read. Look to create your own examples as you work through each section. Then make the decision to try them for yourself as soon as possible, getting more comfortable and confident each time you do. Everything I share may sound simple, but simple does not necessarily mean easy. Get comfortable being uncomfortable. I am excited to hear about your results, so please connect with me on your chosen social platform and share your experiences of becoming a more skilled decision catalyst, ensuring more of your conversations really count.

# 1

## **I'm Not Sure If It's for You, But**

One of the most common reasons I hear from people as to why they fail to introduce their idea, product or service to others is the fact that they are fearful of the rejection they might receive.

**It was for this reason that I figured the best place to start is with a set of Magic Words you can use to introduce something to just about anybody, at just about any point in time, that is completely rejection-free. The words in question are, "I'm not sure if it's for you, but..."**

Let's take a moment to understand how this simple structure works.

Opening a statement with the words, "I'm not sure if it's for you," causes the listener's subconscious brain to hear, "There's no pressure here." By suggesting that they may not be interested, you naturally increase their intrigue. They wonder what "it" is, and this spike in curiosity hooks them. What's more, it fires an internal driver that tells them a decision needs to be made, and the soft approach ensures this decision feels unpressured and internal.

The real magic, though, is delivered through the final three-letter word of this sequence, a word that typically should be avoided in all conversations: the word "but."

Imagine receiving a comment from your employer that started with the words, “You know that you’re a really valuable member of the team. We love everything that you do here, but some things need to change.” What’s the only part you would remember? I am guessing the part that you would focus on most is everything that follows “but.” The word “but” negates everything that was said prior, so when you say to somebody, “I’m not sure if it’s for you, but...,” what the little voice inside your listener’s head hears is, “You might want to look at this.”

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**When you say to somebody, “I’m not sure if it’s for you, but.. .,” the little voice inside your listener’s head hears, “You might want to look at this.”**

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## EXAMPLES

Here are a few examples to help you in your daily routine:

**I’m not** sure if it’s for you, but would you happen to know someone who is interested in (insert the results of your product or service)?

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**I’m not** sure if it’s for you, but we have plans on Saturday, and you’re welcome to join us.

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**I’m not** sure if it’s for you, but this option is available for this month only, and I would hate for you to miss out.



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This rejection-free approach creates a simple outcome. One of two things happens: your listener leans in and asks for more information because they are personally interested, or, in the very, very worst-case scenario, they say they will give it some thought.

## 2

### **Open-Minded**

If you were to ask a room of a thousand people whether they considered themselves open-minded, I am sure over nine hundred of them would raise their hands.

**Just about everybody in the land thinks of themselves as meeting this criterion, and it's pretty easy to understand why.**

When the alternative is being considered “closed-minded,” this perception of choice is almost guaranteed to steer others toward your idea. Knowing that people like to see themselves as open-minded, you can easily give yourself a fair advantage within your conversations. When introducing a brand-new idea to a stranger, friend, prospect or team member, using the words, “How open-minded are you?” and following up that sentence with a scenario you want them to opt into allows you to naturally attract people toward the very thing that you are looking for their support with. This preface shifts you from having fifty-fifty odds of them agreeing with you to odds of ninety-ten in your favor. Everybody wants to be open-minded.

## EXAMPLES

Here are a few examples of the words in practice:

**How open-minded** would you be about trying this as an alternative?

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**Would you be open-minded** about giving this a chance?

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**How open-minded** are you about increasing your monthly income?

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**Would you be open-minded** about seeing if we could work together?

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Each of these options makes it very difficult for the other person to reject your idea, and it at least makes them feel obligated to explore the possibility. It seems like you are giving them a choice, when really you are heavily weighting the only option you are giving them. Put simply, “How open-minded are you about at least trying it?”

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**When introducing a new idea, start with, “How open-minded are you?” This will naturally attract people toward the very thing that you’d like them to support. Everybody wants to be open-minded.**

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### 3

## **What Do You Know?**

How often do you find yourself in a conversation that quickly becomes a debate because you are speaking with someone who thinks they know best and perhaps even wishes to lecture you with their opinions?

**To influence others, you must be aware of how to control a conversation. One way of regaining control is to move the other person's position from one of certainty to one of doubt.**

Typically people try to create this position of uncertainty through directly challenging the other person's opinion and perhaps even entering into an argument. I am sure you have had moments when you have been frustrated by someone's inability to understand what you are saying and flustered that you cannot overcome their preconceptions. This can happen regularly when you are trying to introduce new ideas or concepts, and the "I know best" mentality of many people can be difficult to overcome.

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**The best way to overcome the "I know best" mentality of many people is to question the knowledge on which**