

Michèle Gunderson

BREAKTHROUGH STORY EXPERT

3 Secrets To Choosing Words That Make You More Influential

November 29, 2018

- Dr. Gunderson: It is right on 2:00 Mountain Time, and so we are jumping in. Welcome. I'm Dr. Michelle Gunderson, and welcome to 3 Secrets to Choosing Words That Make You More Influential. I'm so happy you're here today. I just want to make sure that I've got my chat bar over to the side so I can see you when you are making a post. So great to see you here. I hope that you are able to join in the chat, so say hello, let me know where you're from. My team is telling me that we have a lot of people registering for this call, so great to see you here whether you're here live or you're listening to the recording again. You have joined 3 Secrets to Choosing Words That Make You More Influential. I'm Dr. Michelle Gunderson, and I want to let you know that you're in the right place today.
- Dr. Gunderson: First, I'm going to tell you too, this is a brand new call for me. I've been teaching in the field of words and stories for over 25 years. I've taught thousands of people, but this is the first time I'm presenting this material in this way. Super excited about it. Wait, I need to change one more thing so that I can see over here on the side. There we go. Just want to make sure I can see you here. Great to see you. So, first time I've taught this material in this way. I hope you don't mind I've got some notes in front of me. That's because I've made a lot of promises for this call, and there's so much that I want to teach you. Everything that I promised and so much more. I hope you're ready to sit back, not sit back and relax, but get ready, take some notes, dive in. There's going to be so much that'll serve you here today.
- Dr. Gunderson: If this call is for you, if you're concerned that your blog posts, your copy, your elevator pitch, your words on stage, all the places that you use words, that they're not landing in the way that you want them to, they're missing the mark, what is it that you can do so that your words can actually reach people? Here's the thing: you don't have to do some of the things that I've done. You don't need an English degree, you don't need to be on the debate team. I was on the debate team in high school, actually. You don't need to have aggressive and witty tactics. You don't need to spend tens of thousands of dollars on copywriting. You just need to know these three key insider secrets about how to

choose words that make you more influential. How do you pick them? What are the words that are really going to land people?

Dr. Gunderson: Again, you want to be confident that your words are actually going to hit the mark. You want to be confident that people can hear what it is you have to say. If you want to be choosing words that attract your ideal clients and attract the people that you're wanting to talk them rather than repel them, then you're in the right place. You're in the right place if you want to be seen as the expert in your area, so you've got a gift. If you're on this call, I know you probably have a gift that you want to get out there. Maybe you know it really solidly or you're just developing that gift, but you're on a mission. You have something to share with people. If that's so, you're in the right place. You want to be seen as the expert. If you want to get known for your ideas, so you have a very particular thing that you do, that thing that you teach and you want people to be able to hear it, you're in the right place. You're in the right place if you want to attract high-paying clients, so people who are engaged in the work that you can do that you can really make a difference with and you can do a deep dive with. You're in the right place.

Dr. Gunderson: You're in the right place if you want to know how you create posts that go viral. What is it that allows something that you say to catch on and people pass it on, and your words are heard? If you want to be able to support for your cause, then you're in the right place. This is for you if you want to write thoughtful, purposeful copy. You want to be able to have words that people can hear. You want to have influence with the language you use, then you're absolutely in the right place. If you're ready to communicate at a more powerful level and you really want to harness that power of words; we use words everywhere in our business, then this call is for you.

Dr. Gunderson: I want to let you know what this call is going to look like, a little bit about the struggle. Erin, thank you. "I'm so in the right place." From somebody who on my screen goes "RNMx," I don't know who you are. You come up in a funny way, but it's like, "Me too, Erin." Fantastic. Sometimes I'll be pointing out when you're saying hello over here in the chat or sometimes I may not see what you're posting, but keep the posts coming. Say hello. Let me know if these words are landing with you. "Looking forward to learning." Thank you, Karlie. So great to see you here. I want to let you know what the structure of today's talk is going to be. It's not a talk; it's an interactive training, all right? Interactive training. I'll be teaching for a while because there's just so much I want to give you. There'll be some time for some interactive hot seats. Oh, Pam. Hi, Pam. So great to see you. Glad you're here. Thanks for clearing that up, that "RNMx." Thank you. Great to see you here.

Dr. Gunderson: Structure of the call. Well, if I want keys to finding words that make you more influential, what do those words even mean? What is "influence" anyway? We've got some strange ideas about what influence is, and we think we know what words are, but what are they? What's influence? What are words, and why does that matter? How is that going to make a difference in my company and in

my life? That's part of what I'll be teaching; I'll be teaching you those three keys, those three keys to choosing words that make you more influential. That's what you've come for. It may not be what you think; this can sound so simple, but when we outline it and what difference it makes and how you can implement this, I think you're going to like it a lot. I sure hope so; you can let me know. Then, let me see, what else do I have here on my notes in front of me? What else are we doing here today? What's some real world examples of some words that work and some words that don't work? It might be kind of surprising to you, because it's not always as straightforward as it seems, and some of it's a little bit paradoxical.

Dr. Gunderson: I'll be teaching you things you must not say. What's the thing you must not say when you're networking? What's a simple formula for easily attracting five-figure clients? This happens to me all the time. This happens with the people that I work with; last one was a couple days ago. Last one was a couple days before that. It's like, why does this happen with people, and it can happen with people you haven't even met before. Sometimes we think we need a long funnel and we need to offer them something for free, and then a \$5 thing and then a \$10 thing, and then a \$20 thing. It doesn't have to be so. How do we do that easily and effortlessly? That's part of what we'll be learning here. Oh, also midway through the call, maybe a little bit further toward the end, but sometime midway through the call, I'm going to have an opportunity. Get ready to raise your hand at that time, all right? I think on the last call, I had time for one person. I'll see if I can take one or two people to interact with. What's your question? What can I help you with around words for you?

Dr. Gunderson: There'll be some time midway through the call in and around that, and towards the end of the call, what is the key word mistake that I see entrepreneurs making all the time, and what to do about it. I will do my best. I've got little notes, some of them are types and some of them are scratch notes because this is a brand new training. Again, I've been in this field for over 25 years and trained thousands of people, but this is a new call. This is so needed. People want to be influential, they want to know how to use words, and so I hope that that's you. I hope you'll stay with us. Some of you are telling me yes, you're absolutely in the right place, so thanks so much for being here.

Dr. Gunderson: One of the things that I'll promise you here today, I will give you everything I can. We'll be together maybe 75 minutes ago. I don't always punch a clock; it might go a little bit longer than that, so book out on your calendar now 90 minutes. I don't mind if you multitask, if you've got to bump something off so you can be here for the duration. If not, then you can take some time afterwards for jotting down those insights. What's new for you? What can you use and implement in your business right now? In any case, I'm going to give you everything I can, I promise, in the time that we've got together. I can't teach everything that I know about words and stories in 75 minutes. I just can't. I've been teaching this field for over 25 years. Like I've said, I've taught thousands of people, but I'll do everything I can to give you those things that will move the needle the most for you in the short time we have together, and then I promise

I'll tell you where you can get more, all right? Some of you are going to want to take it further, some of you want to dive in deeper, so I'll let you know where you can get more.

Dr. Gunderson: Let me take a breath. I'm going really fast because there's so much I want to share with you. Let me take a breath. I just want to say a words about, maybe because some of you, I see your names popping up. [Guile 00:09:15], great to see you here. Oh my goodness. Haven't seen you in quite a while. So happy to see you here. Some of you I know really well. "Donna?" I'm not sure which Donna it is; you just come up as "Donna," but I know a number of Donnas. That might be you. Marty, my goodness, so great to see you here. Mary Kay, we were just talking just before this. Scott, Sergio, so great to see so many of you here. Some of you I've worked with maybe for a few weeks or a month or a year, two, three, four, five, six, seven, eight years some of my clients on this call. Some of you, we may be very new to each other. You found your way here, you may not even know how, somebody referred you. I want to tell you just a little bit about myself and why I think words matter so much and why I'm so passionate about helping entrepreneurs gain influence so they can get their message out, [inaudible 00:10:07] saying get their message out.

Dr. Gunderson: Yes, Guile. "Finally made it." So glad you're here. As I mentioned, I've been in the field of words and stories for over 25 years. It's so powerful to me. It matters so much because words are powerful. Words matter. They're the way we connect with each other. They're used to persuade. They make people laugh, they make people cry. They allow people to connect in ways that have people jumping into whatever it is that's their next step in their live, a greater vision, a greater word, a greater purpose. Something that they've been wanting to do. Words are really powerful. I didn't start out working with entrepreneurs; I taught university for a number of years. That's my background, and what I found was that even for people who were in the field of words and stories, as were some of my students that I taught, they would be so shy or so, what's the word? "Bashful." So unsure. That's the word: "unsure" of the words they were using. It was like somebody had told them somehow, someway that their words were wrong, that they didn't matter and that they couldn't say it quite the way they wanted to, so a lot of pulling back, a lot of uncertainty.

Dr. Gunderson: I loved what I did when I taught at the university. Taught many, many courses there and was so moved. My students would come up to me and say, "Michelle, this is the best course I've taken in four years of university," or, "Hey Michelle, I've scheduled my schedule around you next year." I was so moved. I loved my students, I loved what they were doing, but I just had a calling. I wanted to get out there in the world and that somebody else at the university would teach this stuff. I just need to get out there and work with the people who have a vision, who have a mission, who have something really important to share. I left the university about 11 years ago now and started my own business. I thought, "I know about words, I know about stories, and I know that that's what makes the world go round, so my business is just going to fly." I remember at that time, oh

my goodness, it feels like a lifetime ago. My then-partner lost his job [inaudible 00:12:24] at the university. The business shut down.

Dr. Gunderson: I started out, my income was negative. I'm like, "What happened? My students nominated me for a teaching award, their lives are changing. They're like, 'Michelle, you're the one who taught me how to say what I need to say. You're the one who gave me power over words, and all my grades are raising in my other classes. I have a different vision of what I'm going to do.' It happened for them. What happened?" How come it wasn't happening for me. What I needed to understand and really get in my bones, I'd studied at the university. I'm a yoga teacher as well. I spent hundreds of thousands of dollars investing in myself and in my company, and in what it is I wanted to do. I don't want it to be so hard for you, but that's part of my background. I had to realized that I stepped into, and this is going to become important a little later in the call too, but I'd stepped into a different context. I didn't know this context yet, so I had to learn the context for the words as I was founding and growing my business.

Dr. Gunderson: As I started to learn that different context and started to learn, "Well how do words work over here? I understand the principles of it, but how do they work over here?" That's when I had that first \$5,000 month, that first \$10,000, first \$20,000, \$30,000, that first \$30,000 week, that first \$30,000 day, et cetera. Then, what I went out to do was teach my students how to do the same. It went from thinking that it just happens, but it doesn't just happen. Influence doesn't just happen and words that are powerful, they don't just happen. They're intentional and there's a reason for them. I had to learn a different context. Once I did that, I could activate all those things that I was doing over here and applied it over there.

Dr. Gunderson: Something that I learned just really recently, and only my highest level clients have heard this piece, I was teaching a portion of this just this summer. I've been teaching people about stories in the entrepreneurial world and why stories matter for a number of years. You may have been to some of my talks or been to workshops that I've taught or retreats in Mexico and elsewhere out in the Gulf Islands where I'm teaching about story, and it was only in the last less than a year that I'm realizing, "This is not all of my background." Yes, it's what my PhD is in; it's like what are the stories that bind us, what are the stories that set us free that we don't even know. Just a piece of my background, right? I started to think about what I used to teach at the university and some of my favorite courses I've taught. Umpteen different courses; you name it. I taught about words and stories and the power of language. That's my field, but I just kind of forgot one of my favorite courses that I taught over and over again: what creates persuasive words? What creates influence with our words?

Dr. Gunderson: So I started tapping into this part of my background again, and helping my students to create powerful words, powerful language that really makes a difference.

Dr. Gunderson: I want to jump in. I'm glancing down at my notes again. It's a new training for me, so I'm making sure. I've got in big, bold red the promises that I've made. I want to make sure I don't miss any of them. If you go like, there was something that you read about and I'm not touching on it here, put it in the chat like, "Michelle, what about this?" I'm going to try not to miss anything. I've got my notes in front of me. So much I want to share with you. I got the promises in red and then so many other things too.

Dr. Gunderson: So, words are contextual. I needed to learn this new context and a whole bunch of things broke open in my own company. I started bringing that background of an understanding and remembering that background in words and influence and persuasion that I taught for so many years. I guess what it is is I've had unconscious competence in that area for a long time. Didn't even think about it. Just lived it, and started wanting to bring more and more of that because I work with amazing entrepreneurs who, like you, have a vision to share, have something powerful to get out there in the world. It's my mission; I've always wanted to transform [inaudible 00:16:45] is to really help people make a difference that they're meant to make with their companies and have a whole lot more fun doing it too. Influence. Again, if you've just arrived here at 3 Secrets to Choosing Words That Make You More Influential. Before I can talk about what those secrets are, well what is influence anyway?

Dr. Gunderson: Sometimes we have a funny idea about what influence is. Sometimes we think of influence is as, "That person, they've got that fancy car and they've got that big house, and they've got all those trinkets and status symbols." We think, "Oh, there goes an influential person. They've got all of this stuff." That's not what influence is. Doesn't have to do with that. There are people who live very simply with profound influence. I mean, think Gandhi for instance. Right? There are people with profound trinkets and toys and they are very profoundly influential. It's independent of that; it doesn't have to do with what the person's wearing or where they live, or what their background is. That doesn't have to do with those status symbols. Then what is influence, and how does it build? Here's how I look at influence: influence has to do with the power to persuade, but it's not about power over another person. That's more like manipulation, and sometimes when you go out there and read, there's books on influence and there's lots of information that you can find out there. It's almost as though influence and manipulation are conflated, like they're the same thing. I don't think it's anything like that. Manipulation is kind of the dirty cousin of influence, something like that. It's not at all about that.

Dr. Gunderson: Influence is when you see something, people follow. When you say something, it lands. When you say something, people listen and take action. If you would like that power of influence in your life, go ahead and say, "Yes, that resonates with me" or, "I get that," or, "Yes, that's influence for me too." Nothing wrong with the trinkets and bells and whistles. That can be fine, and nothing wrong with the simple life, but whatever your life path to have that kind of influence where you say something. When I was going to a networking event and there was a little contest about bringing more people to the event, I really didn't have

the time. I didn't have the bandwidth to put into it, but I sent like three one-line texts to people. All three of my guests showed up and I won the prize. How does that happen? How do you find words like that where you're saying a few words and people listen? Is that always the case? Do I always have the right words? No. I don't pretend to that. It's nothing like that, but what it is is to have those words that create influence. Influence, not status symbols.

Dr. Gunderson: It's like, do people follow you? Do people listen to you? Do people take action? Do they listen when you have something to say? If you have a company, if you're an entrepreneur and you've got something to share, well then you have something to say and you want people to listen to those words.

Dr. Gunderson: How can you become immediately more influential without adding to your credentials? Sometimes we think we need more bells and whistles behind us. We need more training, we need more stars and stripes and more degrees, whatever it is. It doesn't have to do with that. Here's what it has to do with, and thank you so much Mary Kay, yes. "Your explanation of influence makes so much sense." I'm so glad it's resonating with you. Sometimes common sense isn't common sense. To me, that's what influence is. That's what real, profound, impactful influence is. Thank you, Mary Kay. So, how does influence happen? How can you immediately become more influential? Harness the power of words. Harness the power of words. Immediately makes a shift. Master words and let the words be embodied. Let them be real. I got some notes in front of me here, but what I'm saying is here. It's on the spot. I'm with you here and I'm not worrying so much about, "Do I have this word right? Do I have that word right?" I'm not reading a script, but can I master words and can I let them be embodied? Can I let them be real?

Dr. Gunderson: When I suggested that, "This is influence and what I think it is," and Mary Kay says, "Yes, that makes sense. I think so too," well there's something in my words then that's been influential for Mary Kay. She might not have thought of influence like that before, but now it makes sense to her. How does that happen? We need real words. We need embodied words. We need words that we believe. In the core of our being, words need to be aligned so that I'm really, truly believing my words and so that what's on the inside matches what's on the outside. If you're a speaker, for example, and you've ever stepped on the stage and you want to say something, maybe you've got a script but at the moment, you're not really feeling it and you don't believe it. You're going, "What if?", and you see people squirming or you're not sure if they're hearing, or somebody's got their head on their desk, or they don't appear to be listening, and then you start worrying. There's all this stuff going on inside. Well the words are coming out of your mouth. It's really hard to have influence that way.

Dr. Gunderson: How can you immediately become more influential without adding to your credentials, without doing all this extra stuff? Can you find the words that come from a deep place inside you that are meaningful? Sometimes as I talk to my high-level clients, I tell them, "It's like we've got these trillion of cells aligned in our body. 'I'm with that message,' and then there's these two little cells over

here going, 'Maybe not. I don't think so. I don't really believe in it.'" We need to have those words aligned. We need to have them embodied, and immediately we can become so different from what's out there. There's so much out there that's canned, so much out there that's pre-programmed. So much out there that's the same thing over and over and the person isn't even home when they're speaking. Do you hear what I'm saying? Are my words reaching you right now? If you've been to a talk where the person wasn't even home it seemed like, and so somehow you couldn't even really listen, much less act on what they were suggesting. Let me know here. Say "yes."

Dr. Gunderson: [inaudible 00:23:17] private notes, right? You can send it to the [inaudible 00:23:19] or you can send it to attendees as well. [inaudible 00:23:21] meaning me, right? Just the wording I'm seeing here. Somebody's got to be home. Got to have the words be aligned, and when they are with those words, truly you can move mountains. It can even be a cliché. "Move mountains?" Y'all heard that before, but when we say it and we mean it, and we say it fresh and new, yes, exactly Kate. "Lights are on but nobody's home," yeah. When that's happening, there's no possibility to influence. At least I don't know how to do it. We have the words that come from deep inside, and when we can master words, that's where the influence comes from because it comes from talking to people. It comes from connecting and it comes from the message that we have to share.

Dr. Gunderson: Well if that's the case, if words and influence are so intimately connected, and influence doesn't have to do with all these status symbols and it's something much deeper than that, what are words anyway? What's that even mean? What are words? We think we know, but what is it? Well, words are, they're the vehicle we use to communicate, to persuade. To connect. I don't want to bore you with a bunch of my background from the university. Lots of people may go, "No, Michelle, tell us already," but I want to tell you about one amazing theorist. His name is [Michel Foucault 00:24:50], and he talked about how the words and how we use them, he called it "discourse." It's like how we string words together lets us think some things, and some things we can't even think. How we use words, the words construct our world. What are words? They let us communicate, they let us persuade, they let us connect, and they construct our world. Let me give you one example of that.

Dr. Gunderson: My mother is a retired nurse, and she would tell me that she didn't really necessarily like that, so she could step outside because she had different backgrounds. She said in that world, they would talk about the patients on the floor and they'd say, "Why don't you go see the kidney in room five? Go see the kidney in room five," meaning the person there but not really meaning the person there. All of a sudden, it's a way of thinking that as I use that word, that person becomes that kidney. They have a family. They have a wife or a husband, or a partner. They've got a dog, they've got a career. They've got all kinds of things. They become that with the words we choose. If we stand in a very different place, yes. "Love this." Thanks, Kate, so you got it. If you stand in a different place and a place of homeopathy, for instance, and again, whatever your background is, you use words over there in a very different way.

Something that as seen as a cure over there actually has nothing in it from a traditional western medical standpoint, right?

Dr. Gunderson: There's a holistic way of looking at the body and the person, and all their stories matter. I'm not saying western medicine can't do that. I'm talking about very traditional on this side, very traditional on this side. Our words actually construct our world. That's what Foucault taught us. Let me give you one more example of why words matter so much and why we want to harness that power in our business and in our lives. I remember reading, it was a book I gave to some students who attended a retreat I was teaching in Mexico last spring. It was extraordinary, as I read about some of the happiest people on earth. They've measured this, they've studied this.

PART 1 OF 3 ENDS [00:27:04]

Dr. Gunderson: Happiest people on Earth, so they've measured this. They've studied this, those social scientists who will go out and find those people and how can we emulate them? And it is so interesting that, in that culture, they had no word for retirement. The word didn't exist because it's not in their framework. The words we choose construct our world. And the way we construct our world has us choosing very particular words, so we want to harness this power. It constructs our world and helps us help others construct their worlds, right? It's world making, words are world-making. They don't even have a word for retirement, instead as I was reading last spring, it was so interesting. They have a word called, it's ikigai. Forgive me if I pronounce it wrong.

Dr. Gunderson: It's a Japanese word, probably got the tones all wrong, sorry. But the Japanese word ikigai and it means something like your duty and your purpose and what you're put on this planet for. They don't stop, they don't have a concept of stop working. They live the longest, they're really happy because they don't have this idea that they've stopped. They have a whole different framework, just by the change of one word. Take out the word retirement, put in the word ikigai. Your whole outlook on life and business and you know business. Their whole outlook on their lives and their purpose on this planet shifts, by the shifting of one word.

Dr. Gunderson: What are words? They allow us to communicate, they allow us to persuade. They allow us to connect. They actually, literally construct our world. We see different things, depending on the words we have access to or the words we don't have access to. Not just in the language but the ways that we stream them together and talk about things.

Dr. Gunderson: Oh my goodness. I wish I had like three hours to talk to you about that. There's so much more that I want to talk to you about. The three keys, so what are those three secrets then to choosing words that make you more influential? Now let me tell you what those keys are. I'll tell you the key mistake a little later on and I'll talk to you about what the networking, this networking mistake is. Don't say this when you're networking. I'll tell you about how to find those you

know, how to get clients easily, what are the words that I choose. Lots coming up but I need a framework. We need a framework, so that we're speaking the same language, so that we're on the same campus, so to speak. So that you can hear the words that I want to share with you, so that you'll be able to hear it easily when we get there.

Dr. Gunderson: The pieces that allow us to network easily, to find those high ticket clients easily. To find words that allow us to persuade, to connect, to grow our work in a world. Right?

Dr. Gunderson: Three keys, they won't mean anything when I first say it but you will start to get it, as I explain what I mean by each of these. Now first, the first key is that words are everywhere. Words are everywhere, right? They're absolutely everywhere, it's not just in as I do my 30 second elevator pitch. Some people get so hyper focused on these one little place, where the words are and they're missing all of these, right? Words are everywhere, they're everywhere in our business lives. Some of them are influential and some of them are not, that's the second key. To really understand that there's a difference in how the words get perceived and how the words get taken up and what people do with them.

Dr. Gunderson: And the third key and this will become more meaningful as I tell you more about it here. That you actually can choose that you're in the driver's seat of choosing those words. And how you choose can be, it's both simpler and more complex than you may think, all right.

Dr. Gunderson: Words are everywhere. Words are everywhere. I want to start with this first key. When we can understand this, we have a different foundational understanding of how words work. It's not just my 30 second elevator pitch. It's not just my bio, it's not just the words that I'm using as I open and I'm speaking on stage. It's the words that I'm using as I'm talking to my kid. It's the words when I'm telling them that I got to be away and I've got to work. It's the words that I'm using to myself when I'm saying, I got to be away from my kid and I got to work. It's the words inside our heads as well. It's the words that are in between the words that we think of as important, the kind of filler words.

Dr. Gunderson: Words are everywhere. Sometimes we get so focused on crafting this one little piece. And if you know what I'm saying, like this one little pitch that we miss the 99.9% of our communication and connection with others. If you understand what I'm saying by this because this alone could change everything for you. Say yes or let me know what you heard, so that I know that you got how important this piece is. We might spend hours and hours crafting, sometimes we do want to spend hours crafting something. Well we spend more time crafting the title of something than the body points for instance, in an email. That we know, right?

Dr. Gunderson: Some things we want to spend more time crafting than others. But we can easily make a mistake of thinking that it's only those crafted pieces, when we

can pay attention to all the words we're using, in all our interchanges, in all the places where we, what words are we using at the grocery store? It's going to have an impact on, it's going to feedback into our business. Words are everywhere.

Dr. Gunderson: Some words are influential and some are not so influential. What's the magic key? Let me give you one example of some influential and not influential words, all right. What not to say when you're networking, if you want to attract quality leads? Well there's so many things that I could tell you about what not to say. This one might be a little bit surprising. It's one that I have not said, have not said these words for many, many years. And when I'm networking it hasn't stopped me. I have deliberately not said these words and in not saying these words, it's opened up doors that you know, I need somebody and a few days later, a week later they're a five figure client and multiple five figure client. Or they're a joint venture partner or they're asking me to speak. Sometimes I become their client. It's like amazing things happen, as I'm networking. I have not said these words.

Dr. Gunderson: Most people who are networking, say these words all the time. I haven't said these words for, I can't even remember how long, it's been at least five years.

Dr. Gunderson: Here's my card. Here's my card and some people, sometimes it's the more they say that, the less effective the networking gets. Here's my card. You know and sometimes we're at a table for instance, you've been networking and you're at a table. And everybody is there and it's like, here's my card, here's my card, here's my card, here's my card, here's my card, here's my card, here's my card. And we pass it around the table and we give it to everybody, that you put it.

Dr. Gunderson: I remember I took some training from Peak Potentials, a lot of training with Peak Potentials years ago. And they said, I had to plead from the stage say, "Please don't leave a stack of your business cards in the bathroom." Right? What's the message that you're giving people? And they have to say because people were doing it, right?

Dr. Gunderson: There's this proliferation of cards. I'm not saying you can't have a business card, although I haven't carried one for more than five years and it hasn't stopped any of that business from happening. In fact it's enabled it. If you, maybe you made cards, it's all fine. I'm not saying you can't have a card. But when we think that networking relies on my card and relies on my elevator pitch. That is so very common out there. Here's my card, will you please take it and if somebody asked me what I do. Then I go, well if you've encountered somebody who's done that to you, you're at a networking event and the card comes out so quickly. Then there's this elevator pitch and there's no breath, there's no space. You can't even hear what they're saying anyway because it comes out all in one.

Dr. Gunderson: Let me know here, say yes or if you've been that person. Some of you again, you're saying hello, you're saying it to me separately. Some of you may not see

it in the chat but yes you got it, yes you hear it. Let me just scroll down here. I hear you see, I hear you hearing it. Yes, you've been there. Yes, yes. Thank you. Sergio, yes, you've been there. One of my favorite classes ever was ditch the pitch, yes got it. Absolutely.

Dr. Gunderson: Here's my card. I never say that, never when I'm networking. What do I say instead? Why do we need cards? I don't even need a card. If I actually want to connect with somebody I use real words. Like let's say you're, I don't know I just, I was at my mother's 82 birthday party over the weekend. She said it was her favorite birthday party ever. So I'm thinking about family. And when you're at a family get together, say I've got, I come from a giant family. There was hundreds of us, right. When we see each other we don't always like, here's my card. Right?

Dr. Gunderson: If I want to connect with my cousin Darcy for instance, we make sure that we have each other's card, phone numbers. I actually pull my phone out and I have the person enter their contact information in my phone. Real contacts with real people. This is the person I want to connect with. Then I send them a text message right away.

Dr. Gunderson: Instead of having a sea of cards. I know one guy that I used to know at Peak Potentials. Everyone would give him a card because he was a desirable person to get to know. And he said Michele and he confessed this to me. He said, "Like all those cards, they go in my back pocket and when I go home I throw them all out." I think that's, I won't tell you who it is but that's what he used to do. He said but your card is going up here. I put like two or three cards up here, with the people I want to connect with. That's you, right?

Dr. Gunderson: Cards like they're, they proliferate instead. Instead of trying to reach out to these 50 people. Who are the two or three or four people that you want to connect with, right? Not to say, here's my card. Not to have that block of words. When I teach my people about this it's like, what are the 12 networking personalities I want you to avoid? You've probably met them all but you might not of thought about it before. One of them is like Miss Know-it-all, right? It's like well there's this and there's this and there's that. I can see exactly what's wrong with you and here, here's my card. One networking personality to avoid but not to say, here's my card. Instead, can you learn a bit about that person. Can you find out who you actually want to connect with. Then make a real connection, like I would with my cousin Darcy. Right?

Dr. Gunderson: Words are everywhere. They're not just in that little pitch, right? Some words are influential. The words, here's my card, in my experience, are not that influential. It doesn't mean that they're, that we never use those. I'll talk about why sometimes we do and sometimes we don't a little later on in the call. It might not reference business cards but why does it, sometimes it could work and sometimes it doesn't. You'll hear it that you know, one key like key and word mistake that people make. But toward the end of the call.

Dr. Gunderson: Why one word in your call, like so. Some words are influential and some are not. Why one word? It's one of the promises I made. Well what, how one word in your copy can change everything. It's in that same, the problem with that elevator pitch and that you know, here it all is, blah. We sometimes write copy that sounds like that too. The one word that I refrain over and over and over again. I actually had one of my students do this and I circled it on my page. I printed off her website, her draft website. I printed it off on my page and then I ran through it with her. I spoke it with her and she could hear it right away but we couldn't hear it the first time I read it. The second time I read it, you could hear it.

Dr. Gunderson: I'm Michele Gunderson and I do this. And when I help people and in my company, I, I, I, I, I, right? One word in your copy, here's just one example. There's many examples of it but one word in your copy can change everything. Can you look for that word I, is it a refrain? It's just like when you, sometimes we call it you know, some people call it like vomiting all over somebody when they, when you just give them that pitch. We do the same thing when my copy's filled with, I've done this and I've don't that and I've done that. When I'm writing my bio as well, it's like I, I, I, I, I. Instead, can it be about you? Can it be about your experience? Can it be about what you've done and why it matters to you, right?

Dr. Gunderson: Words are everywhere, not just in these little places that we're looking for them. Right, can we have a broader scope for how we're understanding our words and our company? There are some words that are influential and some are not. Here's my card. I, I, I. These are not words that influence and persuade. One word, changing one word can influence, can change everything, right?

Dr. Gunderson: The last key, we can start seeing that it's a sea of words. It's not just in these couple places. And that some are influential and some are not. We've got to watch our listener, that's a really important key too. We got to watch our listener and see well, what's influencing? What are they hearing, what are they not? We got to ask a lot of questions, right?

Dr. Gunderson: Then we can start to listen for the words that are influential. I'm going to give you some examples in a little bit, right? I can choose, when I start to understand that some of the words land and some don't. I can start to learn about words. I could teach you some things about words like, we'll have strong verbs and specific nouns. I can teach you those things, you can go look them up online. Right?

Dr. Gunderson: Things like, instead of saying, the man walked down the street. The man, it's like, it's a very general noun. Right and the verb is general as well. The man walked down the street. I could, I went, I'm going to teach you but I'm not teaching you today, all right? Instead of that I could say like, the clown rolls down the ally, right? Use some strong words. Use specific nouns. Use concrete language, so things we can touch and feel and see and taste and smell and hear.

All those things are important and I teach those in other contexts, right? Those are all some of the ways we can find powerful words.

Dr. Gunderson: But I want to underline here instead is that, can you watch what's happening in the person in front of you? Can you choose some simple words? Can you have something that you really want to say and something that you're listening to? It's so simple, it's right at the tip of our nose and we miss it.

Dr. Gunderson: Something that can be so simple, that we miss it. One of the prompts though, words are everywhere. Some are influential and some are not and you can choose. How you can, one of the ways you can choose, you can start monitoring like what's working, what isn't. What's actually reaching that person and what's not. Words are playful and words are experimental. Words are not like just a pitch. When we do that, we don't think it's a communication and we've already lost the person. They already can't hear us, right?

Dr. Gunderson: I just want to take a look at how many promises I have here. Oh my goodness, okay. So much that I want to share with you. One of the things that and I would love if you'd just add in the chat, you know what's the thing that you heard about words, that you have not yet heard before? Take a like, send me a note. Like some of you are sending it personally. Some of you are sending it to everyone. What have you heard that you have not heard before? Because I would love to hear what you're hearing there.

Dr. Gunderson: There's a simple formula for finding words to bring in five figure clients effortlessly. This happens to me all the time. Some of my friends, my colleagues, all say, "Michele, why is it that you know, you just meet somebody and like I said last time this happened, you're on the call here, met you a couple of days ago, you live across the world from me, we've never met." And they become your five figure multiple, five figure client. Why is this always happening to you Michele? What's your know, what's your secret? What do you, what is it that you're doing with words? What are you saying to these people, how does that happen?

Dr. Gunderson: Let me share with you a really simple formula for finding words that land. And like I say, I could be teaching you techniques like you know, using concrete words or strong verbs and specific nouns. And all these ways that we structure our sentences but it's, I want to get to something deeper here. I want to get to something that is underneath all of that today, all right.

Dr. Gunderson: Seven things, seven things that you can do to find the words that will allow you to attract those clients and start working with them and really make the difference that you were meant to make on this planet.

Dr. Gunderson: The first thing that I want to, I'm going to go through these quickly. There's so much more that I want to teach you. But here's seven things that will help you find the right words. That will land with those people that you want to connect

with. And the right client, not the wrong person that can't hear you, right? Attracting and serving those right clients. The very first thing that you need to do is start close in. Remember I said you got to listen to what they're saying. Or what people start in what feels to me, a really backwards way.

Dr. Gunderson: They're starting a business, so they put their website up. And then they start doing Facebook ads. If you know people who've done it. I know people who spend 1,000, 5,000, \$10,000 a month on Facebook ads. And receive almost no results. I don't know about you but that's a lot to invest when you're not receiving anything in return, right?

Dr. Gunderson: Here's one of the things that I teach my clients. You've got to start close in. Practice where it's close in and find and that's how you'll find those words. Start with networking, watch what happens when I speak to people. If you've got that kind of elevator pitch that goes, whah? Have you been watching? Or if you've seen, watch other people in the room too. It can be fun, right? Are their eyes glazing over? Are they starting to wonder and look for another conversation, that can be intimidating when they're doing that. But they can be really helpful as well.

Dr. Gunderson: Start watching, start close in. Begin with networking, so you can find those words with one person. It's much easier with one person. Then move out to speaking, then move out to words online. In that order. If you don't find the words close in first, it's really hard to find those words because you don't even know who that person is. You don't know who you're talking to. You don't know what matters to them, so start close in, number one.

Dr. Gunderson: Number two, go slowly. I know I'm speaking a little quickly here but go slowly. Stop being in a rush, go slowly to go quickly, right? What's your inner, notice what words are getting in the way, what's your inner dialog. Well yes Michele, I could bring in, I could find words that bring in five figure clients effortlessly. But I can't because I don't know any, you know the right people. I'm not networking in the right places. I can't because I've never offered anything like that before. I can't because they have to know me really well. It's like pause and see well, what's your inner dialog in and around it. If you're not certain of the work that you're doing, be more certain. If you don't know, if you don't think that you can find those people, I would start with the words inside your head. Because you got to know your value, you got to know what difference it makes.

Dr. Gunderson: Take your time. If you already know the value that you bring, and you have no, there's no doubt in your mind that you have the capacity to serve people. If you're like me, you know I just work with the people that I want to work with. I just you know, I get to choose, right? Who do I want to work with that I really know that I can serve? Then you're not in a rush anymore. Then you're not worried about getting the word right or wrong or there's some magic word of the moment. But I can take my time with that person and do a deep dive and really get to know who they are and what matters to them.

Dr. Gunderson: So one, start close in. Two, go slowly. Three, listen. I already started talking about that. You know listen, listen to what their pain is. It's actually not so much in this case about finding the words, it's about being quiet. Ask more questions, be curious. Who is this person, right?

Dr. Gunderson: Number four, connect. Connect, connect, connect. Use words to connect. Even though this is about influence, use words to connect, rather than to persuade. I remember I was teaching some of my high level clients this a few months ago. All of a sudden it's like one of them, a light bulb just went on. It was such a beautiful moment. It's like, oh use words to connect, rather than to persuade. Because it's really, it's such a fundamentally human value. When I, we all know about that you know, we do business with people we know I can trust. But that can happen so much more quickly than we know, right?

Dr. Gunderson: When I can find those points of connection with somebody. When I can use words that come from their world and this will connect with that biggest mistake people make. Again we'll, I'll get to that toward the end of the call.

Dr. Gunderson: But when I can find that, what their world sounds like. I was talking to somebody from, I just gave a talk in LA not long ago. It's like, well what's it like? I don't know, I don't know the individual people but I know something about LA because I've been there. I've lived there, I have friends who live there. And man, you guys are patient people. You know, you got to wait so long to get to a place and it's 20 minutes to get there. Two hours to get there and 20 minutes back. What do you know about that person you're talking to? The more you know about that person, the more you can find those words that will persuade. It's not this magic word or that magic word. Although sometimes there are some magic words, I'll talk a little bit more about those magic words and how they become magic a little later on.

Dr. Gunderson: So connect, connect, connect. One, start close in. Two, go slowly. Three, listen. Four, connect, connect, connect. And five, serve. Serve. Come from service first, even if it means referring them to others. That means listening to their words first. Not your words, it's about their words. The key to finding the words that influence it's more about their words than yours.

Dr. Gunderson: I've spent hours with people that I don't even know, trying to help them find their, find what will really work with them. Then I refer them to other people because I've listened and I know so many experts, in so many different fields. It's like, who is it that will really help? Or I've spent hours with people and then there's just something that they're already on their own court but they weren't noticing. I just want them to do well and to prosper. Come from service. Can you let go of the need to sell your product?

Dr. Gunderson: Any time I get in that mode, I'm like something has gone wrong. And I'm like, no, I do that too, right? That's not, so not about that. It comes from the service. Then the words will follow that service. It's a lot of things that come from the

inside, that produce words on the outside. I'll give you some real world examples about it in a minute, that allow us to persuade and to connect. And have people truly listening to the deepest level of what we're saying.

Dr. Gunderson: Number six, I touched on this already, know you're value, right? On my campus we talk about this as big self. What is it that you know about who you are and how you be in the world? When we really can know what the value is that we offer, it doesn't matter whether it's this person or that person that we're going to offer our service to. We can wait, we can be patient. We can listen to that person. We can spend time because we know that there is someone out there that we can serve.

Dr. Gunderson: Then the seventh point, like to finding high ticket clients and finding the right words that will land with them, make offers. Make offers, you can't bring clients in, if you don't make offers. You know, how many offers have you made this week or this month, right? If we don't, if we're not making offers to people, we don't have a business, we have a hobby. Can I make offers to people? But I listen and see who's the person that I actually can serve. Everyone else, I take time with them and I come from service. It's like my family taught me to do when I was a kid, you help each other. Learn to get along and very powerful words can come from these principles. Start from in close, go slowly, listen, connect, serve, know your value and keep making offers. When you do this, the words follow.

Dr. Gunderson: One of my clients I remember, she did this a couple years ago. She started close in. Went from making you know a couple hundred dollars here and there. A thousand dollars here, a thousand dollars there. And her first \$30,000 month, her first \$40,000 month. Got started speaking on big stages because she started. She said, "Michele, one of the most important things I learned is one person at a time, I just talked to that person and that's how it happened." Then she's speaking to audiences of 100. She's being pointed out in a panel, speakers are like, "That's the person who's saying something that matters, you should all listen to that person because she started close in." She wasn't in a rush. She listened to that one person, all these principles that I'm giving you.

Dr. Gunderson: Examples. I want to make sure that we get time to play with a couple of you, a couple of one or two hot seats. If you've got a question and you're jotting it down right now. Thank you, yes Kate, one person at a time, you have to remember that. Yes, so very powerful. That's one big part of what caused that for that person, that first \$30,000 month and that first \$40,000, it's one person. You speak to one person, right?

Dr. Gunderson: Some real world examples of when the right words, one of the promises I made, the right words have created unprecedented results. How to apply the lessons to your communications? Well this is both simpler and more complex than you may of thought. But let me give you some examples and let me explain.

Dr. Gunderson: I was at an event a couple years ago and I was talking to one person. She came up to me, she told me, she so wanted to do my work, everything that I was saying, she had some friends who had worked with me. She loved the work. We had done some training together. She was like, she was all in. She's just like, "Please you know, I really, everything in here was saying I really want to work with you." She said, "Like so I really want to work with you but not yet, I can't do this yet." Have you and if you've heard that before from people, right? Not yet.

PART 2 OF 3 ENDS [00:54:04]

Dr. Gunderson: I can't do this yet. If you've heard that from people before, not yet. Well, what do you do from there? And there's many possible things that I could have said. It's like, "Okay, great. I'll see you later." Or it could have started with influential words that persuade, right? Well hey, but here's all the reasons why you should do it now. And I didn't do any of those things.

Dr. Gunderson: So what are those right words that created unprecedented results? Four words. She said, "Michelle, I already know I'm going to come work with you, but not yet. I'm not ready." I stayed with that one person, like you said, Kay, that one person at a time. I stayed with her. I was listening to the words and I was listening to what's under the words where in person, I was looking and seeing the whole her. I was trying to listen to what was underneath the words. Words have resonance underneath. It's not just the surface of things.

Dr. Gunderson: So the resident underneath, and so she said, "I want to work with you, but I'm not ready yet," but everything inside of her is saying, "I really want to work with you and I'm ready now, but I'm scared." So her words said, "I want to come work with you, but not yet. I'm not ready." The four words that I said to her, simple words, "I'm not so sure." That's all I said. Very simple words can have a very profound effect. I didn't try to influence, I didn't try to persuade, I didn't try to push into anything, but I listened.

Dr. Gunderson: So just talking to you about that one key, the one of the seven keys I just gave you. I listened to what she was saying underneath. She gave me a giant hug. She knew at that moment that yeah, she was ready. She was scared, she was ready, and it was a five figure investment paid off multiple times over when she came to do the work. And I'm just so happy she left in. Sometimes it's very simple words, profound effect. Let me give you a couple more examples of when the right words can create unprecedented results for you. And then I'll talk about how you can apply this in your company right away.

Dr. Gunderson: So I was teaching an event once and a woman stood up and she gave me permission to share this story. She did magnificent work in her field and she stood up and wanted to claim her leadership. And she stood up, and she's speaking at the mic and she said, "I'm a leader," but at that moment, most of her trillions of cells were aligned but there were a bunch of cells over here, and I

could hear them. It was like they were screaming, "No, I'm not. I don't really believe it." Her words aren't aligned.

Dr. Gunderson: I'm a leader. I asked her permission. She gave the permission readily. So I said, "Okay, everybody in the audience." Actually, she started, "I'm not so sure that you feel that in this moment." Then she started saying, "You're right. I don't feel like a leader at all. I can't be a leader like you, Michelle." So I said, "There's version one and version two of that person. How many of you in this room would follow the person who said, 'I'm a leader?'" And nobody raised their hand. How many of you would follow the person who just said, 'I'm not a leader like you, Michelle?'" All the hands raised.

Dr. Gunderson: It's not the surface of the words you need to attend to. She said, "I'm not a leader." Everyone wanted to follow her. Everyone in the room. She said, "I'm a leader," no one wanted to follow her. Sometimes we look for these simple formulas for words and it's not that there aren't some that we can sometimes find that will be, this is probably gonna work better than this one, but we got to listen for something deeper. We got to listen for a deep connection. We got to know that the words have power when they're rooted, when they come from a real place.

Dr. Gunderson: When we're saying ... And sometimes we can be saying a truth that we don't even think we want to tell. I don't feel like a leader. At that moment, everybody's going to follow you. I'm not telling you to go out and say, "I'm not a leader," and it's always going to work. All right? And I'll talk about how you apply this in your own company in just a minute. Let me give you another example of some powerful words.

Dr. Gunderson: I was talking to one of the students that I worked with at the university. She was in my class and as I was starting to do some work out in the worlds outside of the university, I just asked her, "Do you know anybody you could do this work?" Because I thought she was busy. I thought she was doing something else. And she said, "Michelle, how about me? Can I do this work? Which she then proceeded to do. Came in, invested, did the work, got some great results.

Dr. Gunderson: And so there is something of a quietness of words. Sometimes there's so much this clamoring out there, there's so much this loud and insistent and pushing, but some very quiet and simple and real words can make a profound difference. How do you apply this to you? It's like, "Well Michelle, I still don't know what words to use." How does this apply to you? Just start from a deep listening skill. Let go of the idea that some words are magic. I went to one event with one company once and it was like, "The magic words to say when you're negotiating, these words will always work." I actually went to the course because I was so curious.

Dr. Gunderson: That hooked me. I wanted to know, right? And there were words for what you need to say in negotiations. I can't even remember now. I think it was like, "Is

that the best you can do?" [inaudible 00:59:55]. You could use those. Sometimes they'd be the right words and sometimes they wouldn't. You got to be attentive to your listener. You gotta know who you're talking to. You to take the time to slow down so that the people can actually hear you.

Dr. Gunderson: Sometimes I'd be exactly the right thing to say. Is that the best you can do? Do you have a better offer for me? Sometimes it might be, "Wow, that's a great offer. Thank you." And then something further from there. So find embodied words, find the real words, watch what's happening with your listeners, and real influence begins with real connection and real services, like at the tip of our nose so we can't even see it. Speak directly. Speak clearly. Have something that you want to say to people that's real and all of these things, they're so profound and they're so simple, but then how do we actually enact them?

Dr. Gunderson: It's strange, but sometimes it's an uncommon business characteristic. I remember one of my teachers, whose name is Thomas Toddluck, he had some very powerful words. We have four very powerful words in the English language. The words that were always on the tip of his tongue that he was saying to everybody always, "How can I serve? What do you need?" And he would refer them to all kinds of people. The plumber in their region or a computer specialist or whatever it was, he just came from service. And from that place, from those real and embodied words, magical things happened in his company. He was able to help so many people.

Dr. Gunderson: All right. Let me see. I'm looking at my page to make sure. I just really wanted to make sure that I'm getting to those things I promised you because I made many promises and there's so much more than what I promised that I wanted to make sure that I talked to you about today. I think what I want to do is open up the lines. Before I talk to you about that base word mistake that so many entrepreneurs make, before I talk to you about that, I just want to give you a chance for a hot seat for some live interaction, for some live coaching.

Dr. Gunderson: What are the words that are most important for you? Is it for your copy? Is it for your networking? Is it for speaking from stage? What is it you want to know? Here's me doing that thing that I'm suggesting that you do. I want to listen to you say what matters to you. Sometimes I've had people say, "You know that thing that you told me, Michelle? That's shifted everything for me just in those couple of minutes." So if you have a question in and around your words, and thanks so much, great to see you heard.

Dr. Gunderson: If you have a question in and around your words, just add a quick note and you can either [inaudible 01:02:35] directly or to everybody, but write it down quick because we're gonna close up the call pretty quickly. I just want to see if there's anyone who has a very particular question about words that they want to share, a particular instance, something you want to ask about. And it could be about like, well, what are the words I should say when I first come on stage? I'm a speaker.

Dr. Gunderson: What are the words that I should use when I've just met somebody and I'm not sure if they could be my client or not? What should I say to somebody that I know could be my client, but I don't want to be pushy? You can ask anything you want and I can give you some contextual advice in and around words or contextual like ... Yeah. Okay.

Dr. Gunderson: Mary Kay, you just ask the question here. So let's bring you, Mary Kay. So you said, "Yes, what are the words you first say when you step on stage?" Let me see. Do I want to bring you on here? Yes, let's do this. I'm gonna take just a minute to do this. Mary Kay, are you willing to? Just say yes if you're willing to play live here, Mary Kay. A real quick yes. Otherwise, I'm just going to answer your question right here. Okay, perfect. So let's see if I can bring you on really quickly. We're just gonna spend two minutes here. What are the words you first say when you step on stage?

Dr. Gunderson: I am hoping I can ... Yes, allow to talk. I believe now, Mary Kay, you can talk. See if you can say something and see if we can hear you.

Mary Kay: I'm here.

Dr. Gunderson: Thank you, Mary Kay. Great question. We're gonna take just a couple minutes over this. So you wanted to know, what are the words you first say when you step on stage? The first thing that I would ask you is, I'll tell you. I'll give you a generic answer to this in just a minute. Remind me if I don't, but the very first thing I'd ask is, what stage are you on? What point are you trying to make? Who's in the audience and where do you want to lead them? So I would begin with some questions. So Mary Kay, and I know you've got a stage you're coming up on, so can you answer some of those questions for me in a couple of sentences? Give me a snapshot of who that audience is and what you want to get across.

Mary Kay: Most of them are animal trainers and I really want to show them how they themselves can observe themselves and that's going to help them train their animals and their clients.

Dr. Gunderson: Got it. Okay, thank you. So here's one answer. There's lots of different answers to this. First, I'm going to give you one generic answer and then I'm gonna give you a specific answer. The generic answer, the very first thing that I say when I'm onstage, especially if it's a live stage, I say nothing. I say nothing at all. This is about words, but actually say nothing. I look at the audience, I wait until they're present.

Dr. Gunderson: I feel the energy in the room and it's very profound. This one thing could change the whole talk because I've seen it countless times, even with experienced speakers. They'll try to talk over people when people aren't even present yet. And it can feel like a long time, a pause. You look around, they're with you. Then you speak. Sometimes the most profound words we can say are no words at all.

Dr. Gunderson: Then, a really great way to begin, it's not the only way to begin, is to ask a question because you want to create connection and you want them to know they're in the right place. And remember at the beginning of this training, I said, "Well, you're in the right place if," and if you're not the right place, it's okay if you go. I want to be talking to people, that it's the right place, that it resonates for them. So you can ask questions. And a great thing to do is ask a question that has something to do with their pain.

Dr. Gunderson: So you want them to observe themselves, but they might not care about observing themselves at all. They don't care. They don't even know about that. What's the problem that they're having that's their top of mind problem. What are they worried about, Mary Kay?

Mary Kay: Oh, sorry. They're probably worried either that their animals won't do what they want or that they can't get through to their clients. The trainers, the instructors can't get through with their clients or their animals are in pain.

Dr. Gunderson: Right. So pause and think of a question that is probably something that they want addressed so then they know, it helps them know. It's just really communication that they're in the right place. So it might go something like this, for your stage. And again, you could craft this, you can think about this. This is the essence of it. Here's a rough draft. Do you ever find that your horse just won't do what you want him to do and you have no idea what to do? How many hands were raised?

Mary Kay: Okay.

Dr. Gunderson: It's a great way to start because what you're doing is you're creating connection because they know that you know something about them. If you jump in and start with words instead of silence and you say, "I want you to start observing yourself," they don't care. But you can get them to that place when they know why it matters. Let them know why it matters and then they'll have a reason to listen. Helpful?

Mary Kay: Yes, very much.

Dr. Gunderson: Good. Thank you for your question. You are so welcome. Let me see if I can change that so you're not speaking anymore. Give me one second here. There it is. Okay. Thank you. I think we've got you muted again. Thank you. I wish I had more time to dive in because I don't know what your particular questions are about words, like what it is that you want to know, what it is that's most important to you. I don't know if you're seeing that. Mary Kay's name is right in the center of my screen. If it is for you too, oh well. Technology isn't my first place.

Dr. Gunderson: I want to make sure before we go, that I tell you about that key word mistake that most entrepreneurs make and what to do about it. And thank you for your

question, Mary Kay, because it so underlined this point. Words are contextual. It depends on the particular context. Remember what I said in the beginning? I needed to understand the entrepreneurial context. I understood the university context. I needed to learn what that world was. It depends on a particular context and it is not a one way transmission.

Dr. Gunderson: We think about influence. We think I'm going to have influence over that person, already lost it. Or I'm waiting for that first time to speak because I wanted to influence them. So they're saying all this stuff but whatever, and I'm going to speak. Words are contextual and words are not one way. They go two ways. So when Mary Kay, for instance, asks that question, she's creating ... Okay, you see me. Okay, thank you. Mary Kay, you don't see your name you see me. Great. Thank you for that.

Dr. Gunderson: So it's like that, it's contextual. I need to know what that person is experiencing. I need to understand what's inside them. And the more I understand the context in which I'm speaking, the more I understand what's inside of that person, the more I can craft words that will land. And I can use all kinds of fancy techniques and fancy words, but sometimes it's not about the fancy words. It's very plain words that address exactly what that person needs in that moment. How we find that, again, it's simpler and more complex than we think, but there's one way for Mary Kay to find her words.

Dr. Gunderson: What's in that person's mind at the moment? Can I address them? Can I be with them? It's not about me, it's so not about me. So I hope that I got to all the things that I promised today. I did make one more promise that I will teach you everything that I can in the 75 minutes or so that we have together. And then I promised I would let you know where to get more. I've been teaching and training in this area to thousands of people over 25 years about words, how to use them, how to make them land. I've made all kinds of mistakes with words. I don't always get the words right. You don't have to.

Dr. Gunderson: That's my secret too. You don't have to get the words always right. How to get more. I've carved out some time on my calendar. I think I have a small percentage to the number of people on the call of spots on my calendar compared to the number of people on the call. I've carved out five spots. I think that's all I could do on my calendar in the next couple of weeks to get on a call with you and have a strategy session with you where we can find out, well, what is your best next step for your words?

Dr. Gunderson: Where's the best context even to be using your words? Which words should I be focusing on? Should I be honing my elevator pitch? Should I be figuring out networking? Should I be creating the words for my website? Should I be talking on stage? Should I be thinking about the opening of what I say first on stage or is it more important to focus on the clothes? If I have a limited resource of time, I have a couple of hours to prepare for something or limited energy, or fixed amount of energy to put into my company, where do I most want to use my

words and what's the one thing that will really change, move the needle for me so that I can really make a huge leap in my company and in my life?

Dr. Gunderson: And then I can really start to have that influence, not like power over, not like manipulation, but so that when I speak people hear it and then I can actually help transform people's lives. So if you would like to know, what are the words that you could be using? And where should you use those words? And in that context, what's the most powerful tweak that you could make to your words so that the words would land and you can grow your company in ways that you might not even have dreamed of before.

Dr. Gunderson: You can head on over to meetingwithmichelle.com/strategysession. There's a short survey that you'll find there. It just helps me. I send out a survey because I want to listen to you. I don't know what words matter to you, not until I hear what's going on for you. I can give you some principles that working with many, many clients over many years of words that land and words that won't and what's behind them, what will really move the needle.

Dr. Gunderson: But I don't know what that is for you. I can't tell you. I can give you some generic advice or I can tell you some principles about words, but where should you put your energy? What will make the most difference to you? So I have five spots and I'm pretty sure it's five. Meetingwithmichelle.com/strategysession. The short questionnaire will take you a couple minutes to fill out so that I know what context you want to use your words in. I'll hold space for you to see what your best next step is for your business and your life. There might be somebody who works in area of words that I'll refer you to. I do that often. There might be something, just one thing like Mary Kay that you can do that will change.

Dr. Gunderson: Her entering into that speaking opportunity could change everything. If she's trying to talk over people or if she actually pauses and asks that question, that could completely change that one thing. That could completely change the result of that big speaking opportunity that I know, Mary Kay, you have coming up. So just that one tweak could change everything. So sometimes it might be in your own court to say these different words. There might be a way that I can help you. There might be somebody I know and connect you with the best experts on the planet.

Dr. Gunderson: So if you would like that time on my calendar, you can be multitasking while we work. Let me see, I think I miss the generic examples of words that are influential. Oh yeah. Okay. Generic examples. The generic example of the words that are influential. Thank you for the question. The generic example I wanted to give you about words that are influential as you step on stage is actually to say nothing. I wanted to make sure that that landed. So the very first thing you should say is nothing when you step onto stage.

Dr. Gunderson: And then let me give you one more clue about words before we go because [inaudible 01:15:27] go a little deeper. The question you want to be asking is,

who's at the center of the journey? This here is a piece from story to help us find the right words, another area that primary, I work with people on. Often, we end up thinking that I'm the center of the journey, right? I'm onstage. Let me tell you about me. Let me tell you about what I do, but can you know that the person in the audience is at the center of the journey? Just like we did with Mary Kay as she steps on stage.

Dr. Gunderson: What is it that they're wanting? What is it they're thinking? How can we hear the words that they're not speaking? That's one of the things that I might talk to you about in this. Oh, listen to you about and help you within the strategy session. Right? So many things that can help us find more influential words. So the key word mistake. Thank you Kyle for calling me to that to make sure that you heard that. So the key word mistake that most entrepreneurs make is they forget that there's a context for the words. So that they're looking for, let me outline that a little bit more before we go. They think that there's a generic pitch, for instance.

Dr. Gunderson: So if you are [inaudible 01:16:29] but you run the network, for instance, and we often have one minute to explain what we do. If you've ever been in that circle with me, every time I say something different. I'm listening to the people in that circle and I say something wildly different. Once I just said, "Your name is Shelly? My mom's name is Shelly. That's so cool." And people were really worried that I was using all the wrong words. They started to coach me about using better words and Shelly now, that was my pitch.

Dr. Gunderson: When we connected later, I just tried to help her. She was trying to hire a copywriter. I was trying to help her find a better copywriter and what she's going to need to know to hire that copywriter. We start talking some more, she wanted to talk some more, and she's been a client for over three years now. So I say the biggest mistake entrepreneurs make is they think exactly [inaudible 01:17:20]. Nothing happens in a vacuum. You have to know the context for the words. Once, I just said, "I love my life," from across the room. That's how a client came to work with me.

Dr. Gunderson: She said who said that? She wanted to get to know me and I wasn't talking to her. She just overheard what I said. So when we're trying to find formulas, if you're the kind of person that wants just a fill-in-the-blank formula, I can give you some of those that will get you started if you want that. But it's not going to give you the words that land, that really land, that provide the most influence. You have to know that words are contextual. Thank you, Kyle. Love it. Well done, you. You heard it. Yes. So the words are contextual. Whatever you've got for your elevator pitch, try ditching it next time you network. Actually listen to what the other people are saying.

Dr. Gunderson: What do you think? What's the piece that's inside of you that's the most connected with what they're interested in? Sometimes I'm talking about my daughter, someone's talking about different things, but there's a way to take

that and connect it with the work that you do. Maybe that's your question that you can come talk to me about in the strategy session. So if you'd like to grab one of those spots, I would love to see you. You can multitask, like I say. I would grab them quickly. Sometimes when I've got a few spots on my calendar, they usually go really, really quickly.

Dr. Gunderson: One of my friends was talking to Jack Canfield once. He said, "[inaudible 01:18:38] on this planet, your calendar's full." It's just like, so what? So I do a lot of things sometimes that's like I'm just spending time with my daughter, which is what I'm going to do just shortly after this. So I'm off grid. Use this strategy session time then because I love my daughter and I'm going to be with her or like I'm going to be after Christmas, we're headed to Tucson, Arizona just to spend some time together.

Dr. Gunderson: So if you want to grab one of those spots, go ahead. It's a meetingwithmichelle.com/strategyssession. I'll help you find those contextual words. What's the thing that will give you the biggest leap and will really change your company and change your life, change your world? Because our words, like [inaudible 01:19:16] taught me, construct our world. They make our world. Have a fantastic day, everybody. So glad you were here. Go out and use those words in your talks, in your websites, when you're networking, when you're meeting with your team, when you're meeting with your family.

Dr. Gunderson: There's all those places, start to observe the words, start to notice what people are doing. Start to notice when it's influential, when it's not, and come talk to me if you think that you're ready for a leap and you really want to know what that next best step is to really find some words that will land for people. Thanks so much for being here. So great to see you here. Looking forward to the next time our paths cross. Bye bye for now.

PART 3 OF 3 ENDS [01:19:54]