



## PREDICATES

### VISUAL

Memorize by seeing pictures and are less distracted by noise.  
Often have trouble remembering and are bored by long verbal instructions because their mind may wander.  
They are interested by how the program looks.

see  
look  
view  
appear  
show  
dawn  
reveal  
envision  
illuminate  
imagine  
clear  
foggy  
focused  
hazy  
crystal  
picture

### AUDITORY

Typically are easily distracted by noise. They can repeat things back to you easily & learn by listening.  
They like music and like to talk on the phone. Tone of voice and the words used can be important.

hear  
listen  
sound(s)  
make music  
harmonize  
tune in / out  
be all ears  
rings a bell  
silence  
be heard  
resonate  
deaf  
mellifluous  
dissonance  
question  
unhearing

### KINESTHETIC

Often they talk slowly and breathy. They respond to physical rewards & touching. They memorize by doing or walking through something. They will be interested in a program that feels right or gives them a gut feeling.

feel  
touch  
grasp  
get hold of  
slip through  
catch on  
tap into  
make contact  
throw out  
turn around  
hard  
unfeeling  
concrete  
scrape  
get a handle  
solid

### UNSPECIFIED

They spend a fair amount of time talking to themselves.  
They memorize by steps, procedures, sequences. They will want to know the program makes sense. They can also sometimes exhibit characteristics of other rep systems.

sense  
experience  
understand  
think  
learn  
process  
decide  
motivate  
consider  
change  
perceive  
insensitive  
distinct  
conceive  
know

### Speech Patterns

1. Quickly Grouped Words
2. Lots of interruptions with "um", or "ah"

1. Deliberate Phrasing
2. Long Complicated Sentences

1. Quickly with a minimum of detail
2. Will let you know unconsciously when they understand by changing the subject

### Processing Patterns

1. Extensive Detail
2. Will not give indication of understanding unless you ask

### Decision Thrust

1. Abstract to Global
2. Speculator, gambler

1. Fundamentals to Specific
2. Investor, speculator

### Close On

"Be ready to take advantage of an opportunity..."

"Let's study the markets & plan some strategies"

### Tone of Voice for Close

Slightly fast and excited

Thoughtful, considerate & just above



## LIST OF PREDICATE PHRASES

### VISUAL

An eyeful  
Appears to me  
Beyond a shadow of a doubt  
Bird's eye view  
Catch a glimpse of  
Clear cut  
Dim view  
Flashed on  
Get a perspective on  
Get a scope on  
Hazy Idea  
Horse of a different color  
In light of  
In person  
In view of  
Looks like  
Make a scene  
Mental image  
Mental picture  
Mind's eye  
Naked eye  
Paint a picture  
See to it  
Short sighted  
Showing off  
Sight for sore eyes  
Staring off into space  
Take a peek  
Tunnel vision  
Under your nose  
Up front  
Well defined

### AUDITORY

Afterthought  
Blabbermouth  
Clear as a bell  
Clearly expressed  
Call on  
Describe in detail  
Earful  
Give an account of  
Give me your ear  
Grant an audience  
Heard voices  
Hidden message  
Hold your tongue  
Idle talk  
Inquire into  
Keynote speaker  
Loud and clear  
Manner of speaking  
Pay attention to  
Power of speech  
Purrs like a kitten  
State your purpose  
Tattle-tale  
To tell the truth  
Tongue-tied  
Tuned in/tuned out  
Unheard of  
Utterly  
Voiced an opinion  
Well informed  
Within hearing  
Word for word

### KINESTHETIC

All washed up  
Boils down to  
Chip off the old block  
Come to grips with  
Control yourself  
Cool/calm/collected  
Firm foundations  
Get a handle on  
Get a load of this  
Get in touch with  
Get the drift of  
Get your goat  
Hand in hand  
Hang in there  
Heated argument  
Hold it!  
Hold on!  
Hothead  
Keep your shirt on  
Know-how  
Lay cards on table  
Pain-in the neck  
Pull some strings  
Sharp as a tack  
Slipped my mind  
Smooth operator  
So-so  
Start from scratch  
Stiff upper lip  
Stuffed shirt  
Too much of a hassle  
Topsy-turvy

If I could SHOW you an ATTRACTIVE way in which you could (potential benefit or their values), you would at least want to LOOK at it, wouldn't you?

If this LOOKS GOOD, to you we will go ahead and FOCUS on getting the paperwork in.

If I could TELL you a way in which you could (potential benefit or their values), you would at least want to HEAR about it, wouldn't you?

If this SOUNDS GOOD, to you we will go ahead and DISCUSS how to set up an account.

If I could help you GET A HOLD OF a CONCRETE way in which you could (potential benefit or their values), you would at least want to GET A FEEL FOR IT, wouldn't you?

If this FEELS GOOD, to you we will go ahead & set up an account by HANDLING THE PAPERWORK.



Solution Creator  
Identify | Release | Create

## FAVORED REPRESENTATIONAL SYSTEMS

### V: Visual

People who are visual often stand or sit with their heads and/or bodies erect, with their eyes up. They will be breathing from the top of their lungs. They often sit forward in their chair and tend to be organized, neat, well-groomed and orderly. They are often thin and wiry. They memorize by seeing pictures, and are less distracted by noise. They often have trouble remembering verbal instructions because their minds tend to wander. A visual person will be interested in how your program LOOKS. Appearances are important to them.

A: Auditory People who are auditory will quite often move their eyes sideways. They breathe from the middle of their chest. They typically talk to themselves, and can be easily distracted by noise. (Some even move their lips when they talk to themselves.) They can repeat things back to you easily, they learn by listening, and usually like music and talking on the phone. They memorize by steps, procedures, and sequences (sequentially). The auditory person likes to be TOLD how they're doing, and responds to a certain tone of voice or set of words. They will be interested in what you have to say about your program.

K: Kinesthetic People who are kinesthetic will typically be breathing from the bottom of their lungs, so you'll see their stomach go in and out when they breathe. They often move and talk verrry slooowly. They respond to physical rewards, and touching. They also stand closer to people than a visual person. They memorize by doing or walking through something. They will be interested in your program if it "feels right", or if you can give them something they can grasp.

Ad: Auditory Digital This person will spend a fair amount of time talking to themselves. They will want to know if your program "makes sense". The auditory digital person can exhibit characteristics of the other major representational systems.