USE DETAILED AND SPECIFIC WORDS

"It's the little details that are vital. Little things make big things happen." – John Wooden

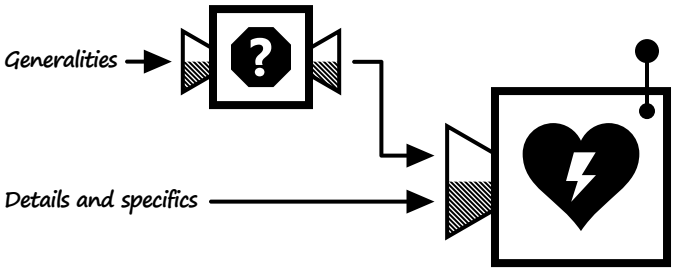
Express It

SPEAK IT

Speak what's below *out loud*, with enthusiasm, certainty, and belief. **Improvise** what you say as *much* as you want (actually, this is preferred). **Visualize** what you say - see it in your head before the words leave your lips. **Brackets** contain instructions that explain something specific to do.

What, Why, and How

- When you express your thoughts, feelings, and ideas to others, you use detailed and specific words to describe the people, places, things, names, numbers, and the sensory experience.
- Using detailed and specific words means that:
  - **Instead of saying:** I went on vacation to Hawaii
    You will say: I spent 9 days in sunny, 85-degree weather, enjoying the tropical beaches of Oahu, Hawaii
  - **Instead of saying:** Thanks for being my friend
    You will say: Thank you for being someone that I can trust and count on when I'm feeling depressed and lonely
  - **Instead of saying:** That's a nice dress
    You will say: You look absolutely stunning in that dress - I never realized how green brings out the color of your eyes!
- You use detailed and specific words because:
  - **They create mental focus:** Detailed and specific words make what you say much clearer and easier to understand - which increases the *value* of what you say to the people you talk to.
  - **They touch the heart deeper and ignite motivation:** Detailed and specific words spend less time being analyzed by your listener's brain because they don't need to fill in various details for themselves, or determine if what you said is true. As a result, those words tend to reach my listener deeper and with more power (see graphic)!
  - **They train your brain to value details** - When you consistently speak in a detailed and specific way, it trains your brain to pay attention to, notice, and value, the small things in life really that create huge differences in results.



  - **They make you sound truthful and trustworthy** - Truth-tellers are confident about sharing even the smallest details about a topic, because they know what they say is true and reliable.
  - **They help establish you as an authority** - Authorities and experts of a topic are obvious because they know, understand, and can explain even the smallest details about that topic.
  - **You come across as a person of order and action** - Sloppy, lazy minds don't have time for 'tiny, insignificant things', like details and specifics. On the other hand, an action-oriented person can tell you exactly what needs done, why it needs done, when it's going to be done, and how to do it.
- ***When you:***
  - **Share information:** Explain how something works, tell a story
  - **Compliment someone:** How they look, something they did, etc.
  - **Give instructions:** Explain the process (Step 1, Step 2, etc.) of how to complete a task

  Then you will:
  - Use detailed and specific words

EXPLAIN IT

- Tell the story of something fun you experienced during a recent vacation. Be as specific and detailed as possible.
- Explain your morning routine, step-by-step, and in crystal clear detail.