USE ACTION WORDS

"Handle them carefully, for words have more power than atom bombs." – **Pearl Strachan Hurd**

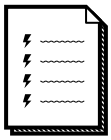
Express It

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

- An action word is a verb that is associated with a task that needs competed.
- Action words change how you describe tasks - for example:
    - Book project becomes ***Organize*** book project
    - Disney World trip becomes ***Plan*** Disney World trip
    - Email inbox becomes ***Purge*** email inbox
    - Taxes becomes ***Prepare*** taxes
    - Website About page becomes ***Update*** website About page
- When you don't use action words with tasks, what you need to do with those tasks is more unclear and uncertain, which often leads to inaction.
- Your brain associates the use of verbs (such as pass, step, create, grab, listen, open, etc) with the idea of **taking action**. When tied with a task, these action words become mental commands that signal to your brain the need for you to take action on that task.
- Your brain has a greater motivation to act when it's given clear, specific direction. Action words help define exactly *what* specific action needs to be done in order to complete a task.
- ***When you:***
    - **Create a list of to-dos**
    - **Delegate a task:** To your employees, coworkers, kids
    - **Define the steps within a goal or project**
    - **Need to define/clarify anything that requires taking action**



Then you will:

- Use action words

Extras

A LIST OF COMMON ACTION WORDS TO USE:

- Create
- Plan
- Organize
- Review
- Complete
- Learn
- Purge
- Update
- Prepare
- Finalize
- Decide