

Influence in Plain English

with Darren Shaw, Certified NLP Trainer

Why Influence Matters

Words can build bridges or walls. The way you phrase things changes how people listen, feel, and act.

- Use clumsy words → people resist.
- Use conscious language → people lean in.

Three Quick Shifts

Pacing → Leading

1. Start with what's true (pacing), then gently invite action (leading).
2. "You're here listening now... you want to grow... you can test this today."

Yes-Set

1. Stack 2–3 obvious truths, then add a suggestion.
2. "You showed up today, you're listening, and you want results — so try this one tool."

Softening Without Losing Power

1. Instead of "You must..." say:
2. "You might find it useful to..."
3. "One way to do this is..."

Try it Now

Take a sentence you said recently that felt "hard" or bossy.

- Rewrite it using a Yes-Set.
- Or soften it while still making the point.

Remember

"Influence is not about control. It's about choice — your words can open doors." — Darren Shaw

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