

DYNAMIC #1 - SET THE FRAME

The frame controls how information is _____.

How frames are set:

- What you are _____ it is.
- The _____ that you are in at the time.
- Something else they _____ is similar.
- Completely at _____.

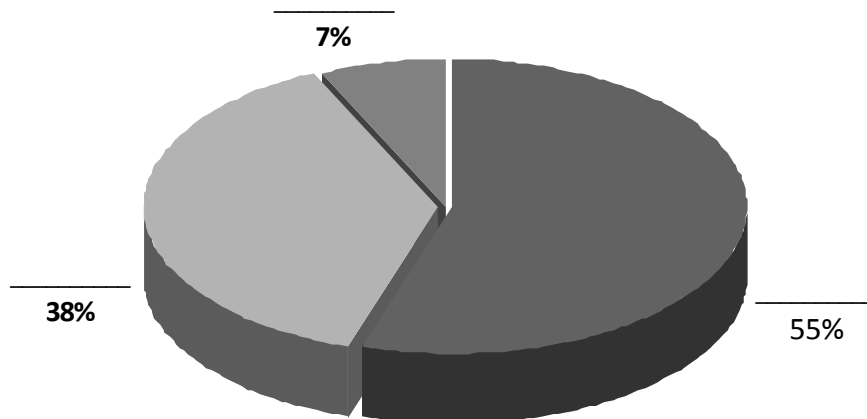
DYNAMIC #2 – USE THE MOST POWERFUL WORD

The most powerful word to get what you want is: _____.

It can be either expressed or implied.

DYNAMIC #3 – USE YOUR MOST POWERFUL ALLY

The _____ is your most powerful ally.



DYNAMIC #4 – USE SOCIAL PROOF

- _____
- _____
- _____