



LYNNE FRANKLIN WORDSMITH

It was a lot of fun being a part of the Guild's May-Marketing Maven group last week!

You came to my session looking for more ways to be persuasive. I hope this PDF of the key points we covered will be a good reminder. For grins, I also included some bonus information on dealing with difficult people during Q&A. Those who wanted it also will get my newsletter next week. (Thanks for asking!)

I have three requests:

1. *Pick one thing you learned and practice it this week. It's neuroscience. If you don't make a change within a week, you'll never do it. I want this experience to move the needle for you!*
2. *Let me know what you got from our time together. I always want to learn what's working—and appreciate testimonials!*
3. *Tell me if there are other companies or professional groups I can help. If you know people who would benefit from workshops on being persuasive, please let me know. I promise to make you look good for the referral.*

Now use the tips in this outline to get the people at your office—and at home— to say yes to *you*. Good luck!

-- Lynne

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