

## Choose your words carefully – Your Birth Story

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Choosing the right words is extremely important whether in conversation with our customers and when they are on the couch. As we know, the subconscious takes words literally and is particularly open to suggestion which is why it is important to use words which have a positive feel.

So to get the best response, use positive, progressive language to achieve the desired outcome. Remember that suggestions work best when you have intense emotion combined with relaxation.

Think about what words will make you feel good? Listen to your customer and pick up her preferred words.

It is often useful to make a list of the positive words. A thesaurus will help. Ask yourself; “How would I like to feel?”. Ask your customer how she would like to feel.

Here are some words you may like to use in your language patterns.

Exciting

Powerful

Serene

Tranquil

Good

Calm

Fantastic

Amazing

Peace

Safe

Relaxed

Instinctive

Harmony

Peaceful

Balance

Healthy

Confident

Vibrant

Wonderful

Happy

Trusting

Assured

Joyful

Incredible

Marvellous