

"Tim David offers keen insight into how to better connect with others in business and in life." —ADAM GRANT, Wharton professor and *New York Times* bestselling author of *Give and Take*

**The Science and Secrets Behind  
Seven Words That Motivate,  
Engage, and Influence**



# MAGIC WORDS

**TIM DAVID**

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## Magic Words: The Science and Secrets Behind Seven Words That Motivate, Engage, and Influence



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"Elegant and concise. But why? We always knew that sticks and stones may break our bones, and today we know just what words carry out to the mind. Top 10 Psychology Book of the entire year." - Blinkist Fans of Dr. - Scott Barry Kaufman, Scientific director of the Imagination Institute Full of startling scientific study, humorous anecdotes, and word-for-phrase scripts, David lays out the secrets of just what to state (and what to STOP saying) so our words have the magical impact we desire. Words influence., Tim David explains the important psychology in back of how what we say affects those around us in business and in lifestyle." And how do we use words to better connect our message so it truly links? By exploring seven "magic words" Words sell. Terms inspire.s mind for the better How the infamous "Plus much more! the sweetest sound in any language" How one tiny word can instantly switch someone's mind; Managers, salespeople, and parents will learn: The secret term that Harvard psychologists discovered may be the essential to unlocking human motivation The one word that several surprising research have found is literally influencing the main decisions in your life The number 1 mistake that managers help to make during 1-on-1's; But Eraser" functions and why a lot of people mess it up The REAL magic behind the term "A very clear blueprint for building connections and transforming relationships.s, and the one simple word that may correct it all What Dale Carnegie dubbed ""thanks"" - David Horsager, bestselling author of The Trust Edge " - NY Situations" Great reserve!" Robert Cialdini, Daniel Pink, and Malcolm Gladwell will love this in-depth look at the frequently surprising magic behind phrases.



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A very good read I attempt to read business/communications books at least several times a year, but I, generally, usually do not finish them. EASILY ONE OF MY Top 10 BOOKS TO READ On the top, the 7 Magic Terms perhaps seem inconsequential. It is written in a manner direct. A few key items that drew me in: 1) It's short and sweet. Dr. >" Condensed in this tiny quantity is a good deal of understanding also referencing other works that I'm definitely going to check out! Personally, I appreciated the occasional jokes and the tales about his children. One of the seven magic words is Thanks, and I am thankful to the author for writing this phenomenal publication! 3) He includes summaries at the end of each chapter. David's publication is actually truly superb and by the center of chapter one, I was hooked, highlighting search phrases, composing notes in the margins and looking up the web references he provides scattered throughout the volume.) considered to myself "yikes, how am I ever likely to remember everything here?" And I was incredibly thankful a few pages later when I saw the first chapter overview. If you are looking for an instant read packed with some very useful communication tips, I'd definitely recommend checking that one out. Sharpen your Jedi Knight abilities with Magic Words. Those will be key for referring back again to later. When talking about leadership I always state "people are not logical, but they are predictable. Consequently this predictability is worth lifelong study, to which I jokingly refer as sharpening my Jedi Knight abilities. Below are my top highlights from Magic Terms: " Therefore we must study human behavior and use this predictability to obtain things done. As part of this lifelong study I read Magic Words. It doesn't actually have to understand the cause. Even though we are predictable it does not mean we aren't complex. It's a nice enough looking book, in fact, it is really well-crafted and appealing... People make their decisions predicated on emotion first, and they back again them up with logic. 2. However, in order to be an effective communicator, you need to embrace this fact: whether you want to or not, you are manipulating the thoughts, feelings, and activities of others. the rest can be transmitted through our vocal tone and body language (38 percent and 55 percent respectively). 3. It appeared that priming the subjects with a question rather than a statement significantly improved their overall performance on a subsequent task. 4. Amazing book... Extremely Appropriate Title! I even learned a fresh word (for me personally) "mage" and could immediately apply a key concept from the "because" chapter in my own business. 5. Works as promised! Significance of words The book was great! It answers questions definitely. It ends question. It gives confidence for you as a problem-solver. It removes worry, doubt, and apprehension." In a nutshell, it's a "yes" on steroids. Logic helps, but ultimately it's emotions that move people to actions." Ingratitude is such a repulsive and unlikable trait that no-one really wants to be around an ungrateful person, aside from work for one. There are two halves to the But Impact: the But Eraser and the But Enhancer For the listener, everything said before the word "but" is usually erased, and everything following the word "but" is enhanced. 7. The formulation is easy: something positive something detrimental something positive. Intellectually, they'll get the "no" message, nonetheless it won't hurt them as much emotionally. A plus read Excellent book on communication Readable tons of great stories and amazing techniques for motivation of employees and customers thank you to be thus prompt sending my book, 8.... 9. Notice which is important the brain only wants to feel just like it understands the cause. In the publication the Tim David cites the seven magic phrases as "Yes - But - Because - Their Name - If - Help - Thanks" and provides a chapter on each. Only 7 percent of what we communicate to others has anything regarding the words that we state; 10. Philosopher David Hume once wrote: "Of all the crimes that individual creatures can handle committing, the most horrid and unnatural is normally ingratitude. 6. Of them costing only 132 pages, it was just long enough to give some very useful and interesting assistance, while still keeping my (sometimes short-lived) interest. James T. Dark brown, PMP PE CSP Author - The Handbook of Program Management I highly recommend reading and applying the wisdom of "Magic Words" I purchased this book because We heard Tim David interviewed by Chris Brogan and idea that he might involve some valuable insight into improving my interpersonal communication skill set. Doesn't rehash the most common gentle

soap.1. I simply had so a great many other reading commitments that I held putting it off until last week when I finally became popular the dust jacket and browse the introduction. I had not been particularly impressed, however, I decided to read on because I remembered my initial observation and I thought that Tim would be able to deliver on the implied guarantee of the name.Mr. As I neared the end of chapter one, I (not really kidding you!e.. I recommend reading and applying the wisdom of "Magic Words". . I just finished Magic Terms and the first word that involves my mind is "WOW!2) It's funny. From the author's explanation of motivating others becoming the equivalent of making a equine thirsty (i. A concept which will certainly attract more brand-new (and better) customers for a long time to come., you can lead a horse to water but you can't make him drink) to various research, I was bowled more than by this book and I'm not stranger to persuasion. Mister David is an professional in his field and I recommend this work to anyone who needs to hone their persuasion skills (Everyone). Do oneself a favor and make the expense! Very beneficial about the importance of words and the significance of how to use them effectively Excellent for leaders, parents, influencers Positive, upbeat, and a page-turner. David's suggestions are all immediately actionable, and some include timelines to help convenience you into larger habit adjustments.>> Magic Terms was an exception to this rule. Don't let what fool you. We get the real deal. Great book!" That is one of the few books I'll re-read and study. Many thanks, Tim! You'll thank the writer after reading this book Exceptional presentation of how seemingly small and basic changes in how we communicate could make big impact in encouraging and inspiring others. These were relevant and helped make the go through more enjoyable." He writes: "' Absolutely' is among the best terms in the English vocabulary. >The book sat on my shelf for several months before I cracked it open. Tim shows how powerful these each day words can be. With the how AND just how. Rye Gutierrez put "unquestionably" at the top of his set of "The Best 25 Power Words. Gems A practical manual with helpful gems to be read and reread. It's definitely a good thing to learn how exactly to treat one another better, which book will help. Excellent read! You have most likely read some advanced books on conversation, but it's unlikely that any are as basic and useful as "Magic Words... You can reap the benefits of advices in it significantly. thank you for being thus prompt sending my book, some of the words we thought were valueless will be the most important. Amazing book. It just required me a few sittings during the period of a week to get through it, and I'm already planning to go back and review some of the sections while they are clean in my mind.Thank you, Tim David, designed for your efforts along with the brilliant team that helped to assemble this remarkably useful and well-crafted tool.. During every argument, negotiation, sales page, performance review, or system presentation, you should make an effort to find a "yes" in early stages. It is written in a manner straight to the point..



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