

It pays to notice the language people use.

We all have preferences in how we like to take in and give out information. Paying attention to the words people use when they speak or write is a key step in becoming more influential.

Some people like to listen and then discuss what you're saying or ask you questions. They will use phrases such as, "I hear what you're saying", "that rings a bell", "sounds like we're tuned into the same wavelength" etc. In other words they use auditory language.

Others rely more on what they see. Images, handouts, TV and use of colour are important to these people. They use visual language; "It looks good to me", "I see what you mean", "I imagine it'll look great when it's finished." etc.

Another group of people have a preference for taking in information kinaesthetically. They love stories with a heart, to be involved by physically doing something and having a hands on experience. These folk also use kinaesthetic language; "Let's touch base this afternoon," "I'm sure I can come to grips with how this works", "Yes, I feel really comfortable with that" etc.

If you can use the same language when you respond to someone as they use to you, you'll deepen the level of rapport you have with them, because you're literally speaking the same language. Deep rapport is the basis of trust. And trust is the foundation of influence.

These tips were written by [Stephanie Philp](#). You'll find more ideas about influencing people in [A Useful Guide to Being Influential](#).

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