



**Discover a Master Wordsmith's Secret for Turning Everything  
You Say into Wealth, Well-Being and Personal Success**  
*by Ted Nicholas*

You might think this strange, but every day before I start work, I stand up, look to the sky, throw my hands in the air, and shout out loud: "I feel terrific!"

This is what I call an "affirmation" – positive self-talk to charge up my emotions and help me produce my very best work. An affirmation can be as simple as "YES!" ...as uplifting as "I'm very happy at this moment!"...or as determined as "I'm willing to do whatever is necessary to succeed!"

Try it for yourself right now. Choose a positive message you want to tell yourself. Then stand up, put your head back, throw your arms up, and shout it out loud.

Makes you feel uncomfortable? Good! You've just discovered how powerful words can be.

**• Unlimited Success & Wealth Are All In the Words You Use**

What's the single most important asset you and your business possess? Forget money and numbers. The true currency of business is WORDS. Communicating your ideas, your offer, the benefits of your product—using words to achieve your aims is the single most important activity any business ever performs.

Unlimited success and wealth are as simple as using the right words. You can get everything you've ever wanted in life simply by saying the right words – because the words which you communicate determine the quality of your life.

This is true whether communicating with others or with yourself. Especially with yourself.

Words have the power to induce someone to laugh, to cry, to be kind, to be loving, to be cooperative, or to buy. Or be unkind, angry, irrational.

Whether words are written or spoken, they have enormous power. Of course, when words are spoken, the added factors of voice timbre, emphasis, emotion all have the potential to cause even more impact.

**• Use Words To Achieve A Win-Win Situation**

Here is what few businesspeople seem to realize: People all over the world really want to help and accommodate their fellow humans, but they must be approached properly. The magic words I'll reveal to you in a moment can manipulate a situation to bring you what you want, which isn't necessarily a bad thing.

**• Magic Words Can Bring You Riches**

The same words, strategies and techniques that I've used to get the best results from everyday situations—like hiring a Mercedes for the price of a Ford, slashing the cost of a first-class hotel room, and buying valuable antiques at huge discounts—can work magic for your business, too. Here are three of the phrases, which have helped me build a career marketing over \$500 million of both my own and my client's products and services.

**Magic Phrase #1** – Attract all the money you need for any business venture you'd like to start. The magic words here are "sophisticated investor." Every successful professional—such as a doctor or lawyer—likes to think of himself or herself as sophisticated. And you can often attract these people to invest in your business.

Run an ad in your local paper, highlighting those two key words. Other magic phrases to include are "local business person with excellent track record and reputable history"; "startup business opportunity, limited investment, high potential return"; and "references available."

**Magic Phrase #2** – Receive free expert help for your business. Simply announce "I have a business problem and need expert assistance," either to a local business group (such as the Chamber of Commerce, which you have in practically every town) or through an advertisement in the business section of your local newspaper. I've been absolutely delighted with the quality of assistance provided to me on several occasions by retired executives. Seek them out in your local area, and you could

benefit from this great source of experienced know-how, too.

Magic Phrase #3 – Get capable people to work for free. Your magic words here are "piece of the action." Instead of paying a fixed salary, run ads offering people one of these options:

- Hourly rate for services rendered
- Percentage of sales
- Percentage of profits
- Royalty on sales
- Percentage of savings
- Fixed payment for each unit produce

Anyone with a strong entrepreneurial instinct will be attracted by such an approach. It means there will be no limit on their income, they will be more independent, they can set their own hours—and the harder they work, the more they earn. This is just the type of person you should employ.

- Assume The Other Person Has Already Said "Yes"

Ask questions which assume the end result you seek. For example, speaking with your bank manager about setting up a merchant account, you might ask these questions:

1. "How long does it normally take for a credit card charge to be credited to my account?"
2. "What discount or percentage of credit card sales will the bank charge us for your service?"
3. "How long would it take to get the service in place?"
4. "What equipment do we need to buy to make it easier for the bank to process our orders?"

Can you see how the end result—having a merchant account so you can process the credit card orders—is assumed by the very words used in each question?

- Magic Words Deliver Power

And this is especially true when you're speaking to yourself. As I said at the beginning of this letter, I use affirmations every day—standing up, looking to the sky, throwing my hands in the air, and shouting out a positive message I need to tell myself.

Yes, I feel ridiculous when I do this too. But that discomfort is just the push I need to change my emotional state. The magic words in my affirmations give me the energy and determination I need to produce my

very best work. And I truly believe they'll help you achieve your goals too.

*Article by Ted Nicholas. Ted is widely recognized as one of the greatest direct-marketing wizards of all time and is best-known for having earned \$24.5 million on the sale of a single book that was primarily sold through direct mail. He is called the Five-Hundred-Million-Dollar Man because he has marketed over \$500 million worth of products in 49 different industries. Ted's newest book, "Magic Words That Bring You Riches" ([www.roi-bot.com/r\\_mw.cgi?R67220\\_mwarttext1](http://www.roi-bot.com/r_mw.cgi?R67220_mwarttext1)) reveals 17 magic words that can make you a fortune.*