



## 8 phrases that instantly convince people to follow you

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| <p><b>“I guarantee it.”</b> When you’re absolutely certain of a result, push all your chips to the center of the table. A guarantee says you know what you’re talking about and you have a very clear vision of what’s ahead.</p>   | <p><b>“I was wrong.”</b> Note that the period cuts this statement off at exactly three words. The temptation to turn that into a semi-colon and provide an explanation is what turns a leader into something weaker. Admitting a mistake without a hint of protest generates admiration.</p> |
| <p><b>“That was then, this is now.”</b> Apply this to past <i>success</i> rather than a failure and people think of you as someone who’s never going to stop trying to get better.</p>  | <p><b>“I won’t accept that.”</b> A sentence that affirms your power and status as someone not only with high standards, but with the gravitas to whip into shape those who won’t live up to them.</p>  |
| <p><b>“We’ll make it happen somehow.”</b> The odds seem against you on that lofty deadline, that bold proposal—even that train wreck of a project that desperately needs fixing. But you speak as someone who trusts in the team and yourself to push through all barriers with confidence.</p> | <p><b>“They were absolutely right.”</b> Your competitors or your detractors, that is. Ears perk up when you give credit where credit is due and admit others are sometimes more clever than you are.</p>   |
| <p><b>“That was the biggest mistake of my life.”</b> People respect those who have learned big, hard lessons and speak of regret openly. We’ve all got a total wipeout in our past; few have the guts to admit it in public.</p>  | <p><b>“Let’s just do it!”</b> When things have gotten complicated, followers want someone to simplify things—or at least someone brave enough to pick up a sword and shield and charge ahead of the pack into the thick of battle. With this one sentence, that person is you.</p>           |