



# POWER STATEMENTS: GUIDE

Steps	Method	Example Statements
Assert	<ul style="list-style-type: none"><li>Confidently and directly assert your point without qualifying</li></ul>	<ul style="list-style-type: none"><li>“In order to accomplish [key result] our most successful customers do ____.”</li><li>“For best results, you will need to...”</li></ul>
Justify	<ul style="list-style-type: none"><li>Teach <u>why</u> to justify the assertion</li><li>Use data when possible to justify your assertion</li></ul>	<ul style="list-style-type: none"><li>“In our experience working with hundreds of companies, __ has the most impact..”</li><li>“Our customers that do ____ see 3x better results...”</li></ul>
Power Words	<ul style="list-style-type: none"><li>Use strong words that do not undermine your purpose</li></ul>	<ul style="list-style-type: none"><li>“<i>The best way...</i>”</li><li>“<i>Our most successful customers...</i>”</li><li>“<i>Our experience...</i>”</li><li>“<i>It is essential to...</i>”</li><li>“<i>For best results...</i>”</li></ul>