7 Powerful Language Patterns

Sourced from David Snyder

Adverb/Adjective Presupposition

Adverbs modify verbs. These usually end in -ly.

Adjectives modify nouns and pronouns.

You want to put these BEFORE the things they describe. It eliminates mental friction and builds mental pictures you want. It makes your speaking and writing far more real, compelling and interesting.

A good rule of thumb for writing is "two in the front, one in the back."

Primary Choices:
- Easily
- Naturally
- Automatically
- Unlimited

Secondary Choices:
- Simply
- Logically
- Intuitively
- Truly
- Utterly

Cause and Effect

All beliefs exist in "cause and effect" terms. So, anything stated this way tends to be accepted as true, if not very logical, and can create a new reality in a logical way.

Primary Choices:
- Because
- Causes
- As … [noun / pronoun] will …

Secondary Choices:
- Makes
- Triggers
- Allows
- Creates

Complex-Equivalence

This is similar to the "cause and effect" pattern. The difference is that "cause and effect" shows a casual relationship and complex equivalence creates an equivalent relationship between two things, i.e. X means Y.

Primary Choices:
- Means
- Is
- Like
- Same As

Secondary Choices:
- And
- As
- Since
- Allow

Awareness Verbs

It shifts and focuses the reader/listener's attention AWAY from everything else and TO whatever comes after.

Primary Choices:
- Notice
- Realise
- Aware

Secondary Choices:
- Understand
- Recognise
- Comprehend

Temporal / Ordinal Presupposition

These words create a sense of time.

One of the most common uses are "Before You X, Do Y" and "Is it okay to X when I Y?"

- Before You Turn On Your Car, Read This First
- Is It Okay To Eat Before You Sleep When Trying To Lose Weight?

Primary Choices:
- Before
- When
- After

Secondary Choices:
- During
- First / Second / Third
- Primary / Secondary / Tertiary

Spatial Presupposition

These words create a sense of physical, 3D space. It creates a vivid and compelling relationship between things within the mind of the listener and provokes mental imagery.

These are words such as from…to, expand, beyond, expand, beyond and so on.

Pattern Interrupts / Direct Commands

These are words that instantly stop the conversation or train of thought.

These are **stop, start** and **now**.

Some Fun Notes

- "By now …" used in bullet form, which repeatedly sounds like "Buy now."
- "When would now be a good time to … ?" in conversation.
- Men are cause-effect primary. We look at X causes Y to explain things.
- Women are complex equivalence primary. They look at X means Y to understand things.

Practice Exercises

Write 3 to 9 sentences for each language pattern used in a practical context (e.g. fiction, sales, etc.)

Make sure you write them, read them and speak them out loud, over and over.