



EMOTIONAL TRANSFORMATION COMMUNICATION STYLE

Now it's time to explore how to use Emotional Transformation in your marketing communication. This style of communication is used to transform negative or fearful emotions regarding the shifting market into thoughtful, positive ones.

The ability to connect with prospects through common fears and uncertainty is effective in overcoming any reluctance they may have to communicate with you. Once the walls are down, it may be appropriate to take the next step in connecting even further with prospects through shared emotional experiences.

We All Feel Emotions

Some things make us feel happy and others make us sad. Most of us know what it is to be scared and to be courageous. Most have experienced unconditional love and acceptance as well as anger and dismissiveness, too. Since many of us have experienced the same emotions at some point in life, we can relate to others who have experienced the same.

If someone says the happiest day of their life was the day their child was born, those of us who have a child can relate to that feeling. Some of us may even feel what they feel. When another says they are grieving the loss of a loved one, most of us know how that feels. We remember these emotions because they are so powerful when felt.

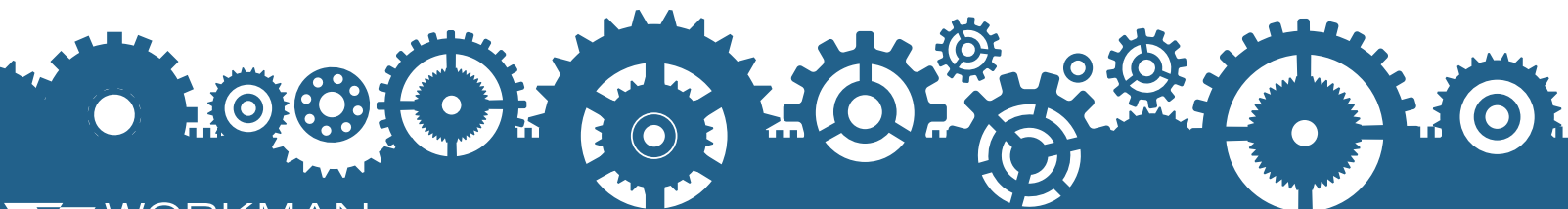
The communication style of Emotional Transformation builds on the initial threat elimination connection and attempts to create an even deeper, more significant connection.

Can Others See Themselves in Your Stories?

A sales expert once said that to be effective, "your prospects must see themselves in your stories." If your friend is telling a story about how afraid she was before taking an important math test, it's possible that you could relate to that feeling because you experienced it yourself in the past.

If she went on to say "but when I learned I made an A on the test, I was so relieved and proud of myself." Her emotions have transformed from being afraid to being relieved and proud. You want to help your prospects experience the emotional transformation as well.

Let's say while prospecting you find a buyer who is genuinely afraid to move forward buying a home today because home values may drop. Helping her experience the pride of homeownership, even before she buys a home, may be enough to get her back in the game.





The conversation may go something like this:

AGENT: I can certainly understand that concern. You're probably a bit like me and want to protect yourself from the down side.

BUYER: I sure do. I can't afford to lose money on a home.

AGENT: Your situation reminds me of another client named Robin. She was so **AFRAID** to purchase during the prior recession because she just couldn't lose money.

BUYER: What happened to Robin?

AGENT: Well, I showed her how home prices typically rise steadily over time and that even if small decreases are experienced in some years, that these decreases don't wipe out the increases that keep marching on. Robin decided to heed this advice and to buy a home immediately.

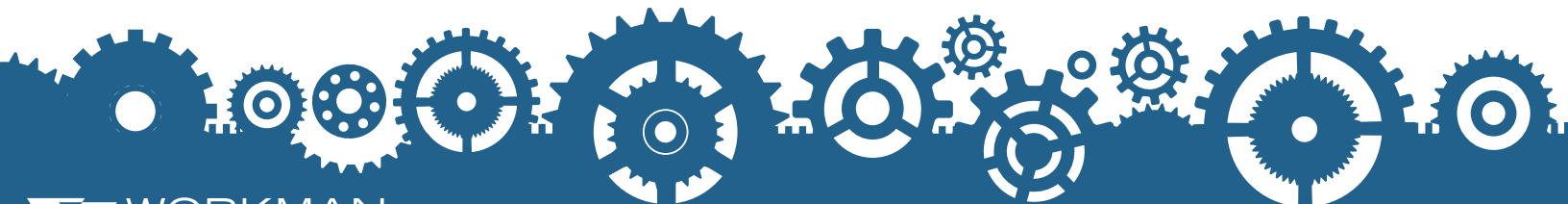
BUYER: Well good for her.

AGENT: Yes, she was afraid just like you and now she's beaming with **PRIDE**. The last time she and I spoke, she said her kids couldn't be happier in any other home. She just loves it.



As you may have noticed, Emotional Transformation Communication is fairly simple and can be powerful. When your prospect believes they cannot move forward selling or buying a home, you should connect with the emotion they feel about the situation, like feeling stuck. Then you must offer them a solution (like those in the Threat Elimination Systems) and help them see the transformed emotion that is possible after moving forward.

We've created a how-to guide to use Emotional Transformation Communication to help you create emotionally transformative experiences for prospects and clients.





EMOTIONS WHEEL

