THE TOPPRODUCERGROUP LLC

Do THEY know YOU are using SCRIPTS?

Strongly emphasizing a single word in your script has a tendency to suggest its antithesis. Notice how the meaning changes by merely putting the emphasis on different words in the following sentence

I intended to buy a home this summer (even if you didn't).

I **INTENDED** to buy a home this summer (but, something prevented you).

I intended to **BUY** a home this summer (instead of renting one).

I intended to buy a **HOME** this summer (and not a condo).

I intended to buy a home **THIS** summer (instead of next summer).

I intended to buy a home this **SUMMER** (instead of next winter).

1. What do you put your emphasis on in the scripts to make them different?

2. Describe one method of destroying monotony in your script questions.

3. What effect does this have on the use of your voice?

4. Which words should be emphasized? Underline them in each sentence?

5. Read a sentence repeatedly emphasizing a different word each time and show how the meaning of the script is changed.

6. What is the effect of a lack of emphasis? Are you Monotone?

7. When is it okay to emphasize every single word in a sentence? Do not yell!

A common mistake happens when you try to think of the next sentence while still saying the former, and in this way your concentration trails off. You start your sentences strongly and end them weakly with mumbles in your voice.

In a well-prepared written script the emphatic word usually comes at one end of the sentence. But an emphatic word needs emphatic expression, and this is precisely what it does not get when you leap to the next sentence to be uttered.

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Concentrate all of your mental energies on the present sentence. Remember that the mind of your audience follows yours very closely, and if you withdraw your attention from what you are saying to what you are going to say, your audience will also withdraw theirs. Add the following to make the script your own. The following list explains why they never know you are delivering a pre planned well practiced script. Try the following exercise.

Pitch
Pause Tempo
Pause
Power
Inflection
Mind
Force
Enthusiasm
Feeling
Fluency by Preparation
Voice
Charm
Pronunciation
Gesture
Timing
Interest

Change the emphasis on any script

Make it your own by underlining your emphases

Insert any script

This page uses ideas from Dale Carnegie & my observation of the many agents and brokers I have trained with the use of scripts used by top producers.

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