

## Language Types / List of Predicates / Personality Traits

### VISUAL

Memorize by seeing pictures and are less distracted by noise. Often have trouble remembering and are bored by long verbal instructions because their mind may wander. They are interested by how the program looks.

see  
look  
view  
appear  
show  
dawn  
reveal  
envision  
illuminate  
imagine  
clear  
foggy  
focused  
hazy  
crystal  
picture

### AUDITORY

Typically are easily distracted by noise. They can repeat things back to you easily & learn by listening. They like music and like to talk on the phone. Tone of voice and the words used can be important.

hear  
listen  
sound(s)  
make music  
harmonize  
tune in/out  
be all ears  
rings a bell  
silence  
be heard  
resonate  
deaf  
mellifluous  
discord  
question  
unhearing

### KINESTHETIC

Often they talk slowly and breathy. They respond to physical rewards & touching. They memorize by doing or walking through something. They will be interested in a program that feels right or gives them a gut feeling.

feel  
touch  
grasp  
get hold of  
slip through  
catch on  
tap into  
make contact  
throw out  
turn around  
hard  
unfeeling  
concrete  
scrape  
get a handle  
solid

### AUDIO DIGITAL

They spend a fair amount of time talking to themselves. They memorize by steps, procedures, sequences. They will want to know the program makes sense. They can also sometimes exhibit characteristics of other language types

sense  
experience  
understand  
think  
learn  
process  
decide  
motivate  
consider  
change  
perceive  
insensitive  
distinct  
conceive  
know  
98%, 3.4 litres, 750cc

#### Speech Patterns

- |   |                               |
|---|-------------------------------|
| 1. Quickly Grouped Words                    | 1. Deliberate Phrasing        |
| 2. Lots of interruptions with "um", or "ah" | 2. Long Complicated Sentences |

#### Processing Patterns

- |   |   |
|---|---|
| 1. Quickly with a minimum of detail   | 1. Extensive Detail   |
| 2. Will let you know unconsciously when they understand by changing the subject | 2. Will not give indication of understanding unless you ask |

#### Decision Thrust

- |                        |                             |
|------------------------|-----------------------------|
| 1. Abstract to Global  | 1. Fundamentals to Specific |
| 2. Speculator, gambler | 2. Investor, speculator     |

#### Close On

"Be ready to take advantage of an opportunity" "Let's study the markets & plan our strategy"

#### Tone of Voice for Close

Slightly fast and excited Thoughtful, considerate & just above monotone