

Predicates

As we have already explored, you can influence people more when you know how they think. When you know if they primarily think in pictures, with words or feelings (with their kinaesthetic experiences). When a person is at that moment thinking in picture they will use visual words:

visual Predicates

Aim	Etched	Hue
Angle	Eye	Illuminate
Appear	Eyeball	Illusion
Behold	Eyeful	Image
Blank	Face	Imagination
Blur	Far	Incandescent
Bright	Film	Insight
Cinescope	Flash	Invisible
Clarify	Flicker	Landscape
Clear	Focus	Laser
Colour	Fog	Lens
Contrast	Foresee	Light
Dark	Foresight	Look
Defocus	Frame	Mirror
Diffuse	Glance	Motion
Dim	Glimmer	Movie
Disassociated	Glossy	Neon
Distant	Glow	Obscure
Draw	Gradient	Observe
Drab	Graphic	Optic
Dream	Hallucinate	Outline
Enlighten	Hazy	Overview
Erased	Horizon	Overlook
Oversee	Scan	Sky
Paisley	Scope	Sparkle

Pale	Screen	Spy
Peep	Searchlight	Surveillance
Peer	See	Telescope
Perspective	Shade	Television
Photo	Sharp	Tint
Picture	eyed	Twig light
Profile	Shimmer	Video
Project	Shine	View
Rainbow	Show	Vision
Reflect	Sight	Watch
Refraction	Silhouette	Wink
Reveal	Size	
	Sketch	

Some examples of Visual words used in phrases:

- As thing pale into the distance
- Bright and shining thoughts
- Everything is blow out of proportion
- Get a clear idea
- Have a solid vision of
- In the dark
- Let me imagine
- Look at it this way
- Point of view
- Reflect upon
- See my plan
- Show me your outline
- The bigger picture
- Watch the way they

Audio Predicates

Alarm	Howl	Scream
Amplify	Hum	Screech
Announce	Hush	Shout
Articulate	Inaudible	Shriek
Audible	Knock	Silent
Bang	Listening	Song
Bark	Loud	Sound
Bass	Melody	Sonar
Buzz	Murmur	Speak
Cackle	Muffled	Squeak
Cadence	Music	Stereo
Clarify	Noise	Symphony
Converse	Phonograph	Talk
Dialogue	Proclaim	Tambour
Din	pronounce	Telephone
Discordant	Purr	Tempo
Drum	Quack	Tenor
Earshot	Question	Timber
Eavesdrop	Quiet	Tone
Echo	Quote	Tune
Eloquent	Remark	Verbal
Enunciate	Resonate	Vocal
Fidelity	Ring	Voice
Frequency	Roar	Volume
Harmonic	Rhythm	Whine
Hear	Rumble	Whisper
Hiss	Say	Yell

***Some examples of Audio
words used in phrases:***

- Clear as a bell
- Echoing around the room
- Explained loudly
- He was babbling on an on
- I hear what your saying
- I'm going to tune in
- Listen to me
- Repeat the same way
- Sound like a great idea
- Speaking of witch
- Take my word for it
- Talking of that
- That rings true

Kinaesthetic Predicates

Abrasive	Ecstasy	Heavy
Balance	Extract	Hard
Bond	Feel	Heat
Bounce	Felt	Hit
Breath	Fill	Hold
Bump	Firm	Hot
Catch	Full	Hustle
Cold	Fumble	impress
Connect	Gentle	Knock
Contact	Grab	Large
Cool	Grasp	Link
Cramped	Handle	Massage
Crawl	Heat	Motion
Creep	Heavy	Move
Pinch	Sense	Nudge
Pleasure	Shake	Tender
Poke	Sharpe	Tense
Press	Slap	Tension
Pull	Smooth	Throb
Pulse	Soft	Throw
Relax	Solid	Thrust
Relief	Squeeze	Tingle
Remove	Stand	Touch

Rotate	Stir	Vibe
Rough	Strike	Warm
Rubbing	Suck	Weight
		Wet

Some examples of Kinaesthetic

words used in phrases:

- A cool guy
- A heated discussion
- Do you feel that's right
- Get to grips with
- He is a smooth one
- Hold on a minute
- Just to throw that into the pot
- Move over
- Poke holes in
- Rip it apart
- Running around
- Sometimes its touch and go
- Solid proposal
- Spinning out of control
- Strike out on your own