



Barnum Statements are often used by fraudulent psychics to give the impression that they know all about your personality based on your aura or what their favorite oracle is saying about you. Then, after reading your reaction, they will continue based on the non-verbal clues you give them. This is a skill known as cold-reading and I'm going to go out on a limb and guess that being a fraudulent psychic will probably NOT be your goal when using Barnum Statements.

While fraudulent psychics may not be the most ethical human beings on planet Earth, they are indeed masters of influence. We can learn from their techniques and use them for good.

What *we* hope to do with Barnum Statements is quickly build agreement and rapport. As you learned in *Magic Words*, getting someone to say the magic word, “yes” early and often is a very powerful method for doing that.

Also, for maximum effectiveness, you will ideally have some kind of “oracle” of your own – some explanation for how you know “so much” about the person. Without a “because,” these statements are less likely to be agreed with.

For example, you might say to a prospect...

*“Based on your discovery form, it appears that you have a great deal of untapped potential.”*

In this case, the discovery form is the “oracle”. It explains how you got insight into their personality.

**For more information about how to best use Barnum Statements, refer to page fifteen of [\*Magic Words: The Science and Secrets Behind Seven Words that Motivate, Engage, and Influence\*](#) (available in hardcover, kindle, and audiobook versions)**

Here’s the list:

1. You have a strong need for other people to like you and for them to admire you.
2. You have a tendency to be critical of yourself.
3. You have a great deal of untapped potential.
4. While you do have some personality weaknesses, you are generally able to compensate for them.
5. Disciplined and controlled on the outside, you tend to be worrisome and insecure on the inside.

6. At times you have serious doubts as to whether you have made the right decision or done the right thing.
7. You prefer a certain amount of change and variety and become dissatisfied when hemmed in by restrictions and limitations.
8. Middle school was an especially awkward time for you.
9. You pride yourself on being an independent thinker and do not accept other people's opinions without satisfactory proof.
10. You have found it unwise to be too frank in revealing your thoughts and emotions to others.
11. At times you are extroverted, affable, sociable, while at other times you are introverted, wary, and reserved.
12. Some of your goals and aspirations tend to be pretty unrealistic.

As always, use this (and ANY communication technique) with care, respect, and authenticity to create MORE human connection and NOT human manipulation.