

## **STRONG and weak Language**

While canvassing a person, you have a short period of time to convey the importance and urgency of the issues you are working on and the ability of your organization to win. Give careful consideration to the language you use. Some words psychologically reinforce your message. Other words may inadvertently undercut it. For example, "trying" to win is not the same as "working" to win.

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### **Generally *weak* words**

maybe  
trying  
asking  
possibly  
O.K.  
(we) understand  
basically  
hoping  
probably  
perhaps  
(we) think  
can't/won't/never

### **Generally STRONG words**

working  
winning  
our strongest supporters are  
pressuring  
crucial  
vital  
fighting  
demanding  
can you match that  
exactly  
critical  
urgent  
necessary

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