

# METAPHOR:

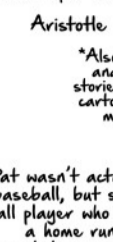
## THE SHORTCUT TO "YES!"

SELL, PERSUADE & EXPLAIN ANYTHING TO ANYONE

**metaphor:**

[met-uh-fawr, -fer]

The substitution of one thing for another that shares common characteristics of the other.



"The greatest thing by far is to be a master of Metaphor."

Aristotle

\*Also extends to analogies and stories, props, and cartoons used as metaphors.

(Pat wasn't actually playing baseball, but similar to a ball player who scores with a home run, Pat's presentation was a success.)



PAT HIT A HOME RUN WITH THAT PRESENTATION!

## THE PROBLEM

People...

Are drowning in information

Have too many choices among similar sounding products, services, ideas

50,000

10,000

1975

2008

8,948

+47,000

NUMBER OF PRODUCTS IN THE AVERAGE SUPERMARKET

Have shorter & shorter attention spans

Fear making a change



12 SECONDS IN 2000

8 SECONDS IN 2015

## THE SOLUTION

LESS INFORMATION. MORE METAPHORIC LANGUAGE!

# WHY?

### 1 People "Get" metaphors

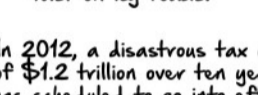
- Our brains are WIRED FOR IMAGES.
- Metaphors are IMAGES IN WORDS.
- Metaphors PAINT PICTURES in listeners' minds.



### 2 Metaphors carry emotional associations that resonate instantly with listeners

INFORMATION AND DATA TELL

METAPHORS SELL



"You can get hurt driving fast on icy roads."

"Driving fast on icy roads is playing Russian roulette with your life."

In 2012, a disastrous tax cut of \$1.2 trillion over ten years was scheduled to go into effect which was to affect 1,000+ government programs - including defense and Medicare.

"We faced a fiscal cliff."

### 3 Metaphors shape thinking & action

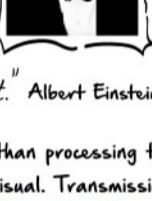
- How do you vote if you see government spending for special groups as a "BAILOUT" or a "SAFETY NET"?
- Does how you sell change if you see business as a JUNGLE, a GAME, or a PUZZLE?
- Would you save more money for retirement if it meant the difference between eating CATNIP or CAVIAR in your old age?

INFORMATION + METAPHOR

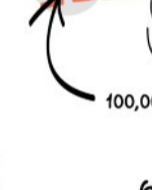
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"NOW I SEE WHAT YOU MEAN!"

"The difference between the right word and just any word is the difference between lightning and a lightning bug. Mark Twain



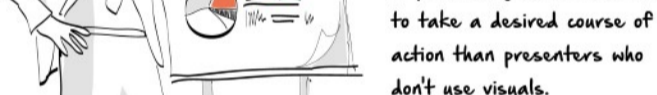
## SCIENTIFIC EVIDENCE OF THE POWER OF IMAGES



"If I can't see it, I don't understand it." Albert Einstein

Images are processed 60,000 TIMES FASTER than processing text.

90% of information transmitted to the brain is visual. Transmission rate of information to the eyes is 10,000,000 BITS PER SECOND and to the ears 100,000 BITS PER SECOND.



We retain images longer. If information is presented orally, people remember about 10% after 72 hours. That figure goes up to 65% when you add a picture.

65%

10%

TEXT W/PICTURE

Recall after 72 hours



Research suggests that presenters who use visual aids are 43% MORE EFFECTIVE in persuading audience members to take a desired course of action than presenters who don't use visuals.

## 10 TIMES TO REACH FOR A METAPHOR

Metaphors provide instantly understood answers to these questions:

- Who are you?
- What do you do?
- How do you do it?
- Why does what you advocate matter?
- How are you different?
- Why do I need this?
- Why should I change?
- Why should I do this now?
- How much will it cost?
- Why should I do this now?
- Why should I listen?



Situation

CONTOVERSY?  
NEGATIVITY?  
CREDIBILITY?  
APATHY?  
CONFUSION?  
BOREDOM?  
FEAR?  
HOSTILITY?  
COMPLEXITY?



Need for Metaphor

THE MORE YOU FACE THE SITUATIONS ON THE LEFT, THE MORE A METAPHOR IS YOUR BEST ANSWER!

## BECOME A MASTER "METAPHORIAN" IN 4 STEPS



"The best arguments gzzle with metaphor."

Gerry Spence, celebrity lawyer

### 1 IDENTIFY THE POINT YOU WANT TO MAKE.

### 2 IDENTIFY PARALLELS FROM WORLDS (DOMAINS) FAMILIAR TO YOUR LISTENER:

e.g., sports, current events, the arts; common life experiences (family life, raising children, flying, learning to drive).

### 3 DECIDE ON THE BEST PARALLEL:

- Easily understood
- It works
- Appropriate in tone & language

### 4 APPLY IT!



## Beware Bad Metaphors!

"Mr. Speaker, I smell a rat! I see it floating in the air; and if it is not nipped in the bud, it will burst forth into a terrible conflagration that will deluge the world!"

Sir Boyle Roche, Irish Politician

## FAMOUS METAPHORIANS



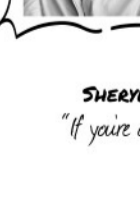
STEVE JOBS, ENTICING JOHN SCULLEY TO LEAVE PEPSI AND JOIN APPLE AS CEO:

"Do you want to make sugared water for the rest of your life or do you want a chance to transform the world?"



CHIEF JUSTICE ROBERTS, CONVINCING THE SENATE JUDICIARY COMMITTEE HE WOULD NOT RADICALLY CHANGE THE CONSTITUTION:

"Judges are like umpires... They make sure everyone plays by the rules, but it is a limited role. Nobody ever went to a ballgame to see the umpire."



ARIANNA HUFFINGTON, HUFFPOST, DESCRIBING HER MOTHER'S ADVICE FOR WHENEVER SHE WAS UPSET:

"Darling, just change the channel. You are in control of the clicker. Don't replay the bad, scary movie."



MUHAMMAD ALI:

"I float like a butterfly and I sting like a bee."

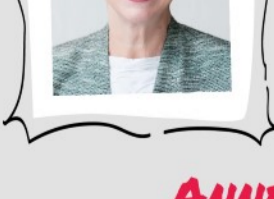


SHERYL SANDBERG, CFO, FACEBOOK:

"If you're offered a seat on a rocket ship, don't ask which seat. Just get on."



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