

# UNLOCKING THE POWER OF NUMBERS



Saying the same thing two different ways will impact the brain's reaction.  
Use this worksheet to unlock the power of NUMBER FRAMING

## 1) CHOOSE YOUR STAT

Example: 67 out of 100 people bought a second product from you.

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## 2) WRITE IT AS A POSITIVE AND NEGATIVE PERCENTAGE

Example: 67% of clients are return customers.

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Example: 33% of clients do not come back.

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## 3) WRITE IT AS A FRACTION

Example:  $\frac{2}{3}$  clients get a second product.

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## 4) WRITE IT AS AN "OUT OF" STATEMENT

Example: More than 2 out of 3 customers buy again

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## 5) WRITE IT WITH WORDS

Example: Most clients are repeat buyers.

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HELP?**

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