

# This "Innocent" Word KILLS Your Credibility

Contributed by Kim Duke  
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I love my sister. She's my only sibling. She's important, she's fabulous, she's smart, loving and she's ALWAYS got my back. But there's something she says that drives me nuts. She'll leave a message on my voice mail saying "Hey Kim - it's just your sister calling" JUST my sister, the only person on the planet who knows all my secrets, what I looked like in my Grade 5 photo (trust me - it's frightening) and who understands what I'm thinking with only a look???

JUST.

{mosbotwordcount}

I bet you didn't know that I have Diva ESP.

Yes - all the way from Canada I'm tapping into your thoughts, your meetings with clients, what you're saying at networking events...heck - even what you put into your email. (I bet you didn't think your Diva had psychic ability did you??)

And there's an innocent little word that's creeping into your language and thoughts just like ants at a picnic. Are you ready for it?

The innocent little word is....

JUST.

You're thinking "What???"

## How The Word JUST Kills Your Credibility

{bot\_wrgoogle}I love my sister. She's my only sibling. She's important, she's fabulous, she's smart, loving and she's ALWAYS got my back. But there's something she says that drives me nuts. She'll leave a message on my voice mail saying "Hey Kim - it's just your sister calling" JUST my sister, the only person on the planet who knows all my secrets, what I looked like in my Grade 5 photo (trust me - it's frightening) and who understands what I'm thinking with only a look???

JUST.

Well - OK - you can laugh lady but I'd bet you're making the same mistake.

## Some Examples of Nasty "Justs" That Are Showing Up With You:

On the phone...

"Oh hi Client X, I'm calling to just touch base to see if you've reviewed my proposal?"

In email...

"It was wonderful meeting you on Tuesday. I wanted to just see if you've had a chance to try our product yet?"

In person...

"If you could just squeeze me in - I'll only take 10 minutes of your time."

Women Use The Word JUST As A Way To Relieve Pressure/Guilt/Pushiness.  
However, it makes you look and sound...

- Unsure
- Needy

- Desperate

It doesn't display confidence in you or your product/service at all.

Think of how these phrases sound instead:

"Hey Kim - it's your sister calling."

"Hi Bob - I saw sparks flying over your office so I knew you'd read my proposal."

"I've been thinking about your business and I've come up with a brilliant idea."

Trust me - you're going to catch yourself saying the word JUST a lot, however, do your best lady to save it for when it makes sense. And with customers it never does.

So there.

Love from your bossy Sales Diva,

Kim

Kim Duke, The Sales Diva, provides savvy, sassy sales training for women small biz owners and entrepreneurs. Kim works with clients internationally, showing them The Sales Diva secrets to success! Sign up for her saucy and smart FREE e-zine and receive her FREE Bonus Report "The 5 Biggest Sales Mistakes Women Make" at <http://www.salesdivas.com>