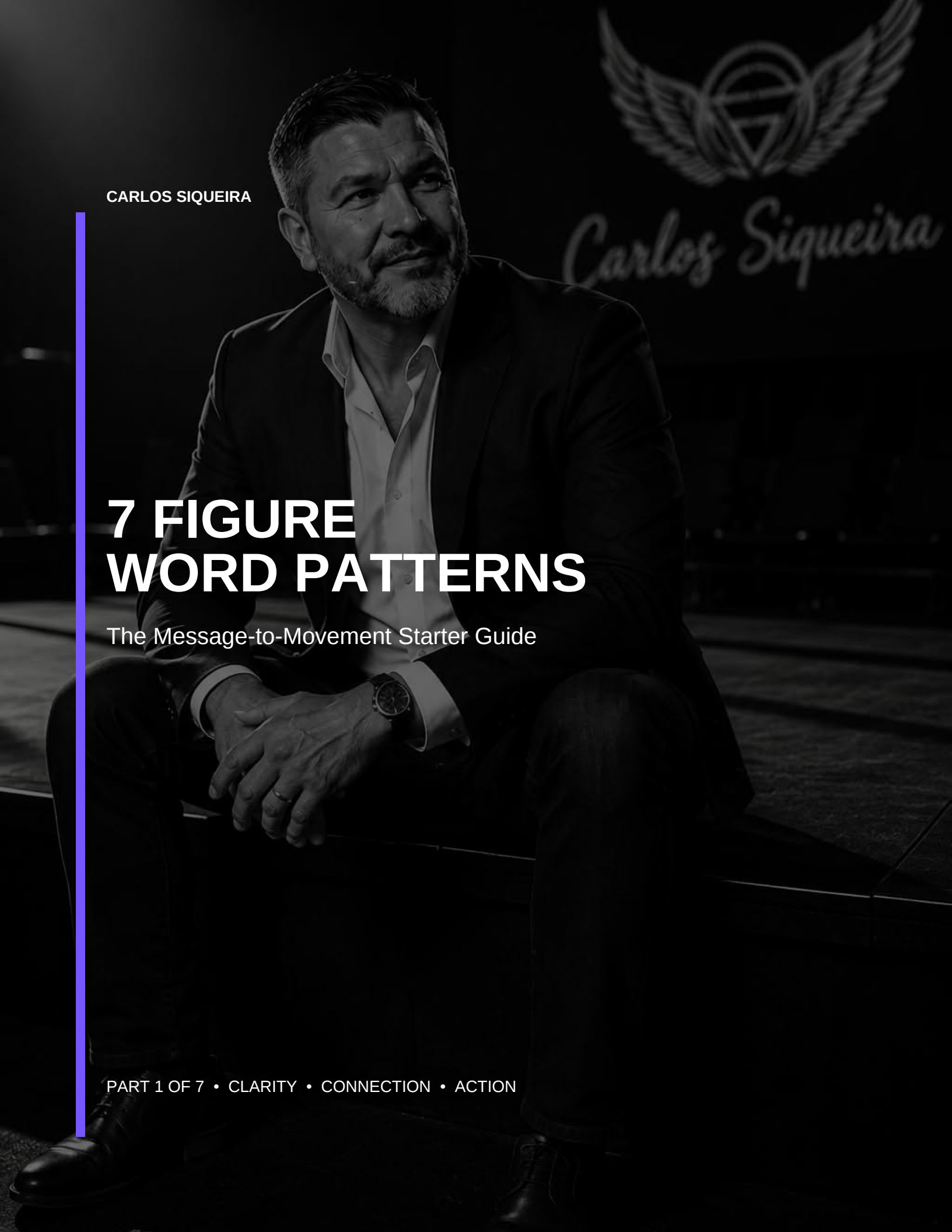




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7 FIGURE WORD PATTERNS

The Message-to-Movement Starter Guide

PART 1 OF 7 • CLARITY • CONNECTION • ACTION

Stop describing what you do. Start revealing what changes.

A service description informs. A meaningful outcome moves people. The fastest way to strengthen your message is to translate every feature into an advantage your audience can use and a benefit they can feel.

“The sale is made first in the listener’s imagination.”

THE STARTING POINT

Your audience is not buying your process. They are buying greater confidence, clearer decisions, saved time, reduced risk, increased opportunity, or a more meaningful future.

This guide gives you one complete messaging transformation. The advanced Word Patterns system goes deeper into attention, objection handling, stage conversion, and the language of high-value offers.

PRINCIPLE 1

Translate features into lived value

Feature: what the product, service, program, or process includes.

Advantage: what it makes possible that was difficult or unavailable before.

Benefit: why that advantage matters in the person's real life or business.

BEFORE

"My program includes weekly coaching, templates, and accountability calls."

AFTER

"Each week, you will know the next right move, have the language to communicate it, and receive the accountability to execute before another opportunity passes."

The stronger version is not louder. It is easier to picture—and therefore easier to value.

Connect the message to a human motive

People may justify a decision with logic, but they often begin with a motive. Carlos's framework identifies six recurring motives:

- **Gain:** progress, income, access, efficiency, or opportunity.
- **Self-preservation:** greater safety, stability, or reduced risk.
- **Pride:** mastery, reputation, achievement, or identity.
- **Duty:** responsibility to a family, team, mission, or community.
- **Love:** connection, belonging, protection, or contribution.
- **Enjoyment:** freedom, ease, fulfillment, or a better experience.

Ethical persuasion does not manufacture fear. It helps people understand what matters, what changes, and what inaction may cost them.

Use the context–content–conversation triad

1 CONTEXT

Name the situation from a fresh perspective. Help the listener recognize why the old explanation is incomplete.

2 CONTENT

Teach one useful mechanism, distinction, or next step. Make the value real before making an invitation.

3 CONVERSATION

Invite reflection instead of forcing agreement: “Where would this put you six months from now?” or “Which part of this would create the greatest difference?”

A strong question allows the listener to participate in the meaning. That participation is where connection begins.

Language that creates clarity and movement

- **“Here is the difference this can make...”** — shifts attention from the offer to the outcome.
- **“What would become possible if...”** — helps the listener imagine a better state.
- **“Let’s make this measurable...”** — replaces vague inspiration with accountability.
- **“The safest next step is...”** — lowers friction without minimizing the decision.
- **“Which result matters most to you?”** — reveals the motive that should guide the conversation.

USE THEM WELL

A Word Pattern is not a magic phrase. Its power comes from relevance, truth, timing, tone, and the credibility of the person using it.

Turn one sentence into an invitation

Choose one sentence from your website, presentation, pitch, or offer. Then complete the five lines below.

1 CURRENT MESSAGE

What do you currently say?

2 DESIRED OUTCOME

What does the listener actually want to change?

3 HUMAN MOTIVE

Which motive—gain, safety, pride, duty, love, or enjoyment—matters most?

4 PROOF

What evidence, experience, or process makes the promise believable?

5 INVITATION

What is the smallest useful next step?

Your message should not merely sound better. It should move the right person toward the right decision.

This starter guide introduced the first layer of the 7 Figure Word Patterns system. The complete coaching experience expands into:

- Advanced attention and stage-conversion patterns.
- Ethical objection and resistance frameworks.
- High-value offer positioning and message architecture.
- Audience-specific language for speakers, coaches, consultants, and business leaders.
- Live application to your presentation, funnel, and sales conversations.

Explore the Get On More Stages program
getonmorestages.com

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