

Neutralizing EMOTIONAL CHARGES



POSITIVE

Ask:

What are
the drawbacks?

List:

PROs	CONs



NEGATIVE

Ask:

What are
the benefits?

List:

CONs	PROs

Make sure that you have **equal** number of **PROs** and **CONs**
in each column to **fully neutralize** the emotional charge

Source: Dr. John Demartini

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