

*"You've got to start with
the customer experience
and work back toward
the technology – not the
other way around"*

Steve Jobs



A confused person will NOT act!



COMBO MEALS*

- 1 Classic Combo** 8.99
2 Pieces Chicken, 1 Regular Side,
20 oz Drink, Roll
- 2 Jumbo Combo** 9.99
3 Pieces Chicken, 1 Regular Side,
20 oz Drink, Roll
- 3 2+2 Meal** 9.99
2 Pieces Chicken, 2 Regular Sides, Roll
- 4 3-Piece Tenders** 10.99
3 Pieces Tenderloin, 1 Side, 20 oz Drink,
Roll, Sauce or Gravy
- 5 5-Piece Tenders** 12.99
5 Tenders, 1 Regular Side,
20 oz Drink, Roll, Sauce or Gravy

D.I.Y. SLIDER KIT

Includes 2 Tenderloins, 2 Buns, 7 Sauces / Peppers,
French Fries, & 20 oz Drink

	DARK	MIXED	WHITE
2-Pcs.	4.99	5.99	6.99
3-Pcs.	5.99	7.99	9.99
5-Pcs.	10.99	12.99	15.99

KIDS' MEALS

Includes 1 Tenderloin, Roll,
1 Leg or 1 Wing, 3.75 oz Drink,
3.75 oz Fries

- Classic Sauce 6.99
- Buffalo 8.99
- Honey-Mustard 8.99
- White Gravy 8.99

Extra Sauce or Gravy: .89

VALUE DINNERS*

- 10-Piece SPECIAL** 23.99
10 Pcs. Chicken, 1 Large Side, 3 Buns
- 12 Tenders DINNER** 39.99
12 Tenders, 2 Large Sides, 6 Buns,
Choice of 2 Sauces or Gravy

FAMILY BOXES* (clickback only)

- 8-Piece** 18.99
Includes 8 Pcs. Chicken, 2 Large Sides, 4 Buns
- 12-Piece** 26.99
Includes 12 Pcs. Chicken, 3 Large Sides, 6 Buns
- 16-Piece** 34.99
Includes 16 Pcs. Chicken, 4 Large Sides, 8 Buns
- 20 Tenders** 33.99
- 30 Tenders** 49.99

ADD ON'S

- Single 1 Large Side, 4 Buns +7.99
- Double 2 Large Sides, 8 Buns +13.99
- Triple 3 Large Sides, 8 Buns +19.99

SIDE ORDERS

- French Fisk 3.99
- Cajun Rice 3.99
- Coleslaw 3.99
- Mashed Potatoes 3.99
- Red Beans & Rice 3.99
- Sweet Corn Grits 3.99
- Jalapeno Pepper 3.99
- Apple Pie 3.99
- Roll 3.99

BEVERAGES

- 20 oz 1.99
- 32 oz 2.79
- Dasani® Water 2.99

D.I.Y. SLIDER KIT

Includes 2 Tenders, 2 Rolls, 1 Sauce, 1 Pepper,
French Fries, & 20 oz Drink

	DARK	MIXED	WHITE
Pcs.	4.29	5.79	6.39
Pcs.	5.89	7.39	9.49
Pcs.	10.29	12.39	15.99

CHICKEN & ROLL*

	DARK	MIXED	WHITE	TENDERS
Pcs.	4.29	5.79	6.39	—
Pcs.	5.89	7.39	9.49	6.29
Pcs.	10.29	12.39	15.99	9.29

DIPS' MEALS

Includes French Fries,
20 oz Drink, Roll

- 9 or 1 Wing 6.19

DIPPIN' SAUCES

- Classic Sauce 1.96 cal
- Buffalo 45 cal
- Honey Mustard 8 cal
- Ranch 183 cal

BEVERAGES

- 20 oz 1.99
- 32 oz 2.79
- Dasani® Water 2.99

French Fries

- Cajun Rice
- Coleslaw
- Jalapeno Pepper
- Apple Pie Roll



*Two percent of the people think;
three percent of the people think they
think;
and ninety-five percent of the people
would rather die than think.*

www.TonyWatson.com













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WacKeys **DIVA** Disney **HELLO KITTY** **3D KEYS** Write-On-It

WRITE ON

HELLO KITTY

MONKEY

LEOPARD PRINT

A red keychain with a blue and purple key is visible in the bottom right corner.

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THAT WORK

WacKeys

312-449-9930

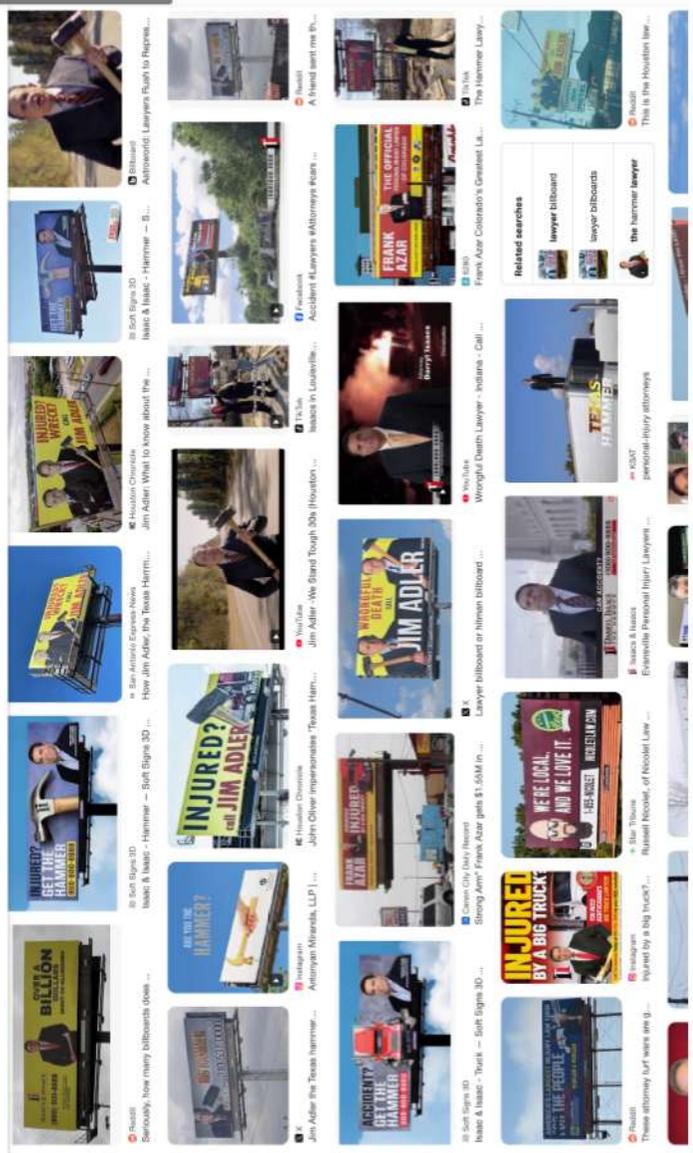
WacKeys
KEYS
CUTTING

WacKeys
KEYS
CUTTING

WacKeys
KEYS
CUTTING

A red neon sign with the phone number 312-449-9930 is visible in the background.





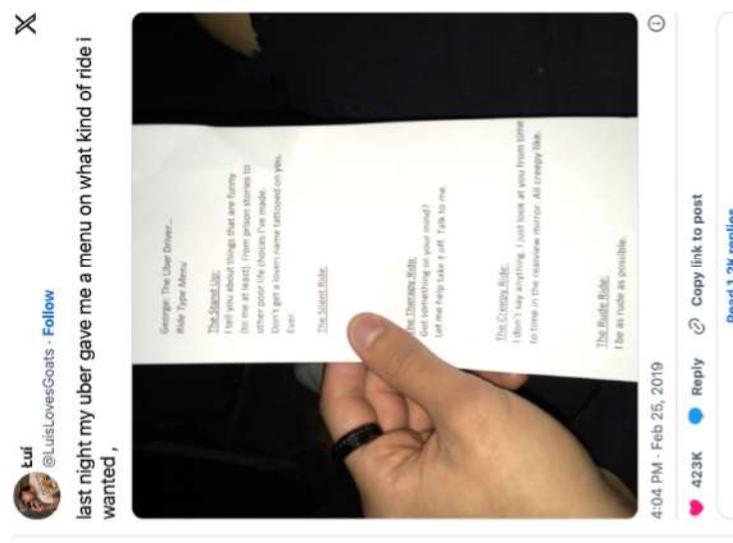
THE ILLINOIS HAMMER

INJURY ATTORNEYS

D W O R K I N & M A C I A R I E L L O



- An Uber driver from Seattle, Washington, named George Ure is going viral for offering passengers a "Ride Type Menu."
- Riders can choose from five ride types, including "The Silent Ride," "The Therapy Ride," "The Rude Ride," "The Creepy Ride," and "The Stand Up."
- The menu went viral after passenger Luis Arguijo posted a photo of the menu on Twitter.
- Ure and Arguijo told **INSIDER** they're both surprised and grateful for the viral response to the ride menu.



The tweet has over 500,000 likes and 100,000 retweets at the time of this post, and people are loving the hilarious options on the menu

While a "Silent Ride" option is provided for those who wish to stay quiet, Ure also offers four other options for those looking for more interaction. "The Stand Up" ride involves Ure telling funny stories, while "The Therapy Ride" consists of Ure simply lending an ear to those who just need someone to talk to.

BUSINESS INSIDER [Subscribe](#) [Newsletters](#)

NEWS
An Uber driver is going viral for handing out hilarious 'ride menus' to his passengers
By [Daniel Boon](#)

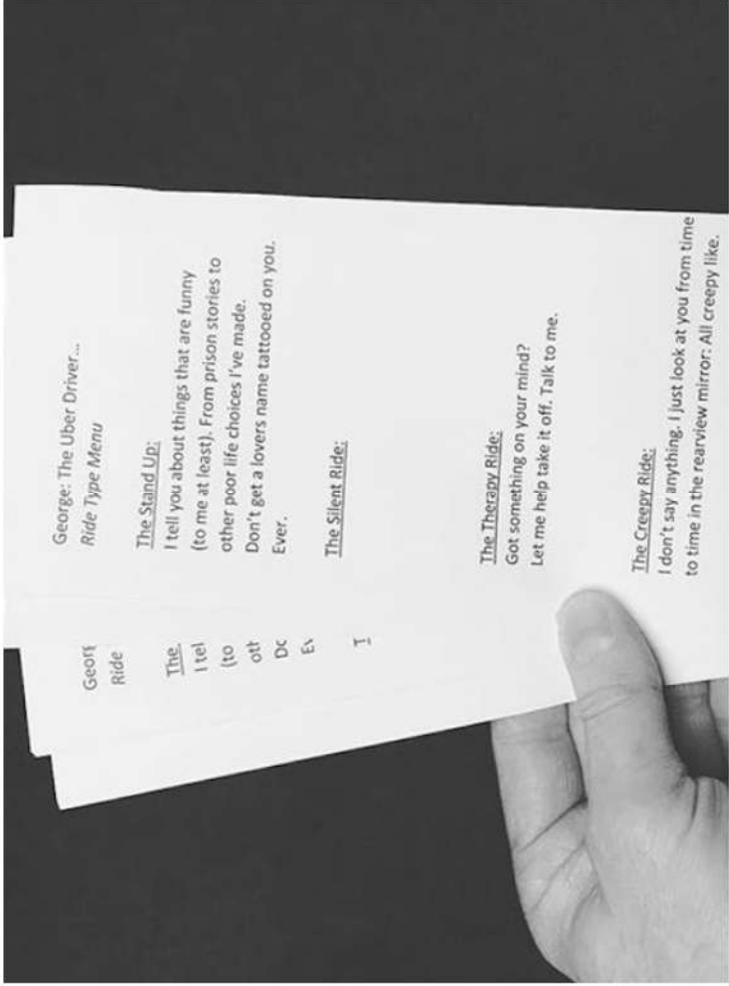
DOW JONES **▲ -0.11%** NASDAQ **▲ +0.59%** S&P 500 **▲ +0.32%** AAPL **▲ -0.77%** NVDA **▲ +2.36%** MSFT **▲ +0.21%** AMZN **▲ +0.39%** META **▲ +0.35%** TSLA **▲ +0.47%**

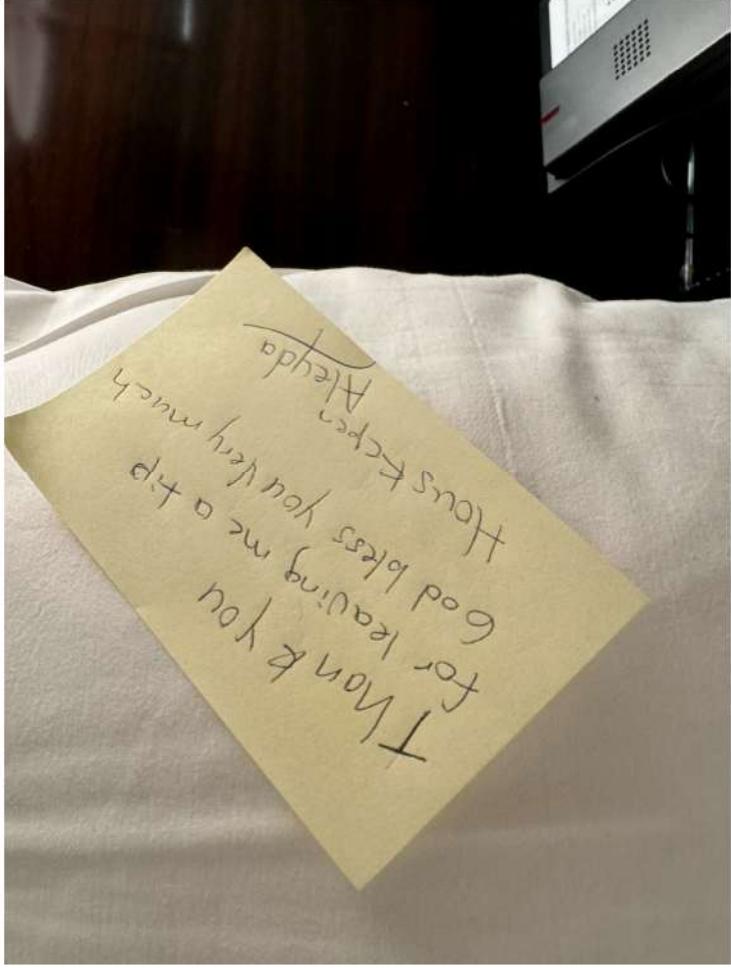
George: The Uber Driver... Ride Type Menu

The Stand Up:
I tell you about things that are funny (to me at least), from prison stories to other poor life choices I've made. Don't get a lovers name tattooed on you, Ever.

The Silent Ride:

The Therapy Ride:
Got something on your mind? Let me help take it off. Talk to me.





👉 1. That Ridge Isn't Just for Show

- The **ridge** of hair along their back grows in the **opposite direction** of the rest of their coat.
- It's a unique genetic trait passed down from their African ancestors, making them instantly recognizable and completely unforgettable.

👉 2. Smart, But Selectively Obedient

- Ridgebacks are **highly intelligent**, but they don't aim to please like some other breeds. They're **independent thinkers**—more “boardroom CEO” than “teacher's pet.”
- Training one is like coaching a star athlete: totally worth it, but you'd better bring your A-game.

👉 3. Born to Protect

- Naturally **loyal and watchful**, Ridgebacks make outstanding **guard dogs**.
- They're not yappy or aggressive—they're calm, observant, and will let you know when something's not right.

👉 4. Low-Maintenance Looks

- With a sleek, short coat that's **easy to groom** and almost odor-free, they're a dream for neat freaks who love dogs.
- Dirt seems to slide off them like they're Scotchgard-coated.

👉 5. Built for Endurance

- Ridgebacks have **incredible stamina** and thrive on regular exercise. They're ideal for people who love hiking, jogging, or chasing their fitness goals (and squirrels).
- But once the workout's done, they're total couch companions.





The story of Heinz's
Design Thinking
Masterstroke;
Upside-down
Ketchup Bottles!

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#1 NEW YORK TIMES BESTSELLER

**Tiny Changes,
Remarkable Results**

Atomic Habits

An Easy & Proven Way
to Build Good Habits
& Break Bad Ones

James Clear

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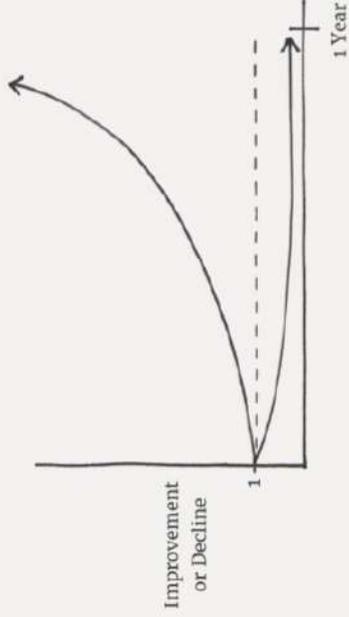
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TO BIG RESULTS.**

The Power of Tiny Gains

1% better every day $1.01^{365} = 37.18$
1% worse every day $0.99^{365} = 0.03$



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217 shop reviews

★★★★★

Buyers are raving! Multiple people gave 5 star reviews to this shop in the past 7 days.

Sort by Recommended

Melissa Beckwith · Jan 31, 2021

★★★★★

Excellent customer service! Very communicative seller. Thank you, we loved it!

Purchased from

SteelDecorStore

SteelDecorStore

1,629 sales

★★★★★

Get Better Everyday, Inspirational Metal Wall Sign

\$63.00+

✓ In stock

Pay in 4 installments of \$15.75. **More** Learn more

Primary color

Select a color

Size

✓ Select a size

28 x 7.5 inches (\$63.00)

30 x 9 inches (\$90.00)

36 x 12 inches (\$119.00)

40 x 14 inches (\$153.00)

🚚 **Oops!** This item ships free to the US.

Highlights

🔗 Handmade

🔗 Materials: Steel, Powder coat paint

Description

Get Better Everyday Sign

This sign is perfect for anyone who needs a little "pick me up" every once in a while. This sign is very inspirational and is great to wake up to every single day. You, your child, or anyone else will love this sign to hang in their room, office, gym or anywhere else you'd like.



Keeps Bathrooms up to **85% cleaner**

- Cleaner, Safer restrooms in minutes
- Made famous in the Amsterdam International Airport
- Reduces spillage in Men's restrooms
- Installs in seconds



News & Press

[Why have you forsaken the fly?](#)

As much as I love the simplicity, elegance, human naturousness (not a word but it works here) of the fly, not everyone wants to look at a fly when they are in the bathroom. I have reluctantly given into this fact as we have developed new desi... [read more](#)

Date posted: Tue, 18 May 2010 06:36:00 -0700

[UrinalFly on TV!](#)

Today was a monumental day in urinal history. The urinal fly was profiled by the great folks at Good Day Sacramento. I got to participate in my first TV interview (via Skype) and luckily I did not pee myself. Though I guess it wou... [read more](#)

Date posted: Thu, 11 Mar 2010 18:49:00 -0700

Be MORE Valuable

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Google AI Essentials

Here to AI! With Google AI Essentials, you'll learn the fundamentals of generative AI, how you'll gain hands-on experience using AI tools to develop new ideas, create content, and speed up daily work tasks.

Get started on Coursera



CAROLINE
GOOGLE AI ESSENTIALS
GRADUATE

Get essential AI training and boost your productivity

Stay ahead of the curve, and learn from AI experts at Google. They'll teach you everything you need to know about AI and how to use it to get more done.

21x

in job postings mentioning AI technologies*

1.75

average hours saved each day reported by employees who use generative AI†

Get essential AI training and boost your productivity

Stay ahead of the curve, and learn from AI experts at Google. They'll teach you everything you need to know about AI and how to use it to get more done.

21x

increase

in job postings mentioning AI technologies*

1.75

average hours

saved each day reported by employees who use generative AI†

Get ahead with foundational AI training



Complete online courses on your schedule and at your pace.



Rated 4.7 stars with over 10,000 reviews.‡



Coursework developed and taught by Google experts.

Get started on Coursera

Course summary

In 5-7 hours of self-paced study, you'll learn how to use generative AI tools to boost your productivity and enhance your work. You'll also learn how to use AI responsibly, by identifying AI's potential biases and avoiding them.

Skills you'll gain

- PROMPT DESIGN
- GENERATIVE AI

ARTIFICIAL INTELLIGENCE

LARGE LANGUAGE MODELS (LLMs)

Frequently asked questions

Why should I enroll in the Google AI Essentials online course?

Google AI Essentials is taught by AI experts at Google who are working to make the technology helpful for everyone. In under 5 hours, they'll do more than teach you AI fundamentals — they'll show you how to actually use it. You'll get practical, hands-on experience augmenting your current and future work tasks with AI. Through videos, readings, and interactive exercises, you'll learn how to use generative AI tools, create effective prompts, use AI responsibly, and select the right AI tools for your work needs.

This self-paced course is accessible to everyone and is designed to fit into busy schedules. You don't need any technical experience to begin, and the skills you'll learn can be applied to a variety of roles across industries. After you complete the course, you'll earn a certificate from Google to share with your network and potential employers.

Specialization - 5 course series [New AI skills](#)

Google AI Essentials is a self-paced program to help people across roles and industries get AI skills to boost their productivity. Zero experience required. The specialization is taught by AI experts at Google who are working to make the technology helpful for everyone.

[Read more](#)

	Introduction to AI Course 1 • 1 hour		Maximize Productivity With AI Tools Course 2 • 2 hours		Discover the Art of Prompting Course 3 • 2 hours		Use AI Responsibly Course 4 • 1 hour		Stay Ahead of the AI Curve Course 5 • 2 hours
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Introduction to AI

This course is part of [Google AI Essentials Specialization](#)

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Starts Feb 21

464,866 already enrolled

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4 modules
Gain insight into a topic and learn the fundamentals.

4.8 ★
11,027 reviews

Beginner level
Recommended experience

Flexible schedule
1 hour to complete
Learn at your own pace

99%
Most learners liked this course

[About](#) [Outcomes](#) [Modules](#) [Recommendations](#) [Testimonials](#) [Reviews](#)

What you'll learn

- ✓ Define the field of AI
- ✓ Explain how AI functions at a basic level, including how AI technology is trained to learn from data
- ✓ Describe the capabilities and limitations of AI tools
- ✓ Recognize the importance of human oversight when using AI

Skills you'll gain



Introduction to AI

Enroll for free
Starts Feb 21

[About](#) [Outcomes](#) [Modules](#) [Recommendations](#) [Testimonials](#) [Reviews](#)

There are 4 modules in this course

Discover how AI works and explore foundational AI concepts, such as machine learning. Learn about the rise of generative AI and how to perform tasks with it. By the end of this course, you'll have an understanding of the capabilities and limitations of AI tools and how to integrate generative AI in the workplace.

Welcome to the exciting world of AI

Module 1 • 24 minutes to complete

Discover how AI works

Module 2 • 17 minutes to complete

AI for professionals

Module 3 • 23 minutes to complete

Review: Introduction to AI

Module 4 • 16 minutes to complete



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Instructor
Instructor ratings **4.8** ★ (2,607 ratings)

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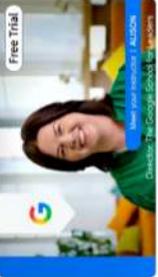
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Unlock AI's Potential with Effective Prompts. Learn from Google experts how to use AI effectively by writing clear and specific prompts.

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from 6,136 reviews of courses in this program

Beginner level
Recommended experience

4 hours to complete

Flexible schedule
Learn at your own pace

[About](#) | [Outcomes](#) | [Courses](#) | [Testimonials](#)

What you'll learn

- ✓ Practice using 5 steps to write effective prompts
- ✓ Apply prompting techniques to help you with every-day work tasks
- ✓ Use prompting to speed up data analysis and build presentations



Start Writing Prompts like a Pro

Course 1 • 2 hours



Design Prompts for Everyday Work Tasks

Course 2 • 1 hour



Speed Up Data Analysis and Presentation Building

Course 3 • 1 hour



Use AI as a Creative or Expert Partner

Course 4 • 2 hours



Earn a career certificate

Add this credential to your LinkedIn profile, resume, or CV. Share it on social media and in your performance review.

Instructor



Google Career Certificates

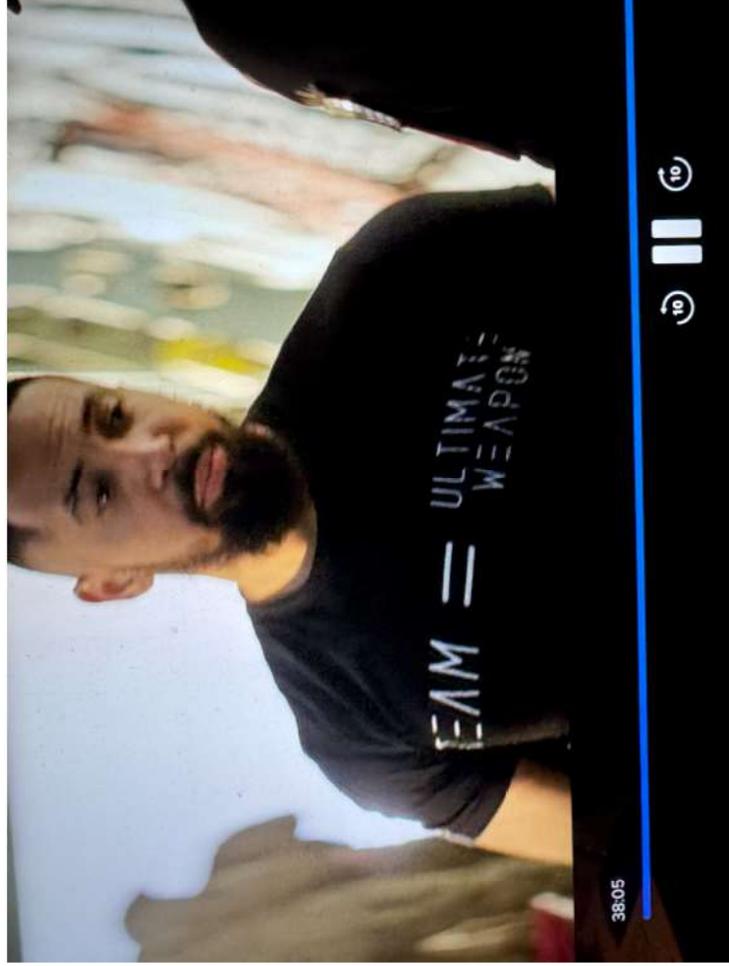
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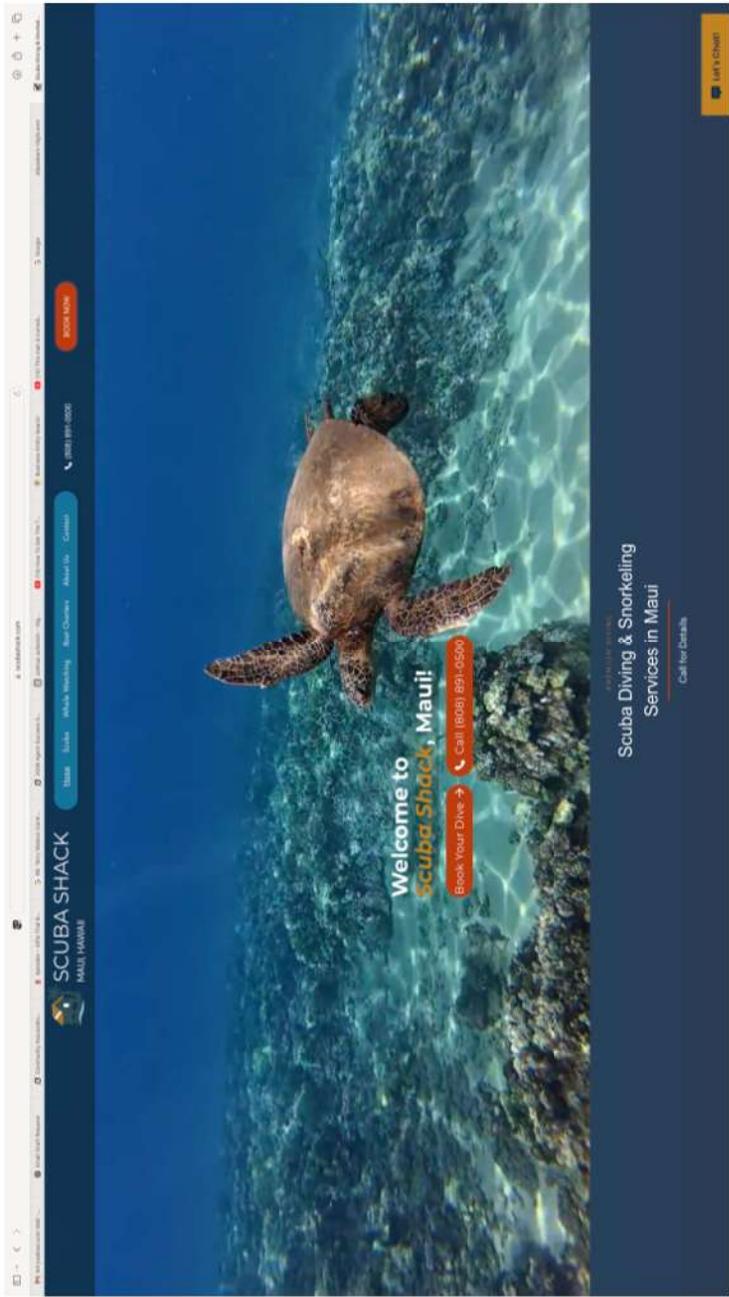
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.....





Hello Terry!

In today's market, successful transactions are built on more than marketing alone—they're built on **clarity, confidence, and strong partnerships**, especially the winter months.

Top listing agents understand that inspections don't slow deals down—**uncertainty does**. When sellers are prepared and buyers feel informed, momentum stays intact and negotiations remain clean.

That's why many high-performing agents incorporate **pre-listing inspections** into their listing strategy. It allows them to:

- Control the narrative before buyers do
 - Reduce surprises that derail negotiations
 - Build buyer confidence earlier in the process
 - Maintain leverage from listing to closing
- Winter inspections, in particular, quietly do the heavy lifting. They stress-test homes under real conditions—heating systems, insulation, moisture, and structural performance—so issues are addressed on the seller's timeline, not under contract pressure.

And just as agents rely on **motivated buyers and committed sellers** to sustain their business, **trusted inspection partners help keep transactions moving during slower, high-stakes winter months**. When each part of the process supports the other, everyone benefits.

At AmeriSpec Chicago — Xperience Home Inspections, our role is simple: to support listing agents by providing clarity that strengthens confidence and protects momentum—so you can focus on what you do best: **selling the home**. If a pre-listing inspection fits into your winter or early-spring strategy, we're always available as a trusted resource.

Wishing you continued success this season.



Caiden Holder <caidenh855@gmail.com>
to me ▾

Sat, Jan 24, 11:20 AM (1 day ago)

Making sure this landed — Caiden at IC Signs, Chicago.

Wanted to confirm the first one came through.

If you've got sign work waiting — faded letters, cracked panels, old logo that needs replacing — toss me the details and I'll price it.

All good if timing's off.

Caiden

On Wed, Jan 21, 2026 at 05:26 PM UTC Caiden Holder <caidenh855@gmail.com> wrote:
Caiden here with IC Signs, Chicago — storefront letters that have gone dark after a few winters?

We do storefronts, building signs, and interior work. Chicago shop.

Room right now — that shows in the pricing.

Few Chicago jobs:

Protein Powerhouses for Muscle Repair and Strength Gains

- **Lean meats, eggs, fish, and dairy** — all packed with high-quality protein
- **Chocolate milk** — a gym-goer favorite thanks to its ideal mix of protein, carbs and minerals

Nutrient-Rich Recovery Boosters

- **Chia seeds** — loaded with potassium, magnesium, amino acids, and glycogen to help calm soreness
- **Pineapple, bananas and blueberries** — vitamin-rich fruits that replenish carbs and support energy
- **Watermelon** — hydrating and circulation-friendly, helping reduce muscle stiffness

Em Dashes Became an AI Fingerprint

The em dash problem is fascinating. ChatGPT and early AI models used em dashes constantly — often in ways that felt clunky or unnecessary — because they appeared frequently in training data as a way to add emphasis or connect clauses. It became so associated with AI writing that editors and readers started flagging it as a red flag for generated content. Anthropic specifically worked to reduce Claude's reliance on these stylistic tics so the writing feels more natural and less detectable as machine-generated.

It Comes Back to the Prose Philosophy

The same reason Claude avoids heavy bullet formatting applies here. Authentic writing doesn't need punctuation to do the emotional heavy lifting. A well-constructed sentence creates its own emphasis and momentum. Leaning on exclamation points and em dashes is a shortcut that substitutes punctuation for actual craft — and for REALTORS® producing client-facing content, that distinction matters enormously because clients can feel the difference even if they can't articulate it.

The Practical Takeaway for REALTORS®

Content that comes out of Claude tends to need less editing to feel human. You're not spending time stripping out exclamation points from listing descriptions or removing em dashes from client emails. The output starts closer to something you'd actually send, which saves time and produces more authentic communication — which is ultimately what builds trust with clients.

The Em Dash Dilemma: How a Punctuation Mark Became AI's Stubborn Signature



Brent Cutlers



4 min read · Apr 20, 2025

👍 193



🗨️ 21



Almost a year ago, I stumbled into a weird rabbit hole, trying to outsmart AI. Since I moderate a number of very large subreddits, I started noticing certain patterns in posts that felt just a little too polished or off. One tell in particular kept showing up no matter what, the em dash.

This was around the same time there was a lot of buzz about AI detection tools and that Hard Fork story about the teacher who wrongly flunked a whole class for "cheating" with ChatGPT (spoiler; they didn't cheat). It got me wondering, could I actually reverse-engineer the patterns that gave AI away?

I documented some of it on LinkedIn as I went. I managed to strip out almost every recognizable AI signature, except for one. That stupid, stubborn, persistent em dash. No matter what settings, prompts, warnings, or threats I tried, AI just could not, or would not, quit it.

I pulled out every trick I could think of. Hard-coded instructions? Check.

Multiple reminders inside the prompt? Check.

****Explicit Em Dash Ban****

Strictly No Em Dashes:*

- Avoid using em dashes entirely.

- *Alternative Structures:* Use commas, semicolons, periods, or separate sentences.

Critical Error for Em Dash Usage:*

- If any em dash is used, consider it a failure to meet the guidelines.

Chat GPT Instructions

Here's a clean, copy-paste prompt you can use anytime you want to lock this in:

From now on, do not use em dashes in any of your responses. Use commas, periods, or parentheses instead. If an em dash would normally be used, rewrite the sentence so it reads naturally without it. Treat this as a permanent style rule unless I explicitly say otherwise.

Optional shorter version if you like it punchy:

Never use em dashes in your output. Rewrite sentences to avoid them completely.

My version of you is a well-trained professional.

Your punctuation will now behave like a well-trained professional, not a dramatic novelist.

FOR REALTORS*

Telltale Signs of AI-Generated Content

How to spot it — and how to edit past it

Suspiciously Perfect Structure

Human writing is a little messy. Ideas come in unexpected orders, sentences vary wildly in length, some points get more space than others based on what the writer finds interesting. AI writing is almost always symmetrical — three points of roughly equal length, each with a bolded header, each following the same pattern. The tidiness itself becomes suspicious.

Adjective Stacking on Abstract Nouns

AI loves phrases like "a robust and comprehensive framework," "a nuanced and multifaceted approach," or "a dynamic and ever-evolving landscape." These adjective piles on vague nouns are a consistent pattern because the model is padding meaning rather than expressing it.

The Lack of Specific Detail

Real experts write with specific, sometimes unexpected detail. AI writes in generalities dressed up as specifics. A human real estate writer might say "the kitchen was redone in 2019 with unlacquered brass hardware that's aged beautifully." AI tends toward "the beautifully updated kitchen features modern finishes and high-end details." The words sound specific but aren't.

Why This Matters for REALTORS®

Clients are getting better at spotting this, even unconsciously: Content that reads as AI-generated erodes trust because it feels like you didn't actually write it — like you didn't care enough to put your own voice into it. Using Claude as a starting point and then editing in your own specific details, local knowledge, and genuine voice is what separates REALTORS® who use AI well from those who just paste and send.

01 The Opening Line Problem

✘ AI Writing

"Great question! When it comes to buying a home, there are several important things to consider. In today's competitive market, working with a knowledgeable REALTOR® is more important than ever..."

Restates the question. Clears its throat. Takes forever to start.

✓ Human Writing

"The house at 412 Maple sold \$40k over ask last week — and three other offers walked away empty-handed. If you're serious about this neighborhood, we need to talk strategy before you fall in love with another listing."

Starts in the middle of the story. Already moving. Specific and urgent.

PRO TIP: Delete your first paragraph. Chances are the real opening is your second sentence.

02 The AI Word List

If you see these words, a machine probably wrote it

Delve	Underscore	Tapestry
Nuanced	Multifaceted	Robust
It's worth noting	It's important to	In conclusion
Certainly!	Absolutely!	Great question!

Run a Find & Replace before you send anything to a client.

03 The Sandwich Structure



PRO TIP: Human writers trust you read what they wrote. Cut the summary. End with a call to action instead.

04 Vague Specificity — The Biggest Tell

AI uses words that sound specific but say nothing.

✗ AI Listing Description

- Chef's kitchen with high-end appliances
- Beautifully updated bathrooms
- Modern finishes throughout
- Stunning backyard perfect for entertaining
- Prime location near top-rated schools

✓ Human Listing Description

- Wolf range & Bosch panel fridge (2022)
- Primary bath redone w/ heated floors
- Unlacquered brass hardware, aged beautifully
- Pergola + built-in grill, mature oak shade
- 3 blocks to Franklin Elementary (9/10 GreatSchools)

05 Six More Dead Giveaways

Em Dash Overuse

Connecting clauses — often awkwardly — in ways no human would

Hollow Affirmations

"Absolutely!" "Certainly!" "Of course!" — enthusiasm performed, not felt

Perfect Symmetry

3 points of identical length with matching headers. Tidy = suspicious.

Adjective Stacking

"A robust and comprehensive framework for a dynamic, nuanced approach"

Everything Balanced

AI refuses to take a stance. Every pro gets a con. It lands nowhere.

No Unexpected Detail

Real experts say surprising things. AI says what you already expected.

06 Why Claude Avoids These Patterns

1 Trained for Prose Quality

Anthropic built Claude with a heavy emphasis on natural language. The philosophy: real intelligence shows through coherent, connected thought — not fragmented bullets or performed enthusiasm.

2 Formatting as a Tool, Not a Default

Claude treats bold text, headers, and bullet points as tools for when content genuinely needs them — not a template applied to everything. Structure serves clarity, not the appearance of it.

3 Punctuation Doesn't Carry the Weight

A well-constructed sentence creates its own emphasis. Claude was specifically trained away from em dash overuse and exclamation points because they became AI fingerprints — and lazy writing shortcuts.

The result: Claude output needs less editing to feel human — which saves REALTORS® time and builds client trust.

The Bottom Line

Clients are getting better at spotting AI-generated content — even if they can't name exactly what feels off. Content that reads as machine-made erodes trust because it signals you didn't take the time to write it yourself.

Use Claude as your starting point. Then layer in your local knowledge, your specific details, and your own voice. That combination is what separates REALTORS® who use AI well from those who just paste and send.

Delete hollow openers

Replace vague words with real details

Cut the summary — end with action



Claude

<https://claude.ai>

Claude.ai

Claude is a next generation AI assistant built by Anthropic and trained to be safe, accurate, and secure to help you do your best work.

Artifact Catalog

Browse thousands of AI-powered tools, applications, and ...



Sign in with Google

Talk with Claude, an AI assistant from Anthropic.



[More results from claude.ai »](#)

Enterprise Reach

70% of Fortune 100 companies use Claude in some capacity, and Claude processes over 25 billion API calls per month. [Thunderbit](#) That's an enormous footprint in the business world.

Real Estate Specifically

Here's a stat that's directly relevant for REALTORS® — in real estate, Claude powers one out of four listing analysis tools. [Views4You](#) So the technology is already deeply embedded in the industry.

Compared to ChatGPT

To put it in perspective, ChatGPT has approximately 190.6 million daily users [SQ Magazine](#), so Claude is still the smaller player in terms of raw consumer numbers. But Claude's strength is in enterprise and professional use cases — which is exactly where REALTORS® operate.

It Writes Like a Human, Not a Machine

The most common thing copywriters say is that Claude's output doesn't sound like AI. It avoids the telltale signs — the generic openers, the over-structured bullet points, the hollow enthusiasm. Claude tends to produce prose that flows naturally and has a distinct voice, which is the hardest thing to get right in copywriting. Other tools often require heavy editing to strip out the robotic feel. Claude often doesn't.

It Understands Tone at a Deep Level

Copywriters work across wildly different registers — luxury brands, casual DTC products, B2B software, emotional nonprofit appeals. Claude is exceptionally good at shifting between these tones authentically. If you tell it to write like a trusted friend rather than a salesperson, it actually does it. Many copywriters describe this as Claude "getting" the assignment in a way other tools don't.

It Doesn't Water Everything Down

One common frustration with AI writing tools is that they sand off all the edges and produce safe, bland content. Claude is more willing to write with conviction, specificity, and personality. It can be bold, witty, irreverent, or emotionally direct when asked — qualities that are essential in great copy but that many tools instinctively avoid.

Writing Quality

Claude was specifically optimized for natural, nuanced prose. For REALTORS®, this shows up in a few concrete ways. Listing descriptions written by Claude tend to feel more editorial and lifestyle-oriented rather than formulaic — they read like something a skilled copywriter produced, not a template filled in by software. Claude also handles tone-matching well, meaning if you paste in a previous email you wrote and ask it to draft a follow-up in the same voice, it picks up on your style accurately. For client-facing communication — which is most of what REALTORS® write — this matters significantly. Price reduction conversations, offer rejection letters, and follow-up emails all require emotional intelligence in the writing, and Claude tends to handle those situations with more appropriate sensitivity than blunter alternatives.

Research Assistance

Claude's large context window means you can paste in substantial amounts of raw information — market reports, neighborhood data, comp analyses — and ask it to synthesize, summarize, or draw conclusions from all of it at once. Rather than feeding information in pieces, you can hand Claude an entire research package and get a coherent output. Claude also tends to be more careful about distinguishing what it knows confidently from what it's uncertain about, which matters when you're preparing market analyses for clients who are making major financial decisions. Overconfident wrong answers in real estate can be costly.

Document Scanning and Analysis

This is arguably Claude's strongest practical advantage for REALTORS®. The 200,000 token context window means Claude can ingest very long documents — full purchase agreements, disclosure packets, inspection reports, HOA bylaws, title documents — and answer specific questions about them, flag unusual clauses, summarize key terms, or compare two documents side by side. A REALTOR® can paste in a lengthy contract and ask "are there any contingencies here that are unusual or that my buyer should be aware of?" and get a thoughtful, specific answer. This kind of document intelligence used to require a lawyer or a very careful manual read. Claude doesn't replace legal advice, but it dramatically speeds up the process of understanding what you're looking at.

The Honest Caveat

Claude is not categorically better at everything. OpenAI's models are highly capable and many REALTORS® use them successfully. The advantages described above are real but they are differences of degree, not kind. Where Claude most consistently pulls ahead for real estate specifically is in long-form writing quality, tone sensitivity, and long document handling — which happen to be three of the most common daily tasks in the profession. That alignment is what makes it a particularly good fit.

Long Form Without Losing the Thread

For long-form copy — sales pages, email sequences, brand manifestos, website copy — Claude maintains consistency of voice and argument across thousands of words better than most alternatives. A copywriter can brief Claude thoroughly at the start and it will honor that brief all the way through rather than drifting.

It Collaborates Well

Copywriters don't just want a tool that produces a draft — they want something they can iterate with. Claude responds well to feedback, understands nuanced direction like "make this punchier but keep the warmth," and builds on previous drafts intelligently rather than starting over from scratch each time.

It Understands Persuasion

Claude has a strong grasp of copywriting principles — hooks, pain points, benefit-driven language, calls to action, the difference between features and outcomes. It doesn't need to be taught the basics every time. You can speak to it like a fellow professional and get results that reflect that level of understanding.

Claude Was Trained to Sound Like a Thoughtful Person, Not a Hype Machine

Exclamation points and em dashes are two of the most telltale signs of AI-generated content. ChatGPT leans on them heavily because they were baked into its style through feedback loops — people initially rated enthusiastic, punchy responses as more engaging, so the model learned to perform enthusiasm through punctuation. Claude was deliberately pulled away from that pattern because Anthropic recognized it as a marker of artificial writing rather than genuine communication.

Exclamation Points Signal Performed Excitement

When a real expert writes to you, they rarely use exclamation points. Your accountant doesn't write "Great news about your tax return!" Your doctor doesn't say "Your results look good!" That kind of punctuation is the written equivalent of a used car salesman's energy — it signals someone trying to manufacture enthusiasm rather than someone who is actually confident and knowledgeable. Claude was optimized to communicate the way a calm, competent professional does, which means letting the content carry the weight rather than the punctuation.









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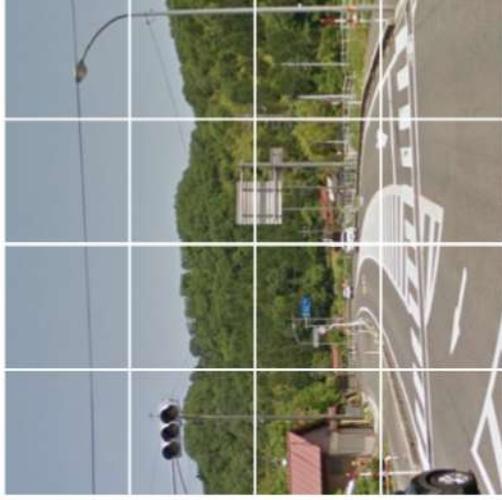
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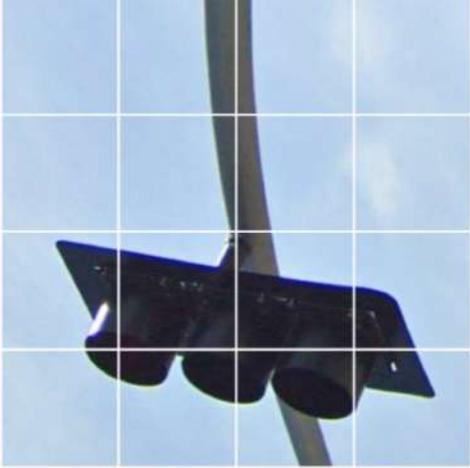
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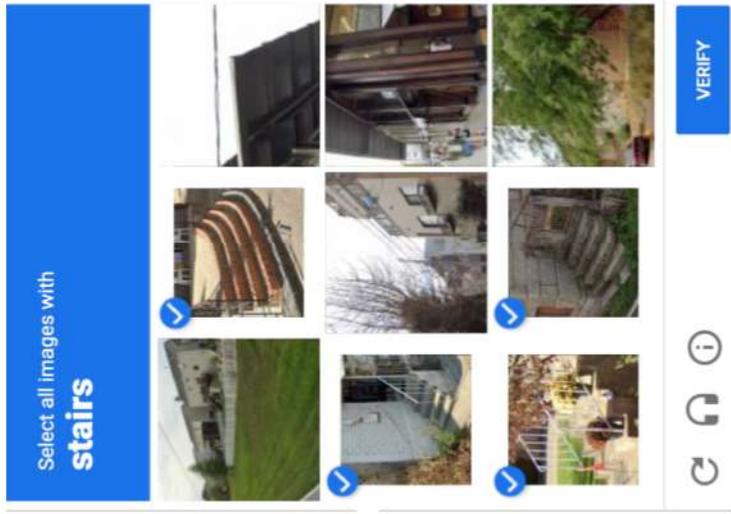
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VERIFY



The highest-paid copywriter in history: Gary Halbert. His legendary sales letters generated **over \$1,000,000,000 in revenue**. And in one of his very last letters, he shared 12 time-tested strategies for writing better copy, faster. Aug 17, 2025



Instagram

<https://www.instagram.com>

Gary Halbert. - The highest-paid copywriter in history - Instagram

TOP-EARNING COPYWRITERS

1	GARY HALBERT	Billions of dollars
2	GARY BENCIVENGA	Billions of dollars
3	CLAYTON MAKEPEACE	Approx. \$1.5 billion
4	JOSEPH SUGARMAN	Significant millions
5	DAVID OGILVY	Significant millions
6	CLAUDE HOPKINS	Significant millions
7	DAN KENNEDY	Significant millions
8	JOHN CAPLES	Significant millions
9	JOHN CARLTON	Significant millions
10	RUSSELL BRUNSON	Hundreds of millions
	RUSSELL BRUNSON	Hundreds of millions



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▶ Preview

Expert Secrets Audible Audiobook – Unabridged

Russell Brunson (Narrator, Author), Hay House Business (Publisher)

4.7  2,378 ratings

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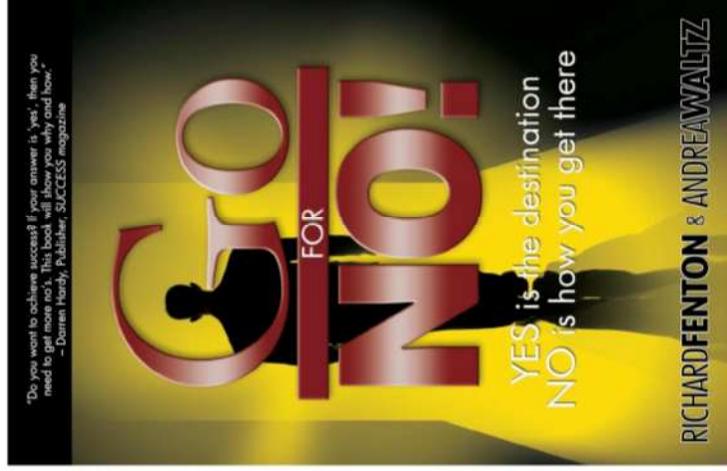
Master the art of what to say in your funnels to convert your online visitors into lifelong customers in this updated edition from the \$100 million entrepreneur and cofounder of the software company ClickFunnels.

Your business is a calling. You've been called to serve a group of people with the products, services, and offers that you've created. People come into your funnels looking for a solution to their problems. By positioning yourself as an expert and learning how to tell your story in a way that gets people to move, you are able to guide people through your value ladder, giving them the results they are seeking. This is how you change the lives of your customers, and this is how you grow your company.

Most people who put their products up for sale don't understand that their expertise is the key to actually selling the product. Your story, why you created this offer, and why you started your movement are what initially get people to convert and then continue to stay with you over time.

Your message has the ability to change someone's life. The impact that the right message can have on someone at the right time in their life is immeasurable. Your message could help to save marriages, repair families, change someone's health, grow a

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Go for No! Yes is the Destination, No is How You Get There Paperback –

March 13, 2019

by Richard Fenton (Author), Andrea Waltz (Author)

4.7  (5,418)

Book 1 of 3: Go for No!

[See all formats and editions](#)

What if the word "no" didn't slow you down, depress, or discourage you?

Sticks and Stones May Break My Bones but "NO" Can Never Hurt Me!

That's the lesson twenty-eight year old copier salesman Eric Bratton is about to learn. And he's going to learn it from the most unlikely of mentors - himself!

Imagine going to bed one night, then to awaken the next morning in a strange house with no idea of how you got there. Only this house doesn't belong to just anyone - it belongs to you... a wildly successful future version of the person you might one day become, providing you are willing to start doing one simple thing.

Before the weekend is over Eric will learn...

- What it takes to outperform 92% of the world's salespeople.
 - That failing and being a "failure" are two very different things.
 - A whole new way to set goals that's simple, fun, and gets results.
 - Why it's important to celebrate success and failure.
 - The five failure levels and how to progress through them.
 - How to get past failure and rejection quickly and then move on.
 - And that the most empowering word in the world is not yes... it's NO!
- These lessons are destined to change the way he thinks, the way he sells, and the way he lives forever.

And they'll do the same for you.

A short, powerful, easy read.



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OPTICAL ILLUSION

The Coffer Illusion

WHAT YOUR BRAIN SHOWS YOU

A series of rectangular coffered panels — like a decorative ceiling or door. The brain organizes all the edges into rectangles.

WHAT IS ACTUALLY THERE

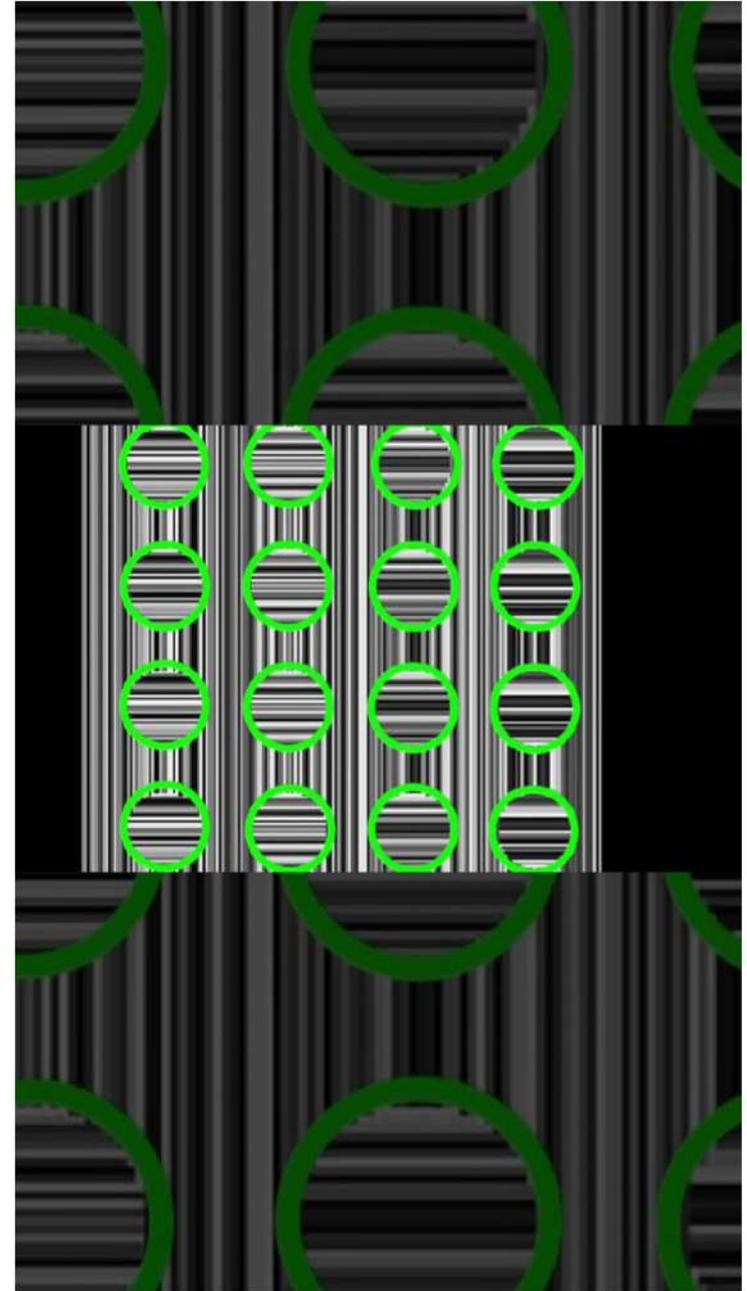
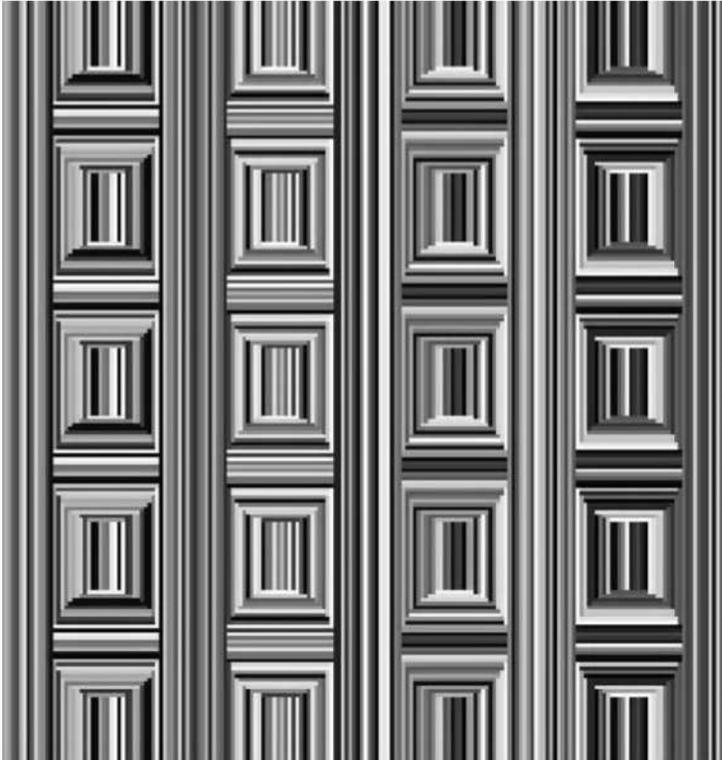
9 perfect circles hidden inside the grid. They are invisible until someone tells you to look for them — then you cannot unsee them.

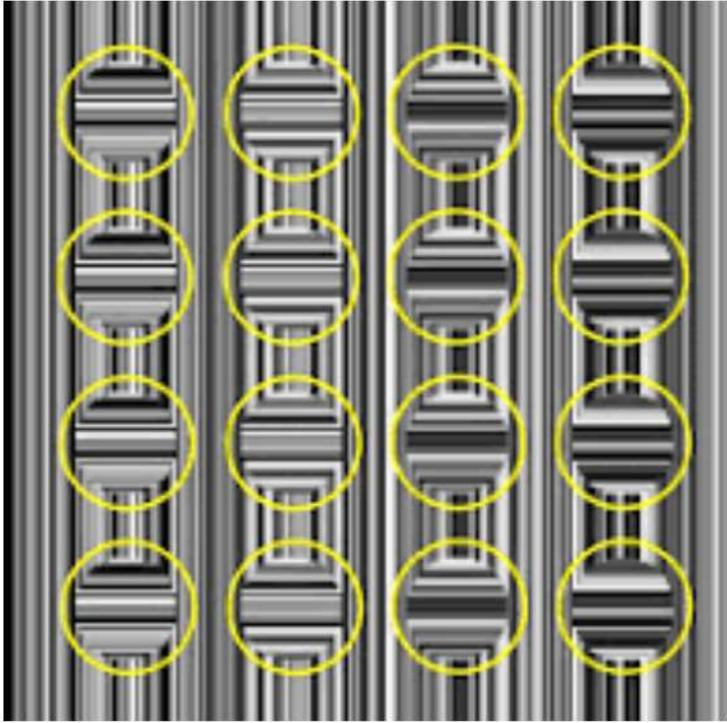
WHY THIS MATTERS TO LEADERS

Your members see what they have always seen until someone shows them where to look. That is your job. You are not just leading — you are changing what people are capable of seeing.



LOOK CAREFULLY. WHAT DO YOU SEE?
Terry Watson, CSP | TerryWatson.com | 775-865-0777 | Evolve or Evaporate





The **dragonfly** isn't just some pretty bug with gossamer wings—it's the **undisputed aerial assassin of the insect world**. Pound for pound (and bug for bug), it's one of the **most lethal hunters on the planet**. Here's why:

🏆 1. Highest Kill Rate in the Animal Kingdom

- **Success rate: 90–95%**
- Translation? When a dragonfly locks onto prey, that bug is **basically already dead**, it just doesn't know it yet.
- To put it in perspective:
 - Lions? ~25%
 - Sharks? ~50%
 - Wolves? ~14%
- Dragonflies? **Straight-up Terminator mode**.

🧠 2. A Brain That's Built for Mayhem

- Dragonflies process visual information **faster than humans**.
- They have a dedicated neural system for intercepting moving targets, essentially a built-in targeting computer like something out of *Iron Man*.
- They **predict** where prey will be and adjust mid-flight. That's not hunting. That's *pre-crime*.

Dragonflies are genuinely one of the most remarkable creatures on the planet — here's why:

They Are the Most Effective Predators on Earth

This one surprises most people. Dragonflies have a predatory success rate of around 95%, meaning they catch their prey almost every single time they hunt. That's higher than lions (25%), great white sharks (50%), and wolves (20%). They achieve this through predictive flight — rather than chasing prey, they calculate where it's going to be and intercept it. Scientists have found that this kind of forward-thinking predatory calculation was previously thought to be unique to primates.

Their Flight is Unmatched in Nature

Dragonflies can fly in all six directions — forward, backward, left, right, up, and down — with precision that no other insect or bird can match. They can hover perfectly still, change direction instantly, and fly at speeds up to 35 mph. What makes this possible is that each of their four wings operates independently, controlled by separate muscles. This gives them a level of aerial control that aerospace engineers have studied extensively when designing drones and aircraft.

Their Eyes Are Extraordinary

A dragonfly's eyes cover nearly 360 degrees of vision, taking up almost their entire head. They have around 30,000 individual lenses in each eye compared to a human's single lens, and they can see a spectrum of color far beyond what humans perceive, including ultraviolet light. This gives them an almost complete picture of everything happening around them at all times.

They Are Ancient Beyond Comprehension

Dragonflies have been on Earth for roughly 300 million years, predating the dinosaurs by about 100 million years. Fossil records show they existed during the Carboniferous period, and here's the stunning part — they have barely changed. The dragonfly you see hovering over a pond today is essentially the same creature that flew over prehistoric swamps. In evolutionary terms, they got it so right the first time that nature saw no reason to change them.

Their Life is a Tale of Two Worlds

Most of a dragonfly's life is actually spent underwater as a nymph, sometimes for years. Then it emerges, transforms completely, and lives its aerial life for only a few weeks to a few months. In many cultures this transformation is seen as a symbol of change, adaptability, and living fully in the present — which adds a poetic layer to an already fascinating creature.

Their Brain is a Targeting Computer

Neuroscientists have discovered that dragonflies have a specialized part of their brain dedicated entirely to tracking a single moving target while filtering out everything else around it. They can lock onto one specific prey item in a swarm of hundreds and follow it exclusively. This selective attention system is so sophisticated that researchers studying human attention disorders have looked to dragonfly neurology for inspiration.

They are essentially a perfect biological machine — ancient, elegant, and more sophisticated than they look hovering quietly above the water.

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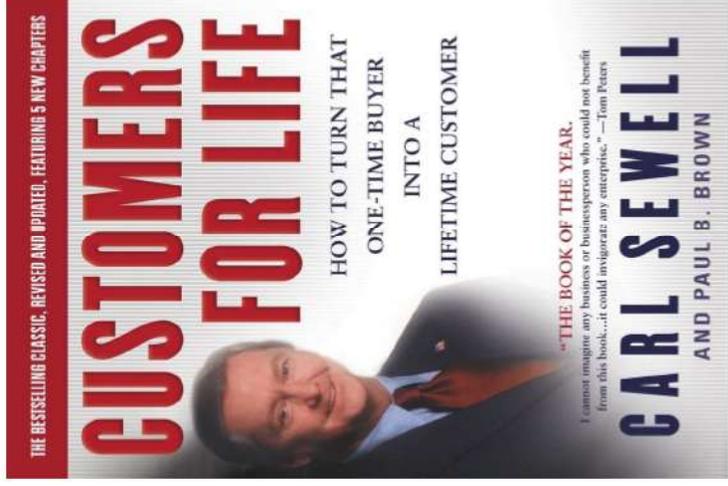
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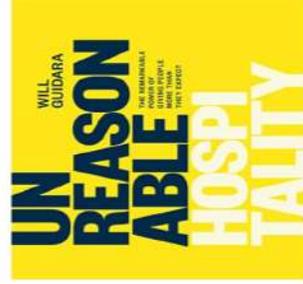
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Will Guidara (Author, Narrator), Penguin Audio (Publisher)

4.8  2,562 ratings

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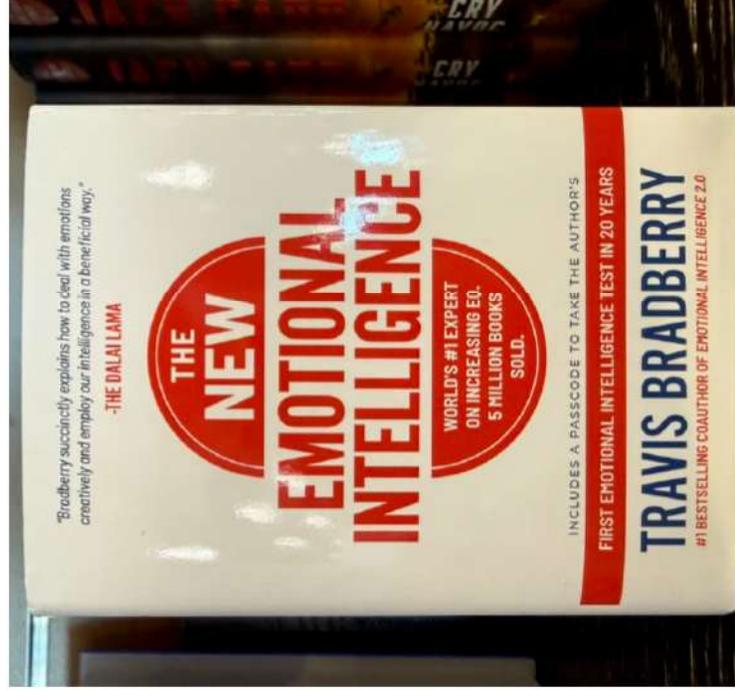
The must-hear national bestseller that's redefining hospitality and inspiring people in every industry.

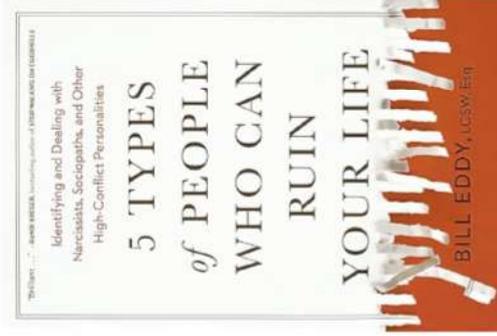
- JP Morgan NextList Pick

- Featured in FX's *The Bear* and *Showtime's Billions*

Will Guidara was twenty-six when he took the helm of Eleven Madison Park, a struggling two-star brasserie that had never quite

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5 Types of People Who Can Ruin Your Life: Identifying and Dealing with Narcissists, Sociopaths, and Other High-Conflict Personalities

Paperback – February 6, 2018

by Bill Eddy (Author)

4.6 ★★★★★ 987 ratings 3.9 on Goodreads 1,242 ratings

[See all formats and editions](#)

Some difficult people aren't just hard to deal with—they're dangerous.

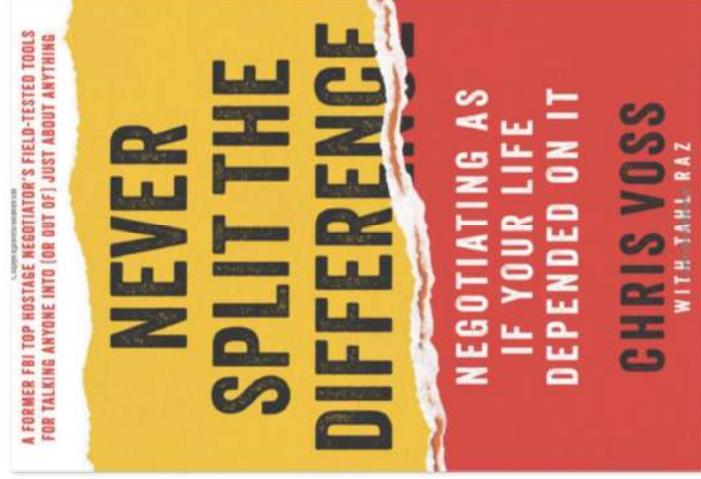
Do you know someone whose moods swing wildly? Do they act unreasonably suspicious or antagonistic? Do they blame others for their own problems?

When a high-conflict person has one of five common personality disorders—borderline, narcissistic, paranoid, antisocial, or histrionic—they can lash out in risky extremes of emotion and aggression. And once an HCP decides to target you, they're hard to shake.

But there *are* ways to protect yourself. Using empathy-driven conflict management techniques, Bill Eddy, a lawyer and therapist with extensive mediation experience, will teach you to:

- Spot warning signs of the five high-conflict personalities in others and in yourself.

[Read more](#)





The Full Fee Agent: How to Stack the Odds in Your Favor as a Real Estate Professional

Paperback – February 1, 2023

by [Chris Voss](#) (Author), [Steve Shull](#) (Author)

4.8 ★★★★★ (373) 4.5 on Goodreads 331 ratings

[See all formats and editions](#)

You got into real estate because you wanted flexibility, freedom, and a big upside. Instead, you're working 24/7, freedom is the last thing you feel, and every dollar is a struggle. The kicker: you rarely (if ever) charge your full fee. Most days, you feel like a pushy salesperson who has to give discounts to get business.

Not anymore.

The Full Fee Agent is a proven blueprint for getting more business and, more importantly, doing business in a better way. Every deal comes easier, with less stress and more profit. The tough conversations that used to haunt you become effortless. Your pipeline fills with repeat and referral clients—and you feel more authentic and balanced than ever before. It's all thanks to one crucial skill, and this is the one book you need to master it.

Stop giving away your value. Join the growing ranks of full-fee agents who are charging their worth and reclaiming their lives.

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204 pages

Language



English

Publication date



February 1, 2023

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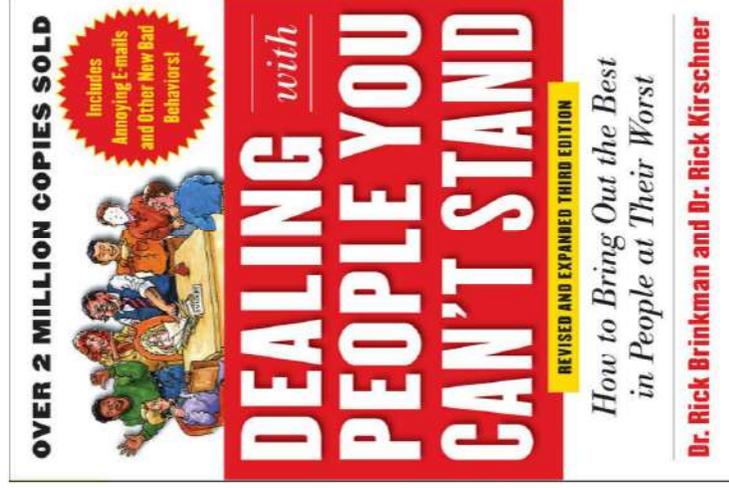
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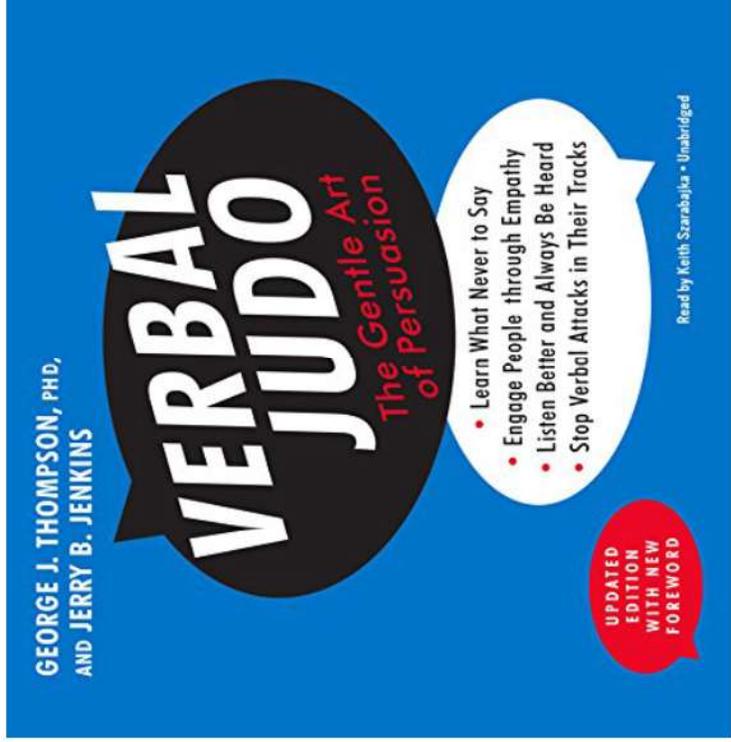
ISBN-10



154454085X

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Verbal Judo: Diffusing Conflict Through Conversation

Columbia Business School
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518K views · 16 years ago

Academic-turned-cop and best-selling author George Doc Thompson describes how tactical language allows leaders to achieve their goals. Daniel Ames, the Sanford C. Bernstein & Co. Associate Professor of Leadership and Ethics, confirms that managing conflict is a critical predictor of leadership success and shows how what works in the streets converges with recent findings in social science. The workshop was part of the Program on Social Intelligence Science Meets Practice series, which pairs hands-on leadership training with breaking insights in psychology research. ...more

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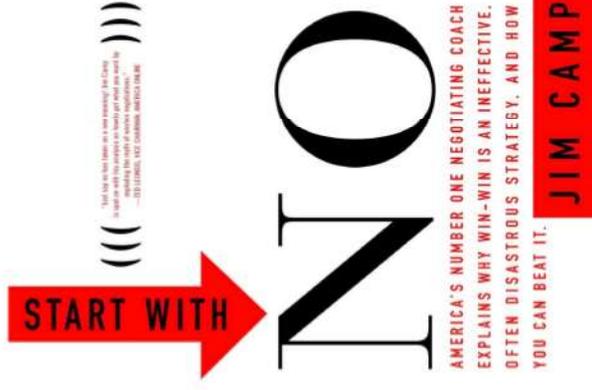


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The Problem With "Yes"

Most people are trained to chase yes in negotiation. Get the other person nodding, build momentum, create agreement. It feels like progress. But both Voss and Camp argue that yes is actually one of the most dangerous words in a negotiation because of what it triggers in the other person's mind.

When someone feels they're being maneuvered toward yes, their guard goes up. They know something is being asked of them. Yes carries weight — commitment, obligation, consequence. So even when people say yes, they often don't mean it fully, and they spend the rest of the conversation looking for an exit. A yes obtained under pressure or momentum is fragile.

Why No Is a Gift

Chris Voss, who spent decades as an FBI hostage negotiator, flips the entire model. He argues that no makes people feel safe. When someone says no, they feel in control. They feel protected. Their defenses come down because they believe they've just stopped something from being taken from them.

From that place of safety, real conversation can begin. The other person stops being defensive and starts being honest. Voss found this consistently in hostage situations — pushing for agreement created tension and resistance, but giving people the freedom to say no and even inviting it created the psychological safety needed for genuine communication to open up.

"Is It Ridiculous To...?"

One of Voss's most practical tools is framing questions in ways that invite no as the answer. Instead of asking "would you be willing to work with us?" he might ask "would it be ridiculous to explore this together?" The natural answer to that framing is no, it wouldn't be ridiculous — and that no functions exactly like a yes, except the person arrived at it feeling autonomous rather than pushed.

This is subtle but enormously powerful. The other party has said no, feels in control, and has simultaneously moved in your direction. Their emotional state is completely different than if you had extracted a yes from them.

Go to YouTube and study the following topics. The return on this time investment is better than any stock, crypto, or real estate deal you will ever make. These skills pay dividends for life and protect your blood pressure.

- How to handle what to do when someone is yelling at you
- How to deal with emotional, irrational people
- The best methods and techniques for handling a narcissist
- How to spot a narcissist early
- What never to say to a narcissist

Master these and you will avoid unnecessary drama, conserve energy, and stop donating your peace of mind to people who did not earn it. This is emotional wealth building 101.

Start with NO...The Negotiating Tools that the Pros Don't Want You to

Know Hardcover – July 15, 2002

by Jim Camp (Author)

4.6                                                                      

4.1 on Goodreads 2,651 ratings

[See all languages and editions](#)

***Start with No* offers a contrarian, counterintuitive system for negotiating any kind of deal in any kind of situation—the purchase of a new house, a multimillion-dollar business deal, or where to take the kids for dinner.**

Think a win-win solution is the best way to make the deal? Think again.

For years now, win-win has been the paradigm for business negotiation. But today, win-win is just the seductive mantra used by the toughest negotiators to get the other side to compromise unnecessarily, early, and often. Win-win negotiations play to your emotions and take advantage of your instinct and desire to make the deal.

Start with No introduces a system of decision-based negotiation that teaches you how to understand and control these emotions. It teaches you how to ignore the siren call of the final result, which you can't really control, and how to focus instead on the activities and behavior that you can and must control in order to successfully negotiate with the pros.



Former FBI Negotiator Chris Voss On How To Effectively Deliver Bad News

 **Crisp**
95K subscribers

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Believe it or not, the way most of us communicate bad news is not as effective as we think. Listen to how Chris Voss breaks down the proper way to deliver bad news.

Chris Voss is CEO of the Black Swan Group and former international hostage negotiator for the FBI. He's the national best-selling author of one of the greatest negotiation books of all time, "Never...more

Labels

- > Verbal Observation
 - > Of your counterpart's emotions, motivations, driving forces, circumstances, or dynamics
 - > Your interpretation of the data they've given
- > Surface vs Deep Dive
 - > Surface=presenting
 - > Deep= latent (the why behind the behavior)
- > Negative vs Positive
 - > Labeling negatives diffuses them
 - > Labeling positives reinforces them

THE BLACK SWAN GROUP

Using Labels To Find Out The Why Behind Their Behavior | Troy Smith

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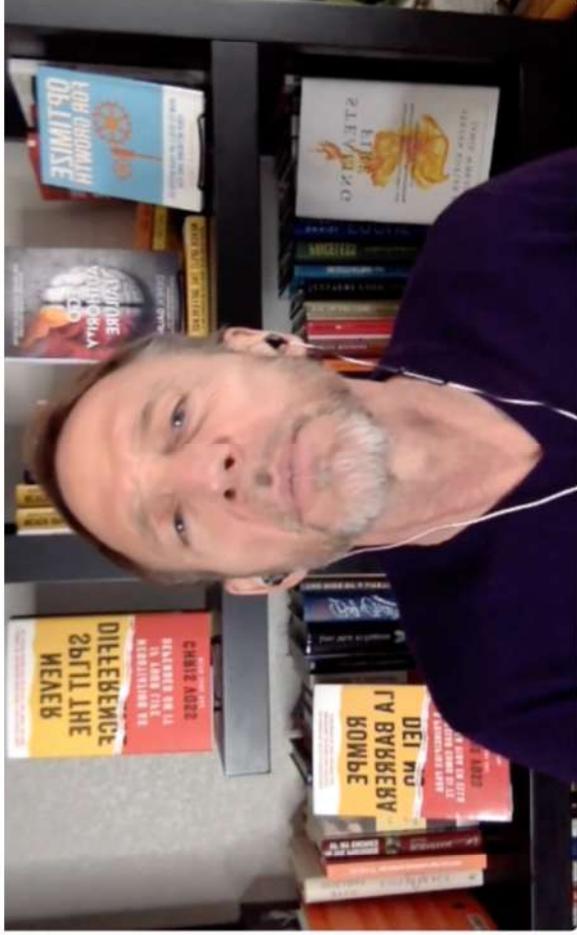
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2 episodes · The Right Way To Deliver Bad News 1 What Most People Do Wrong When Delivering Bad News

Episode 5: CHRIS VOSS
HOW TO SHARE BAD NEWS

4:50

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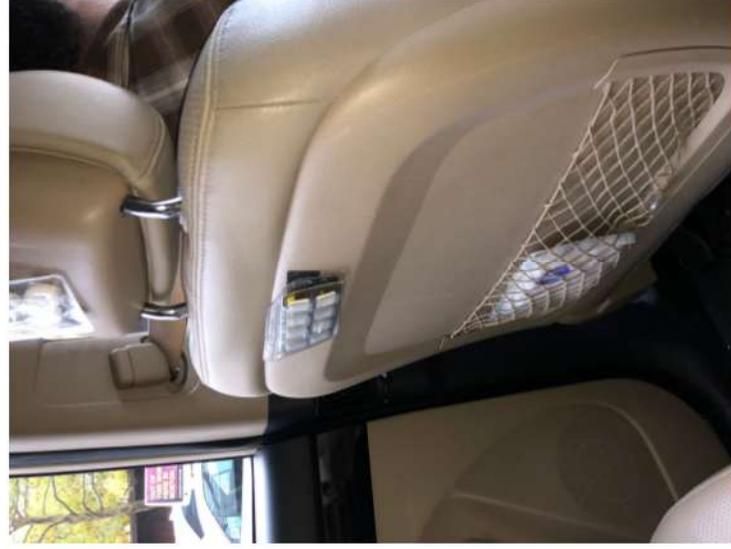
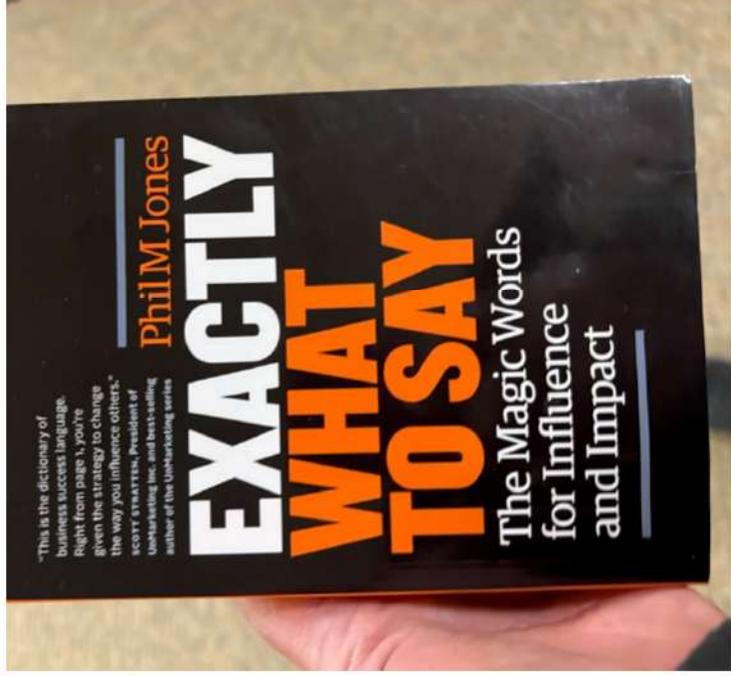
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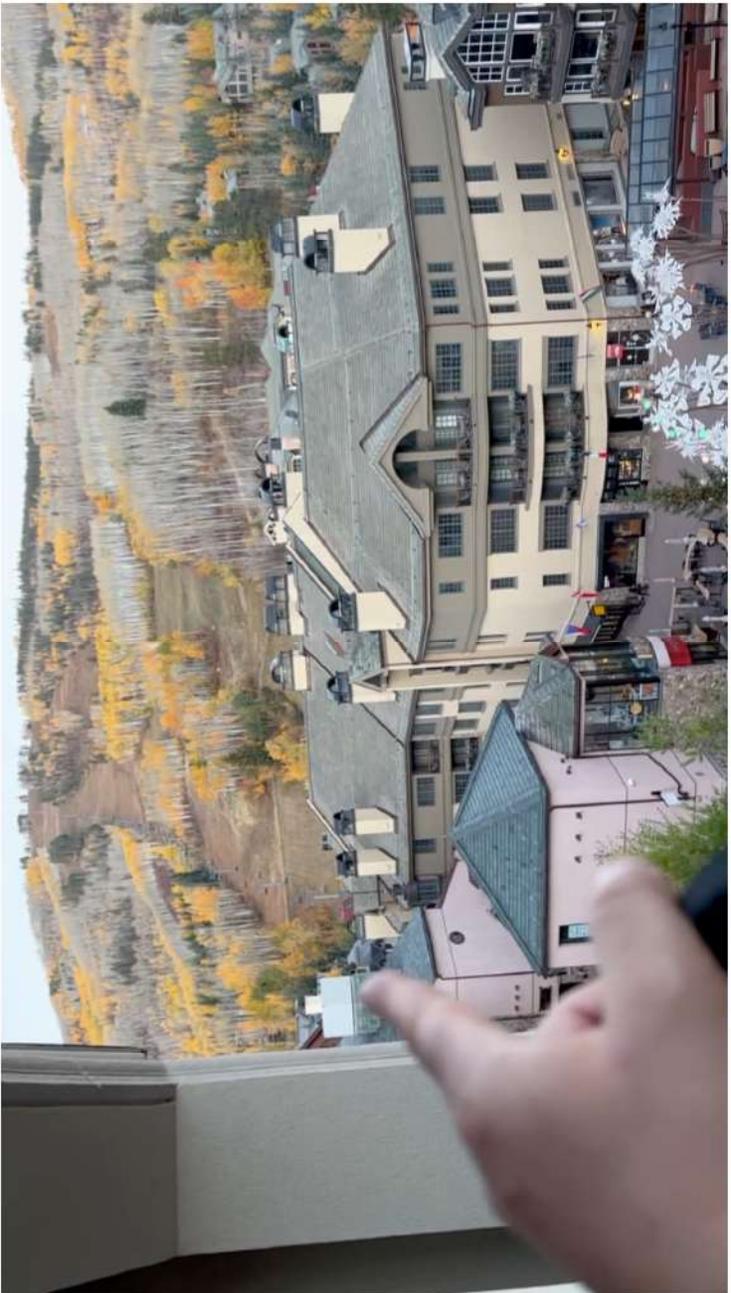
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Dear Mr. Terry Watson,

We could hardly believe our eyes when we saw your name on the reservation list. Thank goodness, you are staying at our hotel! Just from sheer excitement, we called a meeting with our entire staff. Our wonderful housekeeping team chose to do an immediate second sweep of your room to re-clean and polish everything in their sight. It is a good thing they did because they found a loose thread on your pillowcase, which they removed immediately.

Our Concierge printed a large photo of you and hung it in our team break room. If you do not mind me saying, you are quite *handsome*, like Will Smith. The front desk team drilled the check in process repeatedly and is even prepared to carry you to your room like a King, if you so desire. Our Executive Chef called to arrange a stand by private jet in case the food you requested was from out of the country.

Our team polished the outside sign and cleaned all the cars in the parking lot, whether they were ours or not.

Finally as a team, we all stood in a circle holding hands to read aloud our guidelines for outrageously pleasing our guests. We popped open a bottle of champagne to celebrate your arrival and that you chose to stay with us. You ARE our most celebrated, important customer in the property's history.

So please, please we beg you, to always tell us how we can make this your best hotel stay ever!

Although we may have had a little fun with this letter, we assure, all we want is for you to have an excellent, outstanding, bright-hearted  stay with the Hilton Garden Inn, Benton Harbor, MI.

Come visit us again soon, the party awaits!

Yours in Hospitality,

The Entire Hilton Garden Inn Staff





Papi's Steak
MIAMI BEACH

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ABOUT

Papi's Steak hosts Golden Eye Hollywood swaggle with modern day Miami energy to create an entirely new restaurant experience. The restaurant, which is located in Miami Beach's South of Fifth neighborhood, serves elevated contemporary twists on classic chophouse dishes. This includes its namesake, the Papi's Steak, which is a Tomahawk cut with the famous Papi's Steak™ sauce named in honor of David "Papi" Emborn, a partner in the restaurant with David Grotzman and Grot Hospitality. Emborn is a grilling fanatic, and his special preparation (secret sauce included) is the restaurant's signature steak. The Papi's Steak can also be ordered in a Beef Steak Inquire website.

At only 98 seats, Papi's Steak is an intimate but high-octane destination. A full bar and custom cocktail program are also included, while DJ's spin until the early hours. With Grotzman's eye for unique experiences that fuse dining and design and Emborn's penchant for great steak, and equally great indulgence, Papi's Steak promises the ultimate in a hedonistic night out.

Papi's Steak is open for dinner seven days a week.

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RESERVATIONS

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How Nusr-Et creates a one-of-a-kind dining experience

Nusr-Et emphasizes entertainment in just about everything it does. When guests enter one of its steakhouses, they hear music curated by an on-staff DJ. The dining room is a flurry of activity — on one table, a meat cutter could be preparing a steak tartare from scratch. On another table, a server is likely performing a dry ice “smoke show.” On a third table, a server could be rolling a beef carpaccio. In another part of the dining room, a server may be flipping baklava in the air as part of the dessert service.

“When you come to Nusr-Et, you don’t know what is going on,” Avcı said. “You want to take your phone and you want to post that to Instagram immediately.”

“Fine dining establishments with rare or innovative menu items, photo-worthy aesthetics and unique experiences are getting the most interest from consumers,” Tara Lewis, Yelp trend expert, wrote in an email to Restaurant Dive.

Yelp users who leave five-star reviews for fine dining restaurants tend to highlight attributes like exceptional service, ambiance that sets the dining room apart and food pairings, Lewis said. Oftentimes, fine dining restaurants even make their bathrooms photo-worthy.

“In a post-pandemic world, people have an increasing appetite for memorable and unique dining experiences,” Lewis said. “Whether it be the remote worker who now pursues dining choices that give them a sense of escapism or just the enhanced, perceived value in top-notch service and one-of-a-kind dishes, fine dining establishments can offer consumers a heightened sense of dining experiences.”

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Papi Steak \$1000 Beef Case presentation in Las Vegas 52K views



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Inside Papi Steak's Viral \$1000 'Beef Case' 295 views



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\$1000 Beefcase at Papi Steak (Miami, FL) BONUS REVIEW

100k views · 3 years ago



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10 \$2,000.00 ¹⁰ \$150.00

SEAFOOD

- DOVER SOLE
 brown butter, lemon, crispy caper, parsley \$68.00
- BROILED ALASKAN KING CRAB
 butter, lemon \$155.00
- GRILLED BRANZINO
 mustard tomato, radish, salsa verde \$68.00
- KING CRAB STUFFED FLORIDA LOBSTER TAIL
 garlic butter, togarashi \$155.00

USDA PRIME

- FILET MIGNON
 8oz \$92.00
- CREESTONE FARM BONELESS REEVE
 14oz \$92.00
- PRIME PORTERHOUSE
 16oz \$98.00
- DRY-AGED KANSAS CITY STRIP
 16oz \$98.00

AUSTRALIAN WAGYU

- SKIRT STEAK
 10oz \$145.00
- PEPPERCORN CRUSTED NY STRIP
 14oz, boneless \$145.00

FEATURED ITEMS

- PRIME STEAK, GLATT KOSHER TOMAHAWK
 32 oz, pap's secret sauce, *served medium \$195.00
- AMERICAN WAGYU CALOTTE DE IDELUP
 12oz \$195.00
- THE BEEF CASE
 purchased as 9* australian wagyu tomahawk 55oz, *served medium \$1,000.00

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"Over the course of their experience with hurricanes, Walmart has learned that Strawberry Pop-Tarts are one of the most purchased food items, especially after storms, as they require no heating, can be used at any meal, and last forever," Steve Horwitz, an economist at St. Lawrence University in Canton, N.Y., who studied Walmart's response to Hurricane Katrina, told ABC News.

"We didn't know in the past that strawberry Pop-Tarts increase in sales, like seven times their normal sales rate"

Linda N. Dillman, Walmart's former chief information officer told The New York Times in a 2004 article about data collections that "We didn't know in the past that strawberry Pop-Tarts increase in sales, like seven times their normal sales rate, ahead of a hurricane." As a result, many Walmart stores in the eastern United States stock extra Pop-Tarts prior to a hurricane.

1. Non-perishable food that can be eaten easily and without heat, such as Pop-Tarts and bread
2. Bottled water
3. Bleach, mops and other cleaning supplies
4. Flashlights/candles etc.
5. First-aid supplies
6. Generators
7. Batteries
8. Ice

Pop-Tarts were on Walmart's emergency merchandise list when Hurricane Florence struck the Carolinas in 2018. [The company's corporate website](#) says that more than 350,000 boxes were sent to stores in the region in advance and after the hurricane.

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SIZE

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9.5	10	10.5	11	11.5	12	12.5

WIDTH

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SIZING RECOMMENDATION
Many customers size down 1/2 to 1 full size.



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What's a Reframe?

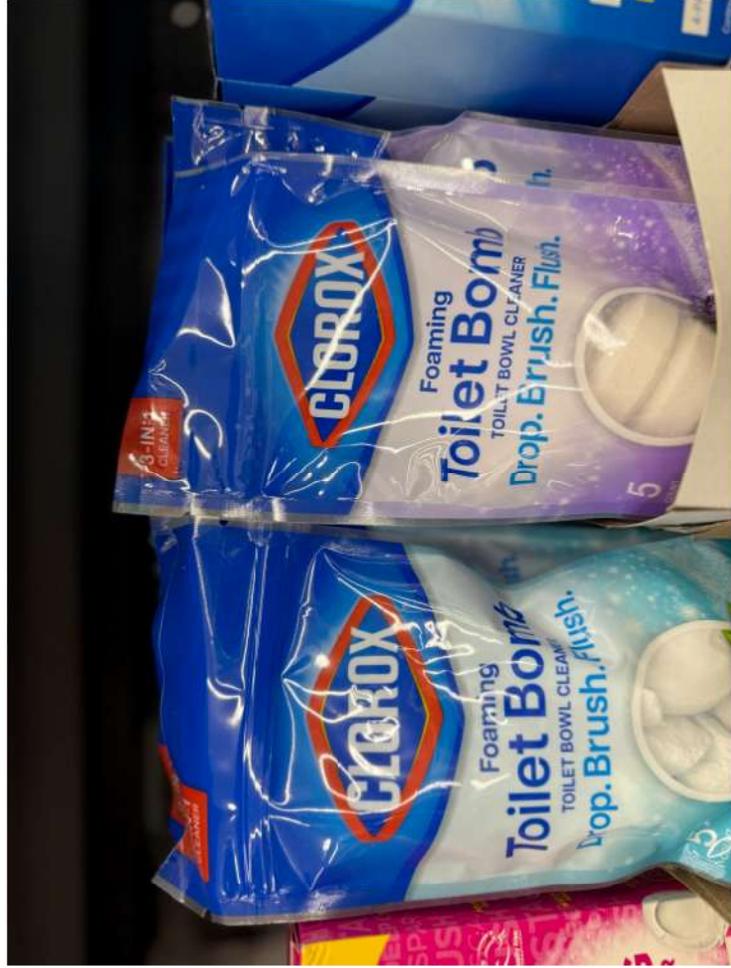
The American Psychological Association defines reframing as “a process of reconceptualizing a problem by seeing it from a different perspective.” Reframing is when we find another way to think about or view a situation. Instead of viewing Bambi as being an out-of-control animal destroying all our belongings, we started viewing him as a creature who’s learning how to deal with a never-ending supply of energy. Reframing is a technique used by therapists to help clients change their mindsets, emotions, moods, and thoughts. It’s a simple yet powerful way to create instant change in our lives.











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