

## How To Use Linguistic Binds To Persuade

The use of linguistic binds in the therapeutic context is well documented and researched. The use of binds in the context of persuasion and influence is not nearly in such widespread use, yet. This obviously provides those of us who make our living in the business world an opportunity to once again borrow from the therapeutic.

Binds create the illusion of choice by using language that "normally" offers a choice, where either choice you choose, you still go along with what the speaker wants.

Inasmuch as there are several types of binds, we will concentrate on binds of comparable alternatives.

You can understand it better like this:

A choice is offered the listener where "A" is choice one and "B" is choice two and has the same meaning as "A" only worded differently.

Examples:

1. Would you like to go ahead and set an appointment now or should we just jot down a time when we can meet?

2. I'm confident that before you leave today you will either buy our product or make the decision to take it home with you.

3. It is important to keep our employees happy and producing at their maximum capacity so perhaps you could manage your section by example or you could consistently demonstrate what you expect to be done.

Let's look at Example 1: The first part or choice "A" is, "set an appointment now" and the second part or choice "B" is, "jot down a time when we can meet." What's the difference between these two suggestions? They both mean the same thing, only worded differently. What makes this so powerful is the use of the word, "or."

Generally, the word "or" implies the opposite. For example, if I were to write Example 1 the way you would expect, it would go like this: "Would you like to go ahead and make an appointment now or should we just wait until you have more time?" It's for this reason that this pattern has such impact.

Let's practice coming up with binds that will work for you in your field of work. The way to do this is to first come up with an outcome. Then, create two different ways of saying your outcome whereby either way the person chooses, they do what you want.

1. Outcome:

Alternate way to say it #1

Alternate way to say it #2

This is a very effective pattern and yet we can go one better and double its effectiveness. The way to do it is through:

## HIDDEN DOUBLE BINDS

In order to better understand why hidden double binds work, let's examine some issues on the periphery that will help make this more powerful.

Let's first discuss the elements of confusion. When a person is confused, they will usually accept the first logical way out of that confusion. Confusion is not a highly valued state for most people or, I should say, people are highly motivated to stay out of confusion. **When you use the word "or" in your binds, people tend to believe that you will offer the opposite of the first choice.** When you don't, people often go into a state of confusion

The structure of a hidden bind is: While speaking, use a bind, but don't stop after the bind-keep talking.- Here is the procedure for using a bind:

1. Come up with a bind you want to use.

2. Put it into a sentence.

3. After the bind, keep talking. \

4. Use a question to "nail down" the response.

**Examples**

1. I'm confident that before you leave today you will either buy our product or make the decision to take it home with you; either way, the most important thing is that you become thoroughly aware of what we can do for you. Does that sound right to you?

2. I don't know whether you will be really excited about using this pattern in your work or whether you have already begun to consider it to be as important as one of the events in your life that you look back on right now, positively, as having made you what you are today. I think we have all had experiences that have really pointed us in the right direction and helped us to become what we are now, don't you agree?

3. I don't know whether you will enroll in one of my programs now or just decide to be in my next one-day training, the important thing is to begin now to realize some of the important benefits of using this material. Have you started yet to gain the awareness of the power of this information?

In all of the above examples, there is no pause (for an answer to the bind).

Remember that we discussed what people do when they become confused? Hiding binds in this way creates just that very effect. The bind serves to confuse the consciousness so they will accept the first logical way out-AND the question at the end provides the way out for the person (by re-focusing their attention).

To experience this effect, have someone read one of the above sentences to you and pay attention to the re-focusing you experience when the question is asked at the end. The question at the end also causes the bind to go straight into the person's unconscious as a suggestion. They never need answer it because its purpose is to act as a suggestion. The question at the end also tends to create amnesia for the bind, so the person may never even know that you used one. In fact, it is my experience that rarely, if ever, does someone realize that a bind was used.

Because of the power of this technique, it is especially important to remember to use it in an ethical way that is considerate of the needs of the person to whom you are speaking.

Whether you incorporate this into your behavior or really enjoy using this to increase your skills while combining this with all the other patterns you are surely, by now, using from reading this column, pay attention to how much more confidence you are experiencing as a result of having these additional tools. You are reading this column faithfully, aren't you?

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## Sentence Fragments

### A Study in Language Skills For Sales, Hypnosis and Persuasion

Sentence fragments could be defined as incomplete sentences, where the "fragment" is designed to accomplish a specific mental or behavioral goal.

In this **Special Report**, I'll cover the construction and uses of sentence fragments in a number of different environments.

Careful study and practice of these techniques will amplify your abilities in hypnosis and persuasion giving you suggestion power beyond what was previously thought possible.

Let me first outline some of the theory behind the use of this pattern. Dr. Milton H. Erickson pioneered in the use of indirect, permissive types of suggestion. This type of suggestion could be seen as the opposite of the long popular "direct, authoritarian" types of suggestion.

Here's an example of both types of suggestion: The direct authoritarian suggestion - Go into a trance now! The permissive style - You may find yourself going into a trance as I speak OR as you think about my words in whatever way helps to facilitate you being able to alter your state of consciousness.

While quite a battle needlessly rages on about which method is superior, with practise and training it's my belief that you'll discover the following:

1. Both methods work.
2. You should choose the method that appeals to the person you are hypnotising or influencing. (Refer to both my Home Study course and my Advanced Hypnosis Home Study Videos for specific methods of making this choice).
3. The use of the indirect permissive method is able to be done very covertly with, for example, no need for a pre-talk, should this be desirable as in the case of influencing someone indirectly who is not a client. Sales, would be a good example of this.

The use of the permissive, indirect approach is an elegant "natural" way to communicate that shows respect while eliminating resistance, as well as providing powerful linguistic environments to create your persuasive message. Dr. Erickson himself, in his prime, used both methods interspersed with extreme effectiveness. Thus your facility with both methods is necessitated if you want the flexibility to persuade and hypnotise at high levels.

In my opinion, sentence fragments can dramatically add to a hypnotists ability to use "patter" effectively and can be used at any time in the course of "normal speaking" to deliver suggestions more powerfully.

They work for a number of reasons. I'm sure, by now, that you are aware of the 7+/- 2 rule that states that your conscious mind has 7+/- 2 slots of information that it can deal with at any given point in time (Bandler and Grinder paraphrased). The power of these then. . . at one level. . . disarmingly simple. . . is the filling. . . and what does the conscious mind do. . . when filled? . . .

So, sentence fragments do fill the conscious minds limited ability to hold a number of separate things for conscious evaluation. What does happen when the conscious mind is overloaded? Think about it right now yourself. As if it were happening to you now. . . the overloading. . . so much to think about. . . the ease of not having to do anything. . . the comfort of slipping into agreement with me now. . . and staying there. . . in this comfortable state. . . when you think of these things. . . in the future, now. . .

This filling of the conscious mind is also facilitated by your conscious minds need to "fill in the blanks" so to speak. As an example, the last two sentence fragments in the paragraph above could be analyzed as follows: when you think of these things (which things do you mean and when am I to think of them). . . in the future, now (when in the future and in the future I'm to do what and does now mean to do it now as well or is it possibly the beginning of the next sentence or both?)...

Now just imagine if you were to add some of the 18 Most Powerful Words to this pattern. (If you don't know what these words are, refer to my home study course.)

Already I hear some of you saying that this sounds great for hypnosis, but sounds much too wordy for persuasion applications. I will get into that in just a moment - be sure, but first, how about a demonstration of these skills for a trance induction.

You'd like that you say? Well here goes. . .

As you read the induction, pay attention to how the sentence fragments assist in the induction process. Read the ellipses ( . . . ) with a good healthy pause. Reading it outloud may help you to "get the feel" for how it works.

## A Relatively Formal Induction

As you sit there. . . listening to what I'm saying the things that will assist you to . . . enter a relaxed trance comfortably. . . with your eyes closed. . . you can begin. . . or start in any way that you want. . . thinking of several things. . . the second of which. . . can really mesmerize. . . and remembering. . . like you did as a child. . . those learning experiences. . . maybe 6 or 7. . . maybe in the first grade. . . back then. . . those little chairs. . . the numbers and letters. . . around the room. . . up on the wall. . . and already. . . you're altering. . . and. . . your unconscious. . . mind. . . can really learn. . . learning the difference between. . . a big O and a big Q. . . and whether. . . 6 was an upside 9. . . or. . . 9 was an upside down 6. . . and you learned how to turn those letters. . . into words. . . thoughts. . . complete ideas. . . deeper and deeper ideas. . . ideas that occupy all of you. . . as if. . . time. . . stands still. . . and a person could ask of yourself. . . is the body on this chair. . . pressing down comfortably. . . or is the chair pressing up against. . . supporting. . . ever so gently. . . yet securely. . . you begin. . . to orient. . . your mind. . . to begin to think. . . really think about. . . what you want to. . . change. . . now. . . you might start. . . to. . . create the change you want.

And so on you could go. . .

One of the best ways I've found to practise this skill, is to talk outloud and at length, using sentence fragments like the above. You'll find yourself developing a rhythm. And that's exactly what you want to do. In my earlier years (man, it's really hard, even now for me not to write in fragments, or to try and mark off my words with apostrophies, to show the rhythm, that's in my mind - ha ha) I used to do group inductions with an old, loud metronome set between 45 and 60 beats per minute. Usually about 60 to start with and then as the trance progressed, I'd slow it to 45 beats per minute. To bring the group out of trance, I'd just start talking faster and without the rhythm. Now, as you might have guessed, you can't really talk like the above for covert influence applications.

For covert applications, you need to make really sure that you have strong rapport. (A technique I teach called "backtracking" helps with this) And you need the ability to just. . . slip into sentence fragments. . . and perhaps. . . use commands. . . or other favorite techniques. . . like I teach in my Home Study course. This ability to just slip into the fragment way of speaking really opens up a rich environment linguistically in which you can put your embedded directives, binds, causal language patterns, 18 most powerful words etc. To great use.

The idea is to "talk normally" and to just slip a few "highly loaded" sentence fragments in that are designed to get you what you want - and then immediately transition back to "normal talking". As you do this, make sure and keep a straight face as it can be kind of humorous to slip in a "power packed" fragment or two and the person just looks at you like as if you are talking normal.

One of my favorite ways to use fragments is for the purpose of creating disassociation. Genreally, when a trained person here's the word disassociation s/he thinks of conscious/unconscious disassociation. While a bit beyond the scope of this report think of using disassociation in the following ways as well - pain from consciousness - unpleasant experiences from pleasant ones - good decisions from bad ones - anesthesia from hypermnesia.

Want an advanced concept to think about? O.K. here it is. Is it possible, to create a conscious/unconscious disassociation - anchor it spacially - attach thorough suggestion and anchoring pleasant decisions to the unconscious state and bad decisions to the conscious state? Could you then amplify this by connecting anesthesia to the unconscious state and hypermnesia to the conscious state - thus making bad decisions extremely uncomfortable? Finally, could you link through suggestion etc. what you want the person you are working with/influencing to do to the unconscious/good decision state and any other decision to the conscious/painful state?

Think about it. . .

Do you want some practice with conscious/unconscious disassociation?

Alrighty then. . .

Here's a really good way to practise/learn fragments and conscious/unconscious disassociation patterns. Keep in mind that you can throw "the whole kitchen sink" into these fragments. Such as commands, binds, 18 most powerful words, double dissociative conscious/unconscious double binds (fancy huh), causal linkages etc. Let your imagination run away with yourself.

Here's how to do this: Just pick a statement from one side of the page, read it, then pick a causal word from the middle (if necessary), read it, then pick a statement from the other side of the page. Look them over and give it a try. It'll come real natural for you. Make sure and pause often and appropriately. . . You might also start with or end with a causal word or. . .

Mix and Match the Following. . .

your unconscious mind is diligently remembering a favorite time you entered into a profound therapeutic trance	while	your conscious mind recalls creating the change you want
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another part of you. . . decides to create the wanted results. . .	and	you go deeper into trance
you watch yourself relaxing	still	you discover these new changes are permanent
I want to talk with <i>you</i>	as	your conscious self is absorbed elsewhere
you can do many things	because	your unconscious is learning that carrying out my ideas and suggestions makes you happy

And on and on you could go. This should spur you to write some of your own examples. Do use them and practise with them until they become second nature to you. You could even take these and add to them some of your own, if you'd like and read them to a client as you are inducing trance (might want them to shut their eyes first).

Be creative.

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## **How to Use The Language Of Beliefs To Increase Your Sales and The Power Of Your Message.**

**Learn [Secret](#) Language Patterns That Make Your Sales Message Irresistable!**

### **Use Psuedo Logic Patterns Of Cause and Effect Language including Single Binds To Install Thoughts Into Others.**

In this article, we will concentrate on cause and effect language. The uses of Cause and effect (CE) language are many in business.

Let's define the term. Cause and Effect is where some person rightly or wrongly ascribes some effect (outcome) to a cause (stimulus).

If you think about it, all beliefs use cause and Effect to describe what the belief is. An example of this is, "I believe that persuasion skills will cause a sales person to be successful." Let's examine this. The "cause" is persuasion skills, and the effect is success, right? In other words, you could simply say, "persuasion skills cause success." Now, let's discover why this pattern is important in business and how you can use it.

Since people use the cause and effect pattern to describe what they believe is true, it can have a very powerful impact on people you deal with when you use it in your language. Think for just a moment about something that you believe in. In fact write it down. (you may have expressed your belief using only half of the equation such as, " I believe persuasion is good", or "A win - win attitude is necessary. If you did that you have deleted the other half of your belief. Therefore to recover it you might ask yourself at the end of what you wrote, because? or, so that? This will uncover the rest of your belief. Using the above example "A win - win attitude is necessary", let's uncover the rest. So I say, because? and the answer for me is, "everyone is benefited". Therefore I could state the entire belief as "A win - win attitude is good because everyone is benefited." The cause in that sentence is win - win attitude and the effect is everyone is benefited. Make sure then that you have written you belief using the above technique so that both halves of your belief is stated.)

Think about that belief for just a moment now. How do you feel when you say it to yourself. If you are like most people you have a sense that, "well of course that's true". How would you like to have people thinking that way about what you present as you're presenting it? Let me show you the pattern because simply using it will cause people to begin to believe in what you are saying far more than before you learned to use it. The pattern looks like this:

X Causes Y

What's unique about this is that any X can cause any Y. They do not have to be linked by logic. In fact this is the structure of logic (or as you have learned above, the structure of beliefs). People attempt to make you believe something is logical by stating things using this pattern. An example of this is: Reading this column causes you to realize the value that's contained in it for you. What's the X? Reading the column, right? What's the Y? Realizing the value, true? Now, I ask you, is there really any connection between reading this column and realizing value? If you believe that there is then I have been successful in my use of Cause and Effect. Really, though your mind simply connects that some X (reading the column) causes some Y (realizing value for you). Let me give you another one.

Thinking about how you can use this pattern allows you to determine how much more persuasive you'll be as you adopt it into your normal language. Again, do you see how using the pattern makes what's said more persuasive? Here is a list of words that you can use to link the X and Y together.

AND, AS, WHILE, DURING, SINCE, CAUSES, FORCES, MAKES, ALLOWS, IMPLIES, PROVOKES, LEADS, BRINGS TO PASS, EFFECTUATES, ENABLES, CONSTITUTES, NECESSITATES.

Here's a few more examples. Desiring to increase your persuasion skills enables you to start to use this pattern. Listening to what I say to you today will allow you to come to the understanding that our firm can assist you in the ways you need most, right now.

Are you beginning to understand how this pattern works? Let me give you an exercise that will help you to perfect your use of this pattern. I'll list some things that could be considered X's and some things that could be considered Y's and you put them together.

X Y

1. Sitting there Buy from us
2. Thinking about what I say Realize the value in our product
3. Listening to your secretary buzz you Go along with our proposal
4. Presenting this to your board Enjoy creating this relationship
5. Thinking about what you really need Hire me

You can mix and match the above X's and Y's to practice this exercise. Here's just one example. Thinking about what you really need right now allows you to enjoy creating this relationship with me.

Let's move on to another pattern that's similar to the one I just taught you. It's called IMPLIED CAUSE AND EFFECT. It is represented like this:

AS X, Y

This pattern simply puts the word that connects the X (cause) and the Y (effect) before the X. This simply implies a connection rather than forces one. An example: As you read each word in this article, you can become aware of the profound positive changes taking place right now in your ability to persuade others gracefully. This sentence then, implies a connection between reading and changing.

You can use this technique just as you can use the X causes Y technique. The major difference between the two is that the implied cause and effect is a bit softer. Some people prefer to start off by using the implied cause and effect and then moving on to straight cause and effect.

Try going back now to the exercise above and make each one an implied cause and effect sentence.

In order to get the most from this information, it is important that you create several outcomes for yourself and then practice saying them in the cause effect format so that you can become comfortable in using them.

Let's go to the last pattern for this article. It is called Single Binds. Single binds are in the cause and effect family.

They are especially powerful and fun to use. (critics and cynics, please see paragraph #2.)

The structure for Single binds is:

The more you X, the more you will Y

In this pattern X will represent the trigger for the Y or X can also represent what you don't want to have happen and Y can then represent what will happen anyway. You can learn this best by reading a couple of examples. The more you try to disagree with me, the more you will find yourself in agreement. How do you like it so far? In this sentence the X is "try to disagree" and the Y is "find yourself in agreement". Get it?

Here is another example: The more you understand this pattern, the more you will be compelled to learn even more about it. This sentence reinforced a particular behavior, where the one above stopped or changed a particular behavior.

Here's another one: The more you consider doing business with our competitors, the better doing business with us becomes. Now, let me ask you, is this a useful sentence in the business world?

The one thing I often hear in my trainings is, "can you really use this pattern just like that"? The answer is ABSOLUTELY YES! You'll get the hang of them the more you practice with them. Of course I could say, the more you wonder wither or not you can actually use this pattern the more you will find it naturally coming out of your mouth. However, you'll find that they are extremely useful and very powerful in persuading other people.

Coming up in other articles we will cover the use of double binds, covert verbal pacing and leading, presuppositions including some little known types of presuppositions and additional language patterns that will help you in business and persuasion.

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## **Pacing and Leading:**

### **A Horse-Sense Approach to Using Persuasion in Sales and Marketing!**

Tired of trying to convince skeptical prospects to try your products or services? Is there a way to make what you say far more believable?

Can you go so far as to make what you say automatically accepted?

Yes! Absolutely.

It has to do with the way you organize your language-the order in which you say things. And, of course, what you choose to say.

It's simple and effective. And with just a bit of attention and practice, you will find people agreeing with your every word.

There are many different methods taught about bringing a prospect to final agreement. The most common is one offered by almost every sales training program around-the 'yes set'.

The theory behind the 'yes set' is that if you elicit enough 'yeses' during your conversation, your prospect will automatically say 'yes' when you ask for the order or other action.

Here's an example of the 'yes set' as taught in "traditional" sales classes.

Salesman: "Mr. Smith?"

Prospect (Mr. Smith): "Yes."

Salesman: "Mr. John Smith?"

Prospect: "Yes."

Salesman: "Thank you. Mr. Smith, my records indicate that you are the vice-president of purchasing. Is that right?"

Prospect: "Yes."

Salesman: "Great. May I ask you a question?"

Prospect: "Yes."

Salesman: "If I can show you a way to save costs on your inventory, you would be interested in taking a look, wouldn't you?"

And on and on in that manner-both boring and obvious! Yuck!

Do you see the pattern there? What happened for you as you read this or were subjected to it? If you're like me, you were somewhat insulted. You immediately recognized the ploy. You stopped listening and gave your full attention to devising a way to escape!

So, what is the answer? How can you get people to say 'yes' without using out-moded tactics such as this?

It's simple. Learn to use verbal pacing and leading.

Verbal pacing and leading is effective because it automatically sets up an 'unconscious yes set.' And unlike the above example, you can use this in your written marketing materials as well.

Before we investigate just what an 'unconscious yes set' is, let's get clear on some terms:

**Conscious:**

What you are aware of in yourself and your surroundings. What you are paying attention to right now. This includes your thoughts as you read this or prepare to make a presentation, or your awareness of the look on your prospect's face as you talk.

**Unconscious:**

What you are not aware of and not paying attention to right now. An example of this might be the feel of your clothes on your body, the speed of your breathing, or the amount of light available for you to read this.

Unconscious also refers to that which happens automatically. If you are driving down the street and a child runs out in front of you, how long do you have to consider stopping? Probably not long. In fact, your foot seems to hit the brake without any conscious thought or decision on your part!

So, the definition of the unconscious includes both that which you are not aware of and that which happens automatically.

**Yes set:**

As mentioned earlier, a yes set usually refers to a set of questions designed to draw a "yes" response from your prospect. When your prospect says enough yeses during the presentation, she becomes conditioned to agree with you. And when you ask her for the order, she will say "yes".

**Verbal pacing and leading:**

A sophisticated method of associating things that **are** true with things that you'd like people to believe are true. A technique that enables you to eliminate disagreement and get others to agree with you as a natural consequence of listening to what you are saying.

**Pacing:**

Talking about things that can be immediately proven to be true or things that are commonly accepted as true.

**Leading:**

Talking about things that you want the other person to believe that have not as yet been proven true or may not be commonly accepted as true.

Some examples of statements that would qualify as pacing are:

1. Doctor visits are increasing by leaps and bounds in America! There is more heart disease and obesity than ever before.
2. The nutritional value of our food has been decreasing dramatically over the years.
3. Our air, food and water contain many kinds of toxins and poisons.
4. Most people would love to feel better, to have more energy.
5. You must understand the problem before you can find an effective solution.
6. We are all made up of protons, electron, neutrons.

Now list some of your own pacing items. Remember, these should be things that your prospect has conscious awareness of and are generally seen as true. You may even wish to mention specific articles that recently appeared on the news or in the paper in your prospect's area.

Leads are anything that you want people to believe. Here are some examples of statements that could be considered leads:

1. What we have been doing isn't working. Using commonly available vitamins and minerals isn't enough.
2. If nutritionists and doctors really understood the problem, the population would be getting healthier instead of experiencing an increase in disease.
3. The answer to our problem lies in providing the appropriate electrical matrices to our bodies.
4. There are products that provide these appropriate electrical matrices.
5. You will experience a strong positive benefit to your health by using our products.

What are some of your own leads? What might you want your prospect to believe as true?

Do you begin to see the difference between pacing and leading? Pacing statements are those that are obviously true. You just can't take exception to them! That's what makes them so powerful.

Leading statements are not necessarily proven or may not yet be commonly recognized as true, but they are what you want your prospect to believe.

Now let's look at our elevator speech: "You know how your body's just made of molecules, atoms, electrons? So you're ALL electrical. And we show you how to use state-of-the-art electrical nutrition to get an energy explosion!"

**Pace-** "You know how your body's just made of molecules, atoms, electrons?"

**Pace-** "So you're ALL electrical."

**Lead-** "And we show you how to use state-of-the-art electrical nutrition to get an energy explosion!"

Try reading just the lead statement alone. Leave the "And" off and start with "we". I'll bet you've tried approaching a prospect with an introductory statement that addresses the end result you want. (such as, "are you ready to buy if you get the right price" etc.) Tough sell, wasn't it?

Now precede the lead with the paces-which is the obvious fact that everyone's body is made of molecules, atoms and electrons. After all, we learned that in 7th grade science class. Common knowledge.

Then the next pace-that we are all electrical. It follows logically from the first pace.

After the paces, the lead just seems to grow naturally out of them. Powerful, isn't it

Each time you use a pace, your prospect's unconscious says "yes". Only this is so subtle (albeit powerful) that nobody thinks of it as an assault. Instead, you create an environment that is comfortable. One that supports the other person in moving with you toward your desired end.

When you use these techniques, begin with two or three pacing statements followed by a lead. But don't just rattle off a list of pacing statements or questions. Engage your prospect in a conversation-make it flow easily. Ask for short responses from your prospect, selecting pacing statements that he or she is almost guaranteed to agree with! Then you may gradually reduce the number of pacing statements before you add a lead. After a while, you can even follow a single pacing statement with a number of leads.

Pace, pace, pace, lead;

Pace, pace, lead, lead;

Pace, lead, lead, lead.

Now, take just a moment and do this. On a sheet of paper, draw a vertical line down the middle. On the left side, list 10 or 15 paces. On the right side, 10 or 15 leads.

Practice out loud, saying two or three paces and then a lead. Then a few more paces and a couple of leads. Keep doing this, with various paces preceding your leads. When done well, this should have a rhythm, with the paces following logically from the previous lead. As you practice, you will find this becomes almost second nature!

Make your leads easy to accept and move your prospect smoothly towards the outcome you want.

Next opportunity you have, use pacing and leading. You'll find agreement everywhere you turn!

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