

MAGIC WORDS

Magic words **that enhance state elicitation and support presuppositions.**

This section has so much power packed information, that if you just mastered this one part, you would experience such a significant leap in your persuasion abilities, you would consider this training entirely worth while. Even if this is all you remember. This is that powerful.

Naturally

Automatically

How

Experience

Wonder

Understand

Experience /Awareness

Before

During

After

When &Rank

Among

Expand

Beyond

Where

Causes

Because

And

Cause and Effect

Now

stop

Commands

You will begin to use these words in the midst of phrases in your normal sentences. The use of these words will increase your persuasion power ten fold.

The eighteen Magic words are grouped into six sections. 'In each section, the category name is listed to the right. There are many other words in each category, the ones listed are what I consider to be some of the most powerful and persuasive.

Magic Phrases

Use any combination of the words to make complete sentences.

Magic Phrases make an ordinary statement extraordinary.

With Magic **Phrases**: “Before you begin to expand your knowledge of persuasion, you will become aware of how naturally these Magic phrases become part of your daily speech.”

Without Magic Phrases: “Your knowledge will grow. These phrases will become part of your language.”

Remember: You have always been using these techniques, however, before you haven’t been aware of when, where, and what outcome you were getting. In other words, be careful to not use these in the wrong situations to persuade someone in the wrong direction.

BEWARE of the wrong way to use the **Magic Phrases**.

If a restaurant customer were to say to you “The meal was below average.”

Then you said, “Obviously, you **are** noticing the poor quality of the food tonight. Naturally, when we have a substitute cook and leftover vegetables, the quality of the food suffers tremendously. At least you didn’t notice the slow service!”

Notice your feelings and comfort level now. Better or worse. If you weren’t uncomfortable you probably are beginning to feel that way now.

These word patterns always work. They will work to your advantage or against your advantage. It is up to you.

Adverb / Adjective Presuppositions

Strategy: Always put the adverbs before the verb and adjectives before the noun. The key to **the success** of this is that everything that follows these words is presupposed. Your listener must accept it as TRUE in order to make sense of the sentence.

Magic Words:

Automatically
Naturally
Unlimited

Examples:

“Have you discovered how easily you can make the decision to tell me all about it?”

“Have you asked yourself if the unlimited potential of our relationship is what is making you so happy.”

“Have you naturally discovered how attractive you are becoming?”

“It just seems natural that we become lovers.”

“Naturally, you will **find** enough reasons to go ahead right now, and write down your phone number.”

“When you sit behind the wheel of this new Cadillac, you instinctively know it fits your style. You automatically want to own it.”

Exercise:

Write down three examples of this pattern. Make your examples ones that you can take back with you to the “real world” and effectively **use**. **Choose** words from the list below.

1.

2.

3.

List of other words in the Adverb/ Adjective Presuppositions Category:

some	all	many	begin	easily	naturally
readily	infinite(ly)	unlimited	continue	begin	still
already	repeatedly	usually	finally	most	truly
boundless	endless	enormous	huge	immeasurable	limitless
immediately	unbounded	vast	instinctively	intuitive	spontaneous

Awareness / Experience Category

Saying one of these words ignites the process. Again everything that follows is presupposed to be true. These words force the issue of not will you do X (whatever you suggest), but are you aware that X.

Magic words:
Understand
Wonder
Experience

By the way, as you gain proficiency using these words, this scenario will never happen, however, if it does - here's what to do. Let's say you ask the question, "Are aware that.. ." and the person you're persuading says, NO. You simply respond with, "Oh, not yet, huh?"

Examples:

1. Try to avoid thinking about a **green** mouse. (Try = Fail)
2. The more you begin to construct in your mind the ways you'll be using these phrases on your date, the more you'll begin to realizing the explosively effective techniques you now possess.
3. **Are** you starting to experience the levels of passion you always knew our relationship could bring?
4. Becoming aware of the potentials of our relationship allows you to start experiencing the inner sense of **realizing** how completely we fit each other's needs.
5. I'll beginning to wonder if you realize the unlimited possibilities our relationships could achieve.
6. Are you grasping the reality of this profound act of God
7. I was wondering if you mind can conceive of the power and feeling and closeness we are discovering.

Write down three examples of this pattern. Make your examples ones that you can take back with you to the "real world" and effectively use. Choose words from the list below.

1.

2.

3.

List of other words in the Awareness Category: (use "ing" ending where appropriate)

realize	aware	know	understand	think	feel
w o n d e r	puzzle	speculate	perceive	discover	experience
accomplish	fulfill	grasp	reconsider	consider	assume
grasp	think	realize	realizing	conceive	perceive
feel	sense		advise	notified	notice

When / Rank Category

These words use some aspects of Time and or Numbers to create the presuppositions of your choice. It is very difficult to distinguish between Time and Number as categories, so they are combined. These easiest way to define this category is through examples.

Magic words:

Before

After

During

Earliest

First

Immediately

Right Now

1. "Before our discussion today, did you already become aware of all the things we could do together?"
2. "Before we leave this place together, should we have another drink?"
3. "After you've been with me, you'll understand why I am so cocky."
4. "During our time together, could be thinking about the next time we will meet?"

Exercise: Write down three of your own sentences using this pattern.

1.

2.

3.

List of words that fit into the Time/ Number category.

before
begin
former
highest
when
current
other
continue

during
second
after
another
until
earliest
latest
eventually

early
chief
later
was
foremost
first
whiie
in addition to

Exercise: Jumbled Commitment Paragraph.

Combine the previous three categories **into** one super paragraph. Use as many as you can while persuading someone to understand the benefits of committing to a relationship with you. Assume you have been dating awhile. Make this fun and a little nonsensical. The point of this exercise is the process of using it, not whether you decide to actually ever use this paragraph in the real world

Example:

During our time together. I was wondering if you have ever considered the chief benefit of deciding to begin a monogamous relationship with that one's special person you find attraction.

As you begin to consider all the obvious reasons to make a commitment NOW, doesn't it seem natural to feel more excited about our relationship.

The Where Category

Among
Beyond
Expand
Down
Increase

Spatial words are used to signify or create a relationship between two things. Also, these words evoke powerful imagery in the mind of the listener. Think of the spatial relationship.

Examples:

1. To increase your ever growing desire to be successful, you must stretch your imagination.
2. From among the hundred of choices you have as women, you can always expand those choices by implementing these language patterns naturally into your speech
3. As you expand your knowledge, your appreciation of this information grows beyond your previous expectations!
4. As your affection for me expands, are you realizing how incredibly happy you are to be with me.
5. Inside your mind, your internal voice may go down as your thoughts proceed beyond traditional romantic intentions.

List of words that fit into the Where category.

again	along	among	apart from	around
aside from	behind	below	beneath	beyond
along with	down	from above	in	including
from behind	into	from under	in place of	without
Off	on	out of	round	short of
through	toward	under	uncover	off the top
underlying	touching	close (er)	near (er)	further
expanded	enlarge (ed, ing)	proceed (ed, ing)	withdraw (ing)	undergone
upward (ly)	dissect	cut away	lower	separate
amplify	develop	enlarge	evolve	extend
increase	release	spread	unfold	unfurl
stretch	reach	range	bounds	breadth

Exercise: Write three sentences of your own.

- 1.
- 2.
- 3.

The Cause & Effect Category

This is an extremely powerful category. It is the natural way we normally express our beliefs. It is also the most basic expression of pacing and leading. You can also create illogical logic! You create realities that sound logical, but really aren't, but are accepted as true.

Start
Causes
Because

And
As

Use these rules to make this pattern simple:

- A. Generally, X is a pace.
- B. Generally, Y is a lead.
- C. Most importantly, any X can **cause any** Y!

Examples:

1. As you smile like that, you make both of us glow.
2. The intense feeling of our attraction causes unpure intentions to pop into mind? Can you see those thoughts now?
3. **You warm** heart **kindles** my desire to go deeper into the relationship.
4. Thinking your next thought causes you to agree with me that you need to really master this material,
5. Simply saying that excuse causes you to understand why you already don't believe it.
6. Being here creates an understanding to our relationship. And, as you completely absorb that feeling, it will **cause you** to **know** why it will be the right thing for you to do.

One particularly effective method is to wait until the person you are speaking with says something positive and then you say: "That's a good point and just understanding that point causes you to realize the full value of my proposition."

More Cause and Effect Words

kindles	proves	generates	since	causes
forces	makes	invokes	settles	stimulates
brings to pass	creates	verifies	justifies	determines
constitutes	cause	activate	arouse	bring on
build	create	encourage	excite	incite
initiate	inspire	make	motivate	produce
prompt	remind	starts	prompts	

Exercise: Write one sentence using a cause and effect.

Another form of Cause and Effect is called **Implied Cause and Effect**. These words LINK one action to another.

It uses **AND** and **AS**.

Ex.

1. As you learn these word patterns, you will feel a sense of accomplishment.
2. As you sit here with me, you will begin to notice the attraction growing.
3. As the realization begins to sink in of how natural this feels, you will become stronger each time we touch.

Exercise: Write three sentences of your own using cause and effects.

1.

2.

3.

Exercise: Create babbling run-on sentences

This is exercise for entire group to combine as many Magic words as possible in one sentence. It doesn't have to make sense right now. After you become comfortable using these words, you will input "embedded commands" were appropriate.

Hone these sentences down into more practical applicable phrases that make sense and apply to your specific need.

Handwriting Suggestion: _____

Insert the Fluidity of Thought trait into your handwriting. This will support the fluid sentence structure as these language patterns roll off your tongue easily. (Interconnected figure 8 loops.)

Quotes

Quotes are a powerful way to introduce a thought, concept, or idea into someone's mind without having to take responsibility for saying it. You can use it in any context. It is useful using the cause and effect language patterns.

One of my past girlfriends, Lisa, was really good at using quotes to mess with people. We used to go shoot pool and **find** ourselves **winning** over much more talented opponents. It seems often just as our opponent would take a shot, Lii would be telling a story like, "My friend Joe, always would MISS IT TO THE **LEFT**." And a funny thing happened, the shooter missed it to the left and his name wasn't even Joe. Is that fair?

Use quotes to embed commands you want their unconscious to respond to but their conscious mind to ignore.

Example:

"The strangest thing happened last weekend. This woman walked right up to this guy and **said**, "Could you image you and I embracing in a long **passionate** kiss, right now?" Wasn't that a strange this to just come out and say to someone? People never cease to amaze me. "

"Yesterday, I was sitting here watching the a couple at the bar. He looked up at her and said in a sexy voice, "Can you imagine stripping off all your clothes and having me make love to you

right now, on thii very **bar!**” Wow! Can you believe he said that? What would you think if **that** happened to you?”

“Mommy! Mommy! John was angry and he said “eat me, Bitch ” right to her mom!” Does the little kid get in trouble? No, he didn’t say it.

Exercise:

Write 3 sentences using quotes to elicit a thought or process you would like someone to have.

Dangerous Words

But
If
Would have
Should have

Try
Might
Could have
Can't / Don't

But – negate-any words that are stated before it.

If – Presupposed that you may not.

Would have – past tense that draws attention to things that didn't happen.

Should have – past tense that draws attention to things that didn't happen.

Could have – past tense that draws attention to things that didn't happen.

Try – presupposes failure.

Might – it does nothing definite. It leaves options for your listener.

Can't / Don't – **these** words forces the listener to focus on exactly the opposite of what you want. This **is** a classic mistake that parents and coaches use without **knowing** the damage.

Ex. "Don't drop the ball!" **Result:** Drops the **ball**.

"You can't 'watch T.V.'" **Result:** Focus on watching TV.

*"A Chieftain who asks the wrong questions
always hear the wrong answers" -Attila the Hun*

IE: 'Why don't you find me attractive.' **Pre-supposed** you are unattractive.

Rewritten 'What about me do you find attractive.'

Pre-supposes that some part of you is attractive..

Always assume compliance, rapport, and attractiveness. Watch what words you use.

Exercise: List your most common dangerous phrases that you will avoid.

The Blatant Commands Category

This is a very subtle (although blatant compared to embedded commands) and powerful way to tell someone exactly what to do, without any conscious resistance. Any verb, using the right tonality emphasis can be a command.

stop

Now

These particular words, Stop and Now, serve as very powerful abrupt shifts in consciousness. The word Stop will interrupt anyone's thought process and hang on your next word. It is called a pattern interrupt.

1. "Stop.. **and** start to see **things** differently."
2. "Stop.. **and** notice how things are beginning to change as we speak."
3. "As you begin to realize all the Magic these words give you to influence others effectively, you'll begin to discover your ever increasing enthusiasm for mastering it - NOW - let's keep practicing on putting more of the patterns together, shall we?!"

Pattern Interrupts

When someone starts to ramble **or** access a state that is not supportive of your outcome, you must interrupt the process before the state takes over. You could throw water in her face, spit on him, or yell "fire." Any of these will probably change the person's state rather abruptly. However, it would be nice if the next state s/he adopts is one of rapport with you.

One client came into the office and started crying hysterically and uncontrollably. The doctor calmly looked at her and said, "Stop. We haven't begun yet." So, she got hold of herself and waited **until** the therapy began. Ha.

stop... Start to realize...

wait...

That's the difference between you. Feel comfortable as we are speaking.

(**This method is tricky**, but by leaving a sentence hanging, you will **literally tilt** someone's head and start their brain spinning. While they access what you are about to, or should, be saying next, you can pepper their brain with commands and bypass any logical thinking that might **have resisted** it.) Obviously, this technique works better in person than written

Exercise: Write down a few examples you could use immediately.