

# Keys To Power Persuasion

*Make anyone do what you want with covert hypnotic language*



*And how to defend against others using these techniques on you!*

**Keys**

**To**

**Power**

**Persuasion**

Written By: Alan Tutt

Published By: PowerKeys Publishing

<http://www.PowerKeysPub.com>

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**However,** if you need expert assistance in creating marketing materials, Alan Tutt is highly qualified in this regard and would welcome the opportunity to discuss your needs. For more information, contact Alan at [Alan@PowerKeysPub.com](mailto:Alan@PowerKeysPub.com).



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## Introduction To The Keys To Power Persuasion

### Why Learn Persuasion?

Most people assume that persuasion is the province of salespeople, and that if you're not involved with selling, then you don't need persuasion skills. However, as you begin to take note of some of the various situations in which persuasion already takes place in your life, you may realize that you are already trying to persuade the people around you to do one thing or another.

Are you a parent trying to persuade your kids to become responsible adults?

Do you want more fulfilling relationships with your spouse or loved ones?

Do you require the cooperation of other people who may have other priorities?

Do you want to get more respect from the people around you?

Are you a counselor, teacher, or life coach trying to help others succeed in life?

Do you ever need to negotiate the price of an item being bought or sold?

Do you need to protect yourself from unscrupulous manipulators who are using persuasion against you?

These and many other situations call for the application of persuasion skills. When you learn the powerful skills taught in this course, you will find that you are able to get what you want and need from other people. You can persuade people to give you respect, to see your point of view about a given topic, to help you when you need it, and to do what needs to be done.

### Who Can Benefit From Learning Persuasion?

To be completely honest, everyone. Persuasion is so pervasive that you can pretty much equate it with communication. Any time you communicate with another person (or even to yourself), you have a need to persuade.

Do you want to change a habit of yours? You need to persuade yourself to make the required changes. Do you need to teach something to someone? You need to persuade them to see the information in a way that makes sense to them and is easy to remember. Do you want to communicate your experiences to someone else? Power persuasion allows you to give them a full, rich experience that will have meaning and impact.

To communicate effectively, you need to persuade the listener to accept the information and to interpret it in the way you intend. While this may not normally be described as 'selling', you are in fact selling your prospect (the listener) on the idea that what you say has validity. Only when they have 'bought' that concept will you have effectively communicated your message.

Because of the fact that even the most rudimentary forms of communication can be described in terms of selling, you will notice that throughout this course we use terms such as ‘prospect’, ‘product’, ‘offer’, and others that are usually used in the selling field. This was done simply because the majority of readers will be involved with selling at some level, and it just makes sense to accommodate as many people as possible.

Although I have used a number of selling terms in the course, this material can be used for any persuasion situation, whether you are seducing a potential lover, motivating a child to follow the rules of the house, or giving a friend the inspiration they need to pursue a goal. Just keep in mind that the person you’re trying to persuade is being referred to as your ‘prospect’, and the thing that you are persuading this person to do is being referred to as your ‘product’, or your ‘offer’. You have sold your product to your prospect when the person you’re persuading agrees to do the thing you want them to do.

## **Typical Persuaders**

### ***Business People***

Anyone involved with the operation of a business has a strong need to persuade. Business itself is about getting other people to reach agreement on one issue or another. Not only do you have **salespeople** and the **marketing department**, which are involved with persuading the members of the community to purchase products and services, but you also have **employee managers** who need to persuade employees to do their job correctly and work well together. There’s also those involved in **human resources**, who are responsible for persuading job applicants to honestly provide relevant information and to accept the terms of employment.

### ***Teachers / Counselors / Coaches***

As we mentioned earlier, anyone needing to impart information needs to persuade the student that the information is valuable, valid, and easy to understand. Many times this boils down to persuading the students on your expertise in the subject area and your qualifications to teach. Other times it is simply a matter of communicating that information in a way that is both entertaining and instructive.

Counselors and life coaches require powerful persuasion skills, as you may be persuading your clients to change who they are on a fundamental level in order to change their approach to life. And because you earn more money when you can help more people, you need to persuade your clients to refer people they know to you when appropriate.

### ***Community Leaders***

Ministers, government officials, public speakers, and leaders of charitable organizations are in the business of persuading their followers to think, believe, and act in a unified manner that benefits the whole community. Even laws are ineffective if the public is not persuaded to obey them. The threat of prison time is only one method of persuasion, and one that should be used only as a last resort.

## ***Private Individuals***

Even if you don't fit into any of the other classes of persuaders, you will still need to gain the cooperation of other people. You may want to persuade your friends to accept your choice of entertainment for the evening. You may need to persuade an attractive stranger to go out on a date with you. You may need to persuade your spouse to compromise on an issue that has been a source of unrest in the household. You may need to persuade your kids to accept their responsibilities and grow up to be productive members of society. And you'll definitely need to know how to protect yourself from others persuading you.

## **Defending Yourself**

Regardless of the type of persuader you are, you will always need to know how to defend yourself against other people using persuasion against you. The first line of defense is to know what to expect. The techniques of power persuasion are subtle and not easily identified. Only by studying this course will you discover the many techniques that are being used against you and counteract their effects on you.

The general principles for defending yourself are to first identify the technique being used, and then to mentally erase it from existence. Another alternative would be to actively turn the tables on the other person and persuade them to your viewpoint.

For instance, let's say that you walk into an electronics store and the salesperson is trying to sell you something you had no intention of purchasing. If you notice that the salesperson is using lots of metaphors to describe emotional states, you can identify that as the "Hocus-Pocus" technique and reverse the spell being cast. Or if you notice that the salesperson is imitating your body language, gestures, and posture, you can identify that as the "Mirror Mirror" technique and consciously mis-match the salesperson to break the connection being formed.

It's almost like chess. Someone may be trying to maneuver you into a corner, but if you know the game, you can out-manuever the persuader and put them into a corner instead. You can't do that if you don't know how to play the game.

**WARNING:** There is **one thing that you CANNOT defend yourself against**. If you walked into that electronics store already wanting the item the salesperson was selling (or with a predisposition to wanting it), then you will buy it even if the salesperson uses every technique in the course. You cannot defend yourself against yourself and the desires that make you who you are. The same is true in any other persuasion situation. If you want it, you will be persuaded.

## **Benefits of Using Power Persuasion**

When you've developed the skills of power persuasion, you will find that you get more of what you want from the people in your life. You get more respect, people place more value on your ideas, any disagreements are quickly dispersed, and everyone has more fun.

Resistance, which usually arises when two people are at odds with each other, fades away. This is because you are able to find the motivations that cause the other person to want to do things your way instead. With less resistance, you are able to get quicker results because agreement is reached sooner. By making the experience more fun for everyone involved, results

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tend to be of a higher quality, since no-one is grudgingly accepting the inevitable, but is eagerly anticipating a positive result.

Knowing how to get what you want from other people results in a higher standard of living, because you know how to get more from the work you do. You'll be able to persuade those you work with to be more cooperative and productive, which will lead to promotions, awards, and raises. Others will know that you can get the job done when no-one else can, and that will lead to respect, recognition, and authority.

If you choose, you could even take the skills you learn here and apply them to one of the highest-paying careers in the world – copywriting. Businesses have a strong need for effective marketing materials. Many businesses will spend \$10,000 to \$50,000 for a great sales letter, which may take you only a week to create. The skills of persuasion are very valuable indeed.

While this may not be your goal, you can choose to do anything you want with the skills you learn in this course. The only limits are those you set on yourself.

### **What Makes This Course So Special?**

One of the unique benefits of this course over other similar courses is that the information is clearly organized and the structure of persuasion is easily understood. The courses I studied were poorly organized and did not give you the feeling that you had actually mastered the information discussed. Some courses get too much into the examples, and not enough into the theory behind the examples. With them, you end up thinking that power persuasion is a matter of memorizing scripts and delivering lines like an actor on a stage.

With this course, you are getting the full theory, balanced with enough examples so that you understand how that theory is put into practical application. As you read through this course, you will find yourself naturally understanding the concepts so well that you automatically begin using them without even trying. When you understand the principles, it's incredibly simple to put them into use without the need for memorizing scripts.

The course material you have in your hands now was written using the concepts and skills that are being taught. Simply by the way things are worded and the phrases that are used, the information gets into your mind so deeply that it's as though the process of reading is actually 'transplanting' the mind of a power persuader into your brain. There is no easier way to learn anything.

As you will discover, this is based on a science called 'conversational hypnosis', which is a natural phenomenon that has nothing to do with putting people to sleep or making them think they are Napoleon. Conversational hypnosis is a phenomenon that occurs any time language is used, as you will soon discover for yourself.

Just for reference, every paragraph you have now read contains an example of conversational hypnosis in use. Your mind is already being conditioned to readily accept the information that follows, much like a garden is fertilized before the seeds are planted. Continue reading, and watch the beautiful garden grow.

## **How to Get the Most From This Course**

This course was written to give you the best results in a minimum amount of time. You will gain the greatest benefit by reading it straight through from beginning to end.

Before you do that, you may want to set a goal that you wish to achieve. **What is your personal reason for wanting to learn this material?** What is the first thing that you will do with your new persuasion skills? By having a goal in mind, your subconscious will automatically bring to your awareness how the various techniques may be adapted to your purpose. Once you **have a goal in mind**, now you need a plan of action.

The best approach to learning any new subject is to first **read over the full course material**. This will give you a solid foundation on which to build your new skill set. The second time you read the course, take a few minutes to **practice each of the techniques** as they come up. Work with one enough to get comfortable with the concepts, then move on to the next technique.

After you have completed this second run through of the course material, you will find that your persuasiveness is already much greater than it used to be. If this was all you needed, then you will be done in less than a week. If you want to truly master the material, you will then want to go through a third phase in which you engage in actual persuasion situations, focusing on one technique at a time until you have it completely under control. Obviously, you are free to use any technique that's appropriate in each situation, just make sure to pay close attention to the chosen technique for development.

In fact, you may want to dip back into the course material from time to time to refresh your memory of the various techniques. There are so many, and we humans have a tendency to favor a few techniques and ignore the rest. By expanding our repertoire, we give ourselves a much larger range of possibilities open to our experience.

### ***Quick Start Plan***

If you have an emergency that requires that you start right away, like in a few minutes, here's the best advice I can give you. Read the section on the Psychology of Persuasion (page 6), and then the section on charisma (page 62). These two sections contain what I would tell my own brother if he needed a quick start.

Knowing the core psychology of persuasion will give you a good handle on the foundational techniques that form the heart of power persuasion. And demonstrating charisma creates an aura that seems to naturally pull people along to your way of thinking.

After those sections, if you have a few more minutes, I'd recommend reading the section on creating rapport and trust (page 67). Rapport is the sensation that two people have when they feel that they have a close connection, a bond of friendship that creates a desire to please the other person.

But when you have more time, I sincerely recommend the planned approach above.

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## Psychology of Persuasion: An Overview

### The Grand Scale of Persuasion

What makes a person say yes instead of no? If all it took was to simply ask someone to say yes, then the whole persuasion issue would be non-existent, would it not?

Some people think that persuasion is a means of demonstrating the logical reasons why the prospect should take action on the proposed suggestions. When trying to persuade someone, these people will pile reason after reason onto the scale, and attempt to show proof of their statements in order to tip the scales in their favor.

Other people feel that persuasion is an emotional process, and believe that the prospect will say yes when enough enthusiasm and energy has been put onto the yes side of scale. These people will gesture very dramatically, pound their fists against the desk, talk very excitedly, and practically bounce up and down as they speak.

Who's right? Which 'weighs' more – logic or emotion?

When I took my first sales job, I was told “people buy on emotion and justify with logic”. Just about every salesperson hears this line at some point or another in their career. At the time, I couldn't believe that anyone would buy anything on emotion. I was a very logical person and always took the time to weigh the pros and cons of the products I considered purchasing before making a decision.

I knew that other people were the same way, at least considering the price of an item and how that compared to the prices of other similar items as one reason to purchase one as opposed to another. And certainly, no-one would buy an expensive item like a car or a house based on 'feelings'.

So why did so many salespeople believe otherwise? Was it possible that they knew something I didn't? I had to admit that at least some people seemed to make some decisions based on emotion. After all, why would they make the choices they did even after learning about the facts that clearly proved that it was better to go a different direction? What balance directed them to make a conscious choice to choose something (or someone) that wasn't good for them?

After spending considerable time pondering the question, I realized that our emotions always had a thumb on the scale, to point in the direction we 'wanted' to go. Why would we care what part of town we wanted to live in unless there was a feeling behind it? Why would we want a car that had more power unless we had an emotional attachment to power itself? Why would we want the most efficient heating system unless there was an emotional reason attached?

Back to our original question, what makes a person say yes instead of no? A person will say yes when the anticipation of a pleasurable result is heavier on the yes side of the scale than on the no side. The reward may be a warm house with a low fuel bill, or it may be the feeling of self-respect for doing a tough job well. It could also be the good feeling of out-persuading the master persuader, in which case you're better off not telling them that you've studied this course.

## **The Automatic Nature of the Mind & The Pink Elephant Principle**

One of the core principles of the Keys To Power Persuasion is that the human mind has an automatic nature. When certain things come up, the human mind will respond in an automatic and predictable way. This pattern can be used to persuade another person to think, feel, and act as we wish them.

Here is the classic proof of that statement. Whatever happens, do not, I repeat – DO NOT – think of pink elephants. Don't think of pink elephants wearing lacy tutus and holding polka-dotted umbrellas while balancing on a big beach ball. Don't think of pink elephants licking giant lollipops while riding tiny tricycles. Just don't think of pink elephants at all.

Be honest now. While reading through that paragraph, you had a devil of a time trying to chase those darned images of pink elephants out of your mind, didn't you?

It's okay. It wasn't your fault. It's just that your mind, as everyone else's, has to have some way to interpret the words being read (or heard) in order to understand what's being communicated. The only way you can interpret the words is to call up an associated memory of what those words stand for. Your mind was FORCED to think of pink elephants *just to understand what those words meant*.

## **Associative Linking**

Your mind probably also brought up other thoughts related to the concept of pink elephants. Although it's been years since I've heard any reference to the phenomenon, it used to be said that pink elephants were something that people saw when they got really, **REALLY** drunk.

The above example is such a classic one that it's even been the subject of childhood jokes. Many kids have played this game with their classmates, and it's possible that this association also came up in your mind as you were just thinking about pink elephants.

Or maybe you had associated thoughts regarding elephants in general. Images of jungles or circuses may have danced in your head.

In short, one thought automatically brings up with it other related thoughts. That's the way the mind works. Association. One thought leading to another thought, as a cascading series of waves rippling on the pond of consciousness.

Or like when you surf the Internet, clicking on one link that takes you to a website, where you find another link that takes you to a different website, where again you find a link that takes you somewhere else entirely. It may seem random, but there is a definite reason for each and every transition.

## **Language As Experience**

When you imagine what is being said in order to interpret it, something else happens too. Your mind experiences the imagined situation and reacts to it as if it were real.

**“The subconscious mind cannot tell the difference between a real event and one that is vividly imagined.”**

Hypnotists prove this daily. Take anyone afraid of snakes and ask them to imagine a snake and guess what happens? Right. That person instantly reacts as if they are in fact seeing a real, live snake. Their heart starts beating faster; their blood pressure rises; they start to perspire; and their breathing becomes quick and shallow.

What happens when you start to think about being with the person you love? Don't you start to get a warm glow inside of you that seems to come from out of no-where? Doesn't the thought of spending time with your romantic interest cause a reaction within your body that has nothing to do with anything that is actually happening around you?

And if I ask you to think about what it's going to be like when you have mastered the art and science of persuasion and you're finally getting everything you've always wanted from the people around you, don't you start to feel more powerful, as if you can handle anything?

Granted, these feelings are subtle, and can be easily overlooked. That's why they're extremely powerful, because they do get overlooked. If the reactions were obvious, then people would take measures to protect themselves. But since the reactions are subtle, they act as tiny little steps in the direction your conversation is taking them.

Here's another example of the true power of imagined situations. This is also a much-quoted experiment that has been repeated often with similar results. Read it carefully, however, as I have a surprise for you.

A group of high-school kids were divided into 3 groups. All 3 groups were tested at the beginning and end of the experiment to see how they performed a relatively simple task – shooting free throws on a basketball court.

One group never practiced during the month this experiment took place. At the end of the experiment, lo and behold, their shooting accuracy stayed the same. Can you believe it?

The next group had 1 hour of practice every school day during the month, and afterwards, this group's shooting accuracy increased an average of 25%. Not bad at all, I'd say.

The third group did something completely different. They also practiced for an hour each day, but never touched a basketball during the whole experiment. Rather, they practiced in their minds, imagining themselves dribbling the ball, feeling the weight of the ball in their hands, shooting it towards the basket, and imagining the ball going into the basket every single time. These kids felt great as they saw themselves as Hall of Fame candidates.

**This group's accuracy increased an average of 23%!**

Obviously, their bodies reacted to the imagined situation almost exactly as if they had actually been practicing. And I'm willing to bet that as you were reading about the experiment, you also imagined yourself shooting baskets, didn't you? Proof once again that you can get someone to experience something merely by talking about it.

What's amazing about this principle is that what you say doesn't have to be about the person you're speaking to at all. You could simply talk about someone else going through an experience, and the person you're with will imagine having the experience you're talking about. Automatically. Just to be able to interpret the words you're saying so they can understand what is being said. Keep this in mind and your persuasion skills will increase dramatically.

## **The 5 Phases of Power Persuasion**

While getting your prospect to imagine and experience good things and getting those experiences linked to your proposal will increase your persuasiveness, there is a whole process that will subliminally hypnotize your prospect to accept your suggestions as their own.

In researching the art and science of persuasion, I discovered that there are 5 distinct phases of the persuasion process. Distinct may or may not be the best word, as the 5 phases generally overlap and work together. This may be why I never found a single book, course, or program that discussed all 5 phases of the persuasion process.

The 5 phases of persuasion are: *(drum roll, please...)*

1. Creating Rapport & Trust
2. Shifting Your Prospect's State
3. Setting Context
4. Distraction & Misdirection
5. Covert Delivery of Subliminal Persuasive Messages

### ***Creating Rapport & Trust***

Once you have your prospect's attention, you must create a feeling of rapport between yourself and your prospect before you attempt any real persuasion. In simple terms, this means that you have to get your prospect to like you and to trust you.

Rapport is the connecting link that allows communication to flow smoothly and easily between 2 people. When 2 people are 'in rapport', they open up and become more expressive. They respond to each other quicker and at a much deeper level. It's almost as if they communicate on a spiritual level, a level beyond words, where every nuance of expression carries with it untold depths of meaning. They open up their subconscious minds to do more of the communicating, making subliminal persuasion so much easier.

Whenever you are working to persuade another person, the level of rapport between the two of you will determine how easily you'll be able to persuade them. With zero rapport, persuasion will be nearly impossible. With great rapport, persuasion becomes an effortless process. In fact, with perfect rapport, persuasion becomes almost unnecessary. Simply suggest what you'd like your prospect to do, and they'll do it.

Rapport is a natural experience when two people like and trust each other. Sometimes this happens spontaneously during the course of a 1<sup>st</sup> meeting, but generally it takes more time. As persuasion experts, we have to create rapport quickly, sometimes within moments.

Power persuaders know how to create rapport in an instant. Later in this book, we will cover the various techniques that you will be using to create rapport with those you wish to persuade. As you'll see, it can be a fun and easy thing to do.

Rapport happens when your prospect both likes and trusts you. Both components have to exist before rapport takes place. It doesn't matter how much your prospect likes you, if they don't trust you, you won't be persuading them to do anything. Same thing if they trust you but don't like you. But when your prospect likes **AND** trusts you, then the door is open to persuade them to your way of thinking. Intimidation is another matter, however. While it's possible to intimidate anyone to do as you want them to do, that's not persuasion.

Luckily, as power persuaders, we can easily get people to like us and to trust us.

To get someone to like you, all you have to do is to be like that person and give them positive experiences. The guiding principle here is that people tend to like other people who are similar to themselves, and with whom they share experiences, especially intense ones.

Think about your own friends. They are your friends mostly because of shared interests or some other commonality that ties you together, such as shared experiences. Perhaps you've been working together for the same company for years, and over that time have grown to appreciate the personality behind the face. Maybe you live in the same neighborhood and have cooperated on various community projects, and in the process have discovered a strong inner character that you can respect. Or could it be that your friends are people who enjoy doing the same kinds of things that you also enjoy doing?

It's the similarities and shared experiences that bond people together in friendships.

Of course, you can't go to the extreme with this. If you try to become someone's clone, they would recognize that you're doing something unnatural, and the unnaturalness of it will ruin the effect and you'll be out in the cold. It's got to seem natural and spontaneous.

Power persuaders use a couple of techniques to subtly mimic selected characteristics of a person in order to create rapport. One technique is called "Mirroring & Matching", and the other is called "Pacing". By the time you're done reading about these later in this course, you'll know exactly how to use each one for the best effect.

Trust can be crafted just as easily. There's a saying in sales circles that goes like this:

**They don't care how much you know,  
until they know how much you care.**

Until you communicate to your prospect that you care about their needs, everything you say is suspect and you'll have a hard time persuading them to do anything. They will be constantly looking for the hidden catch. But once they know that you're on their side and looking out for their interests, you're no longer an adversary, but a trusted friend and partner.

The same situation comes up in other areas too, not just in sales. In relationships, for example, if the person you're asking out on a date feels that you are only after your own interests, they simply won't want to go out with you. But if they understand that you want to

share a positive experience that both of you will enjoy, then your chances of getting that date go up dramatically.

When you're trying to get your kids to obey the rules, you'll have better luck when they know that the rules are in place to help them in some way, rather than just to make life easier for you.

And when you're giving instructions to employees, those instructions will be followed more closely when your employees know that you're working to make their jobs easier, more enjoyable, and more rewarding.

Of course, trust involves more than just communicating that you're looking out for your prospect's interests. You may have a perfectly valid reason for wanting to help your prospect, but if they question your character or your ability to deliver what you're promising, you're still swimming upstream.

Let's say you're a teacher with a class full of 12<sup>th</sup> graders. Even if they know that you're working to help them earn more money after they graduate, if they don't believe that the material you're teaching them can actually do the job, the feeling of rapport will be missing.

Or maybe you're a counselor who doesn't take payment until your client has met their objectives. Rapport will not be established until that client feels that you can actually help them reach those objectives.

### ***Shifting Your Prospect's State***

After you've established rapport between yourself and your prospect, the next step in the process is to shift your prospect into a more suggestible state. This sets the foundation for the conversational hypnosis techniques that will follow. The more suggestible your prospect, the easier it will be to persuade them to your way of thinking.

Shifting your prospect's state does not involve holding a shiny object in front of their eyes and telling them that they are getting sleepy and drowsy, with eyelids getting heavier and heavier, ready to drift off into a pleasant state of hypnosis.

WAKE UP! (I know you were starting to drift off there a little. The automatic nature of the human mind, remember?)

What we generally do, however, is talk about things that will cause the automatic nature of the mind to drop down into a more suggestible state. Talking about being relaxed is one way of doing it. Here's one example of how this could be done.

*“Isn't it great when you can just relax your whole body, releasing every ounce of tension that collected during the day, to the point where you feel a sense of warmth growing inside of you? I know that when I relax, my whole perspective on life changes for the better and I begin to see the wonderful things right in front of me, things that will suddenly have a great significance in life. This is great, isn't it?”*

Later in this book, we will cover 10 different things you can do to shift your prospect's state. Most of these techniques have one thing in common – they redirect your prospect to focus on something that is not in conscious awareness. By directing your prospect to focus on something that is not in conscious awareness, your prospect **MUST** shift into a subconscious awareness to follow along in the conversation. And when anyone is focusing on a subconscious awareness, they are more suggestible and can be persuaded more easily. NLP experts call this state 'downtime'.

One of the techniques we use to shift our prospect's state is to ask them to remember past events. Memories are not in conscious awareness, so recalling a memory takes us into a subconscious, suggestible state. Asking your prospect to imagine a hypothetical situation, or a possible outcome to a situation does much the same thing. They have to think about something that is not within their conscious awareness, so they have to shift into downtime.

*“Can you tell me what would happen if you were to walk up to someone as if you had more confidence and pretended to be an authority? Is it possible that they would simply accept you as being the authority you claimed to be and respond by trusting your judgment?”*

One of the reasons that hypnotherapists start out by getting their clients to focus on their breathing is because it is something that is not in the client's conscious awareness. They also induce hypnotic trance by talking about relaxation and suggesting that the client will begin to notice different things that normally happen as they relax.

Classic hypnotic techniques are used extensively in power persuasion. Throughout this course, you will also find many techniques that professional hypnotists themselves rarely use. In fact, by the time you finish this course, you will be able to get better results in less time than 95% of all professional hypnotists.

### **Setting the Context**

What does the word 'conduct' mean? It could mean several different things, depending on the context in which it was used, right?

The word 'conduct' could mean the behavior of a person, or it could refer to what a particular person does in front of an orchestra, or it could mean the process of transferring electricity through a wire.

Take a look at the word 'desire'. It really only has one meaning, doesn't it? But that one meaning could have several different connotations, depending on the context of the conversation.

In one conversation, the word 'desire' could be used as a counterpoint to the word 'need', and be used to mean a simple thing that doesn't have much importance.

In another conversation, the word 'desire' could be used in such a fashion as to mean something that is sought after with enthusiasm, and be placed into a good light.

In a third context, the word 'desire' could be taken to mean something evil to be avoided.

So if we want to persuade someone that they will ‘desire’ what we have to offer, we want to make sure that the context of the conversation is such that ‘desire’ is a good thing. Otherwise, the word ‘desire’ could cause your prospect to clam up.

Or if we plan to talk about ‘discipline’, we want to make sure that our prospect sees ‘discipline’ as something good and an activity to be lauded and engaged in.

Context can be set by many different things, such as the situation in which the conversation takes place, the topic of our conversation, how we present our information, the way we word our sentences, and even the gestures we use while we’re speaking.

When we are persuading someone, we set an appropriate context so that our prospect’s mind is a fertile field in which our suggestions grow roots and multiply.

### ***Distraction & Misdirection***

Conversational hypnosis is a lot like stage magic. In order to make it work, you have to redirect your audience’s attention to a place where nothing is happening while you are making the changes that appear to be magic.

Look at it this way, you’ve set the stage (developed rapport), prepared your audience (shifted them into downtime), and set up the scene (set context) for the magic trick. Now to disguise what you’re doing so the ‘trick’ isn’t seen, you have to direct your audience (distraction/misdirection) to look at something other than what your hands are doing (the subliminal persuasive message).

This is where power persuaders rise head and shoulders above all others. It is in mastering this skill that you will find yourself persuading others in ways that others simply don’t understand. Once you have this skill down, people will see you as some sort of miracle worker, or in possession of a degree of luck that could only come from the gods.

What most people don’t understand is that everyone uses the techniques of distraction and misdirection all of the time. It’s built into language at the very core. Yes, you’ve already been performing conversational hypnosis and you didn’t even realize it!

When we communicate to another person, we are trying to give that person a report of an experience, or knowledge that may lead to an experience. Even if we are trying to describe a physical object, our language is striving to give the listener an experience of what that object is.

But words are not experiences, nor do they contain experiences in themselves. Words by themselves have absolutely no meaning whatsoever. Have you ever tried to understand what someone was saying who spoke a language you did not understand? The very fact that you did not understand the words used should be proof enough that words themselves do not convey meaning. Only the interpretation of those words yields meaning.

It is simply impossible for anyone to give a full and complete description of anything using language. So we generalize and leave out details. In order for anyone to understand what we’re saying, they have to try to interpret what you’re saying in a way that makes sense, so they have to mentally go looking for the bits of information that you left out to make a complete

picture. And while they're looking for the missing information, they're not paying as much attention to what you continue to say, giving you a perfect opportunity to communicate directly to their subconscious mind. Voila! Conversational hypnosis.

Missing information is only one technique of distraction & misdirection. Disguising the context of the words we use is another. Power persuaders are very fond of telling stories and using quotes. When a person is listening to a story about someone else, they do not consciously associate the content of the story with themselves. But due to the Pink Elephant Principle, and the requirement to experience words in order to understand them, your prospect will imagine themselves as being the subject of the story ***just to understand what you are telling them.***

*"I have a friend who wanted to start a business. But it seemed that no matter what he tried, he could not get a bank to finance his venture. Over the course of several years, he applied for the money he desperately needed for his business from bank after bank, getting rejected each and every time. It was heartbreaking.*

*But one day, my friend found PowerKeys Publishing and all his troubles evaporated like the morning dew on a hot summer day. They told him 'Stop wasting your time looking for financing! You can make tons of money just by promoting this excellent course through our affiliate program.' They showed my friend how to set up his affiliate business and promote it to a global market, and do it all using the money already at his disposal."*

You'll notice in this example that no-one is telling the listener what to do, but if you were to say something like this to your prospect, they will interpret the quote *'Stop wasting your time looking for financing! You can make tons of money just by promoting this excellent course through our affiliate program.'* as if it were directed at them, and start thinking about how they could do the same.

Later on, you'll learn all about many forms of distraction and misdirection. We'll also include enough examples so that you'll have an easy time applying the techniques to your unique situation.

### ***Covert Delivery of Subliminal Persuasive Messages***

The final phase of persuasion is the actual delivery of your subliminal messages. It doesn't matter how well you've packaged a gift, if you don't deliver it, it doesn't do anyone any good.

Many of the ebooks, online courses, and the like that I found while doing my research seemed to focus almost exclusively on this phase of the persuasion process. They talk a lot about embedded commands, presuppositions, complex equivalents, and the use of anchors without showing you how to effectively set up your prospect to receive them.

In this course, you'll learn not only all of these, but several other techniques to deliver subliminal persuasive messages to your prospect, who will be in a very receptive frame of mind by the time you lay it on the line.

Delivering messages covertly usually involves something that I call “underlying assumptions”. In classic sales training, it’s called the “assumptive close” and involves things like asking which of 3 options the customer wants to use in making the purchase rather than asking whether the customer wants to make the purchase at all.

*“Where will you be taking delivery of your new car?”*

*“What will you do when your fellow employees no longer want to work with you and I’m faced with the decision to keep you or let you go?”*

*“When you think about how you respond with anger when people do things you don’t like, can you now see how you can choose to respond differently?”*

*“I don’t know how much you’re going to enjoy being with me tonight, but won’t it be great to look back on tonight as the night our lives changed forever.”*

*“What will you do first with your new-found persuasion power?”*

You’re learning a lot about the structure of conversational hypnosis. This will make mastering the skills so much easier because you now have a framework in which to place the concepts and techniques.

## **Motivating Desires**

Everyone wants something. When you know what your prospect wants, you can use that information to present your offer in a way your prospect will eagerly respond to.

Inexperienced persuaders usually start out thinking that everyone wants the same things they do, however not everyone wants to live in a mansion with servants taking care of the place. Some people like their privacy and would prefer to live in a more ‘intimate’ setting.

The same mistake is often made in advertising. A company may advertise the health benefits of its products, yet later find out that their customers really wanted something that was easy to get and had a ‘hip’ image. *(Do you know which fast food restaurant made this mistake?)*

A writer may think that readers want a complex storyline with ‘interesting’ characters, when the readers really want a story that they can relate to, and that helps them imagine their own lives being just a little bit better.

A man may try to give a woman everything she indicates a desire for in an effort to win her affection, yet she really wants someone who is confident enough in himself to not need her approval and isn’t afraid to occasionally offend her with his masculinity.

So how do you avoid falling into this pattern and confidently approach every prospect knowing something that will grab their attention and have them lusting for your offer?

There have been numerous studies performed over the years to determine what motivates people to do the things they do. Abraham Maslow produced what may be the most quoted list of

human needs ever discovered. There have been several other studies performed that gave slightly different perspectives on the common wants and needs of the human race.

Within the pages of this course, you will find the results of my own research and experience, which closely matches those of other persuasion experts.

One thing that every persuasion expert agrees on is that most people are motivated by the basic needs of survival, such as food, shelter, safety, and sex. These are programmed into our genes from prehistoric times, and are extensions to the most basic of all motivating factors, the pleasure/pain principle. All living things will tend to move away from pain and move towards pleasure. As humans, we simply rationalize this ‘amoeba-like’ behavior, although we rarely deviate from it. Self-preservation and the preservation of the species are two things that form the foundation upon which the rest of our society is built.

Other basic needs are those that affect our position within our community. Especially in today’s world, our success or failure is based on how we interact with others. Employees depend on the acceptance of their boss to continue to earn a paycheck, and self-employed people depend on the acceptance of the marketplace to continue to earn a living. In our personal life, we either get to enjoy the company of others or not depending on how we interact with them.

Things like recognition, acceptance, approval, and understanding will have a profound impact on anyone you wish to persuade. Within these needs, you will find other needs such as the need for honesty, integrity, familiarity, authority, and consistency.

Only rarely will you address these motivating factors directly when working to persuade another person. Although you may be offering something that will help your prospect earn more money, and thus be in a better position to acquire more of the basic necessities of life, such as food, shelter, and protection; you will find it more effective to talk about the other gains that will be experienced, such as more freedom, more prestige, and so on. Your prospect will automatically link the ‘higher’ value of freedom to include the ‘lower’ values of food, shelter, and so on. As you’re already learning, subtle suggestions are more effective than the heavy-handed approach.

**Rather than:** “Give me what I want and I’ll have sex with you.”

**Try instead:** “I’d *really* appreciate it if you would \_\_\_\_\_.”

**Rather than:** “Either do your job right or you’ll end up living on the streets.”

**Try instead:** “Do a good job here and you’ll earn all the freedom you want.”

**Rather than:** “You’re not getting dinner until you do as I say.”

**Try instead:** “We’ll have dinner as soon as you finish your chores.”

**Rather than:** “If you follow my suggestions, you’ll earn the respect of others.”

**Try instead:** “You know; Mr. X (*a well-respected person*) does this all the time.”

By knowing the core needs and desires that are common to all humanity, you will have a solid starting point in persuading anyone you wish. Simply reframe your suggestions in a way that tells your prospect how their needs will be satisfied and you will increase your effectiveness even before you use any of the other concepts and techniques in this course.

## **Personality Types**

As much as we'd like everyone to respond the same way to our persuasion efforts, there are other factors to consider beyond the basic core desires. Each person has a unique personality that defines how that person responds to various circumstances. As a power persuader, you will modify your approach accordingly when you are working your magic.

Some people are motivated more to build for the future, while others are motivated more towards preserving the past. Some people are motivated more towards breaking away from the 'status-quo', while others are motivated more towards conforming to group norms. Some people are looking for what's possible, yet others are reacting only to what's required.

In the Keys To Power Persuasion system, we work with 6 key personality dimensions, and teach you how each type is persuaded. These 6 divisions are:

1. Pleasure / Pain
2. Emotional / Logical
3. Details / Big Picture
4. Self-Centered / Other-Centered
5. Leader / Follower
6. Moving / Static

As an example, let's take the first key dimension, pleasure / pain. We already know that everyone has a general tendency to move away from pain and move towards pleasure. We prefer not to upset the people close to us because that would be painful. We pay attention to a charismatic leader because he makes us feel good about ourselves.

But some people are motivated more to avoid pain than they are motivated to seek pleasure. And others are motivated more to seek pleasure than they are to avoid pain.

We all know someone who could be very successful if they would start a certain type of business, but they procrastinate because they expect that taking the risk of starting a business to be a painful experience. These people are very quick to comply with the rules set forth before them because they want to avoid the pain of criticism or confrontation.

Yet we also know others who are very willing to face failure after failure in the pursuit of success. To these people, the possible reward of a big payoff is enough to motivate them to go through a lot of pain to get it. These people will spend years working out in the gym so they can look good at the beach.

When you know what your prospect responds to most, you can persuade them in a way that will match up with their natural tendencies. If you know that your prospect is motivated more towards avoiding pain, you can talk about the pain of not complying with your request. And if you know that your prospect is motivated more towards gaining pleasure, you can talk about how your offer will reward them with a great deal of pleasure down the road.

## **Three Levels of Persuasion**

I think you'll agree that most people are not 2-dimensional beings. They are a little more complex than that. In fact, beneath the outer surface level, people have several inner levels that work together to form the complex interactions that define personality and behavior.

For our purposes, we only need to consider three levels:

**A. Outer level – behavior and environment**

**B. Inner level – capabilities, values, and preferences**

**C. Core level – self-identity, worldview, and the meaning of life**

A person may have millions of concepts about themselves, their world, and the various interactions between them. A change in a relatively minor concept, such as the proper time to eat meals, will result in very few changes in the way that person behaves. Yet a change in a relatively major concept, such as whether they are a winner or a loser, will have much more profound changes within that person's life.

In metaphysical circles, it is taught that whatever you connect to the phrase "I am ..." will determine a large part of what you experience in life. One reason for this is because your inner (subconscious) mind will strive to maintain your self-image. Your beliefs about yourself are used to make choices and ultimately determine your destiny through the sequence of choices made over the course of your life.

In fact, there is whole self-help industry that centers around the concept of the self-image. Maxwell Maltz's classic "Psycho-Cybernetics" was one of the first to educate the world about the sheer power of the self-image. Within that classic book, we learn that we will tend to act and make choices based on how we perceive ourselves to be.

The same is true about the prospect you're attempting to persuade. Their self-image will affect the choices they make, such as whether to go out with you or not, or to accept your guidance as being right for them or brushing it aside as irrelevant. Smart persuaders know that you want to help your prospect see themselves in a way that supports what you are asking from them.

*"I know that you're really going to love making this choice because I've seen you make so many similar choices in the past."*

*"Oh, I know that deep down inside, you're just the kind of person who has to say yes to an offer like this. You know that this fits perfectly with who you are."*

*"Since you've told me that you love a good challenge, you're really going to enjoy taking on this project."*

*"As a power persuader, you're going to take to this like a duck to water."*

## **The Pygmalion Effect**

For about five years of my life, I worked as a school-portrait photographer. Almost every school-day, I dragged myself out of bed (way too early for my tastes), drove to a new school, assembled a full photography studio (sometimes in a space the size of a closet), and proceeded to create portraits for a few hundred students before I disassembled the studio equipment and packed up to go home. I created about 40,000 portraits my first year. And all for \$10 per hour.

The wonderful challenge involved with all this was the fact that I had less than a minute to work with each student to try and get a ‘natural’ smile that mom or dad would be proud of. Within the space of that minute, I had to enter the package information into the computerized camera, direct the student into the standard yearbook pose, and try to say or do something that would inspire a genuine smile from that child.

After a while, I learned some tricks that made the whole process run a lot smoother, and I started getting really good results, even from the kids who did everything they could to be difficult.

The first thing I discovered was that I got more smiles when I took a couple of minutes to talk to each class before we started taking pictures. In that little talk, I explained what we were doing, what I expected from them, and made sure to tell them, “this is going to be a lot of fun.” Of course, I acted the part and practically bounced up and down as I explained all this.

When the kids came into the experience expecting to have fun, they found themselves responding to the process with more enthusiasm and all it took to get the natural smile was to say something like “Okay, show me that award-winning smile of yours!”

The next thing I found was that if a student sat down and told me point-blank “I’m not going to smile”, I’d respond with a simple “sure, no problem” and proceed exactly like normal. By the time I had directed the student to turn the right way, position their arms, shoulders, and face so they were in the right pose, they were so used to following directions that when I asked for the smile, I had it on film before they realized what had happened! Many times, I’d see a surprised look followed by the words, “you TRICKED me!!” “Yeah kid, that’s my job.”

You may have read about some experiments that were conducted with school children entering a new class. Before the year started, the teacher was informed that out of the group of 25 students, 5 in particular were outstandingly intelligent and would lead the rest of the class by leaps and bounds. In truth, however, the 5 students were picked at random and were no different intellectually than anyone else in the group.

But as the year went on, the 5 students brought to the teacher’s attention far surpassed everyone else in the group. In fact, it was almost embarrassing how far ahead those 5 students were by the end of the school year.

This experiment has been performed over and over again to the point where the phenomenon has it’s own name – the Pygmalion Effect.

The basic principle of the Pygmalion Effect is that expectation alters experience and behavior. If you expect you’re going to have fun, you’ll have a lot more fun than if you expect

to be bored. If you expect to do well in a particular subject, then you'll do a lot better than if you expected to fail. Also, if you expect to fail, you won't put in enough effort to succeed.

In the case of the outstanding school children, the expectation of the teacher rubbed off onto the children themselves. When presenting a new subject, the teachers in these experiments tended to use phrases such as "for an outstanding student like you, this will be a breeze." And when one of the singled-out students gave a wrong answer, the teachers had a tendency to treat it with more respect than a wrong answer given by one of the 'average' students.

What this teaches us as power persuaders is that when we expect to get what we want from others, we will be far more likely to succeed than if we expect to fail. Also, by expecting our prospect to go along with our persuasion process, they will get the subliminal message of what's expected of them, and they will be more likely to go along with it for that reason as well.

In sales, this is usually referred to as the "assumptive close". Rather than ask your prospect if they want to buy, ask them which options they want with their purchase. Rather than ask if they want to go out with you, ask them where they would like to go. Rather than ask if they will follow your suggestions, ask them to report back on the results afterwards.

*"Anyone who's read this far is bound to become a great persuader."*

*"This isn't nearly as difficult as a lot of other things you've mastered."*

*"I'm confident that you will go far with this skill."*

*"This is going to be very rewarding and a whole lot of fun!"*

## **Judgmental Heuristics**

It's common knowledge today that our daily lives are filled with many more details than we ever had to deal with before. It seems that the speed of life is just getting faster and faster and we're doing all we can just to keep up!

But would you be surprised to learn that life has *always* been like this?

Even just the simple act of walking from one place to another involves so many tiny decisions, that the fastest computers on Earth just a few years ago **COULD NOT HANDLE** the task! Not only do we plan out a pathway to get from one place to another, but we're also coordinating the simultaneous interactions of dozens of muscles through most of our bodies to move our feet from step to step, at the same time we're correcting our balance several times per second just to stay upright! Suffice it to say that once we learned how to coordinate everything required to walk, we delegated the immense task of walking to our subconscious mind.

Not everyone remembers learning to walk, so let's take another example – learning to drive a car. You probably remember how confusing it was to keep track of all of the details required for that task, don't you? When to press the accelerator and when to press the brake pedal. How far to press either one depending on the situation. Watching out for other cars that may be traveling into your pathway. Watching the gauges to make sure you're not going faster than the speed limit (and what did the last speed limit sign say, anyways?). Over the course of

time, you gradually gained proficiency in the skill and didn't have to think about all of that anymore. Now, when you want to drive somewhere, you focus more on the radio than you do on the process of driving.

What happens is that we discover shortcuts that allow us to focus on only the key factors that are important in any given situation. In driving, you discover that you don't have to watch the gauges, just glance at them once in a while. You don't have to plan out every step when walking, just take each one as they come and place your foot somewhere closer to where you're going, but not too far from your body.

This happens in many other areas of life too. In our effort to cope with too much information, we try to find shortcuts everywhere we can. We discover over time that we don't need all of the information on a topic in order to make a reasonably correct decision. We follow generally accepted "rules of thumb", which in psychology are called "judgmental heuristics".

For instance, pretend that you're shopping for an item that you don't know much about. Let's say that you're in a store and looking at 2 different models. They appear to be pretty much the same, with the same set of features, the same capabilities, and so on. The only thing you notice that's different between them is the price. One cost 20% more than the other.

Which one is better?

Most people will say that the one that's more expensive is probably the better one, simply because we're used to seeing better things priced higher than inferior ones. We've seen that relationship so many times that it has become a "rule of thumb" and so we use it to make a decision when we have little else to go on.

We also tend to use the same 'rule' in the other direction. Upon learning the price of an item, we automatically assume we know its quality. We'll pass over a table of \$1 books simply because "nothing good would be priced that low", but gladly spend \$50 for another book because "it has to be good at that price".

The pattern breaks down when it crosses the boundaries of our experience. Few people are willing to spend \$200 for a book, yet the same information packaged as a "home study course" may be sold for \$300 or more. We're used to seeing home study courses priced much higher than books, and so our sense of value for them is similarly higher.

Power persuaders know many of the shortcuts that people use and will take advantage of them where appropriate. As we go through this course, I will point out those common shortcuts and give you examples of how to use them to your benefit.

The general rule is this:

**Any decision that takes too much time or effort to examine in depth is likely to encourage a judgmental heuristic.**

## **Motivating Desires: Understanding The Average Prospect**

Now that you have a basic understanding of the whole persuasion process, let's take a look at the core principles that motivate everyone to some degree or another. As soon as you understand how everyone you meet can be persuaded using these simple concepts, you'll have a serious advantage in all your persuasion activities.

In addition, knowing where your own motivating desires are coming from and how another persuader could use them against you can help you spot unscrupulous uses of persuasion where they might exist. The key thing to keep in mind here is that whenever someone suggests that what they are offering will meet one of these needs is this: "Does it really meet this need, or is there something else that could meet this need better?"

Before we delve into the individual factors, however, let's take a quick look at *WHY* these core desires work as well as they do. To really understand a method or technique, you have to consider where that technique gets its profound power. Then, you have the knowledge and wisdom to apply that technique in new situations and even come up with new techniques of your very own.

### **Source of Motivating Desires**

These core motivating desires spring from the common ancestry that we all share as human beings. If you know nothing else about a person, you know that they are human. They may be male or female. Young or old. Thin or fat. Anything you know about the person you're about to persuade can give you insight into something that will motivate him or her to your way of thinking. The more you know about your prospect, the easier it will be to persuade them.

So, let's say that you know nothing more about a person other than they are human. What does that give us to work with?

First of all, this person is alive and probably wants to stay that way. A ludicrous thought, maybe, but one that leads us to several other insights. What does a human being need to survive?

Food, water, protection from severe weather, and these are just the beginning.

### **Hidden Operation of the Human Mind**

Now, before we go further into this, how can this information help us persuade someone? Unless the information can be put to use, what good is it?

Good question, so let's get a grip on how the human mind works, how these basic needs are programmed into it, and what happens when they are brought up in any communication.

At an extremely basic level, the human mind works on a principle of association and memory. It tries to associate every new experience or each new piece of information to something else already in the memory banks. The new information is associated with previously known information based on shared qualities and assumed associations.

Whenever a new experience is encountered, it is interpreted and judged based upon previous experiences, with earlier experiences carrying more weight than later ones. This is why psychologists look to a person's childhood to uncover the root causes of life difficulties.

It's like taking a walk in the park. If the first turn you make is a left turn, then a right turn only moves you closer to the direction you started going in the first place. And if you take several left turns in a row, you are going so far left that it would be very difficult to get on the right side of the park. Each experience we have in life moves our internal compass in a direction based on the interpretation we give to that experience.

When a child is born, their mind is a blank slate, with nothing written thereon, and ready for new experiences. One of the first experiences is the birth process itself. It's painful, and an extreme disruption from the nice, comfortable environment of the womb. Bright lights, cold air, and a smack on the bottom. How unfriendly this new world is! At this point, the mind has recorded the nice comfortable environment of the womb, and the harsh environment outside. The concepts of comfort and discomfort have just been learned.

Soon after, the baby's body starts to get hungry. Nourishment is no longer being assimilated from the umbilical cord and the physical machinery of life requires fuel. Hunger does not feel good, and this experience is recorded into the empty mind. Hopefully, mom is nearby to offer the child something to satisfy the hunger, and the easing of hunger feels good. Now, the young human's mind has associated food with comfort.

At this moment in a person's life, they have already associated food with the pleasant memory of the womb (both feel good), and although this memory will be buried deep beneath layers and layers of many other memories, it will continue to create pleasant feelings whenever the thought of food arises, at least for most people.

Similar associations are created through the experiences of falling, getting physically hurt, being held, hearing people yelling or screaming, seeing some very friendly or unfriendly expressions on faces, and a host of others. These memories and their associations form the basis upon which we interpret our world. The majority of humans on this planet have experienced very similar things, and so have the same basic driving forces within them.

Higher-level motivating desires are created when an experience is routinely associated with a lower-level motivating desire. For instance, if a parent always offers a piece of candy after disciplining their child, that child will link discipline to the experience of eating candy, and may start to look forward to it. Or if someone always gets rewarded for bringing home good grades, then they will have a positive association with getting a good grade, which will become a reward in it's own right.

### **Common Factors of all Motivating Desires**

The over-riding similarity that all of these motivating desires have is this: a contrast between pleasure and pain, between comfort and discomfort.

When a child grows up to the point where their body is ready for reproduction, new experiences are recorded into the mind. The uncomfortable, tense feeling of being sexually aroused, and the intensely pleasurable feeling of sexual release. Much like food to a baby, these

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feelings are associated with all other comfort/discomfort memories and carry as much weight as the rest of them, maybe more since the feelings are generally much more intense.

## **How These Motivating Desires Affect Persuasion**

Now, the final piece of the puzzle is in understanding what happens when these topics come up in conversation and how this affects the persuasion process.

Remember the Pink Elephant Principle that we talked about in the Psychology of Persuasion section? In order to interpret the words communicated, the mind must call up an associated memory of what those words stand for, and in doing so will re-experience those memories as if they are happening in the present moment.

So when you talk about food, your prospect will have to recall a memory involving food, and will re-live an experience of food in the present moment. The experience of food will become a part of the combined experience of the present conversation, resulting in an association being made between food and whatever else you're talking about. Whatever you're talking about has just become more 'comfortable', and you've taken another step towards your desired outcome.

*“Have you ever found yourself enjoying the process of reading an excellent book to the point where it seems that your mind is just feeding on the information you're getting, as if the words themselves become food for your intellect and you feel your mind getting full on the meal?”*

*“Don't try to take it all in at once. I mean, you can't eat a whole cow in a single meal. But if you take it one bite at a time, you can digest any amount of information.”*

*“I really enjoy being with you here tonight. It's a very sweet feeling that warms my insides just like drinking a mug of hot cocoa.”*

*“Can you help me with this project. I may have bitten off more than I can chew with this, and your input would definitely spice things up.”*

*“It's really great when you can allow yourself to relax and just drink in all of the intoxicating information that is helping you become a power persuader.”*

As you can see from the examples, the food concept doesn't have to actually involve eating. But the mind of your prospect will experience your words as if they are actually eating while listening to you talk, and this will add pleasant associations to your suggestions.

## **Motivating Desires Common To Most Humans**

### ***Physical Motivating Desires***

We've already covered some of the most basic of all motivating desires, those related to survival. Within our genes are the codes that make our bodies feel good when we're doing

things that will maintain our personal survival and the survival of the species. Sex feels good because it is what propagates the human race from generation to generation.

### ***Food***

We've already talked about how food becomes a motivating desire and how to use it when persuading someone. Phrases such as "chew on this" when asking someone to think about something, or using the word "digest" to refer to the processing of information work very well. Along a similar line, you can also describe another experience, such as completing a work-related task or a feeling of being closely bonded to a person, using a simile such as:

*"When the job is done you can rest easily, like you do after eating a thick, juicy steak with the perfect blend of spices cooked over a wood fire."*

*You're going to find so many great choices in this catalog; you'll feel just like a kid in a candy store.*

### ***Sex***

I think that everyone's heard the phrase "sex sells". Not only do you see it used to advertise products for men, but you also see it being used to advertise products for women as well. Both sexes are just as motivated by this core physical driving force as the other.

While men tend to be more open about their desire for sex, women are just as interested. They've just been programmed by society to 'protect themselves' and not be as open about it. I think that this will fade as time passes, but for now, society is still teaching women to be more reserved in their expression of sexual interest.

Here in the United States, we also tend to be more reserved about sex than our cousins in other countries. We have more taboos about the discussion of sex, and we place more restrictions on what is considered 'proper' and 'socially acceptable'. In recent years, there was a lot of fuss about sexual harassment and that really put a damper on even hinting about sex in a workplace environment.

So how can we use the concept of sex in our persuasion efforts? We can't use it in quite the same way as we do with food.

*"When the job is done you can rest easily, like you do after having the best sex of your life."*

*"Have you ever found yourself becoming really fascinated by a subject, being drawn into it as if you were approaching a climax and ready to explode?"*

If you tried one of these at work you just might get yourself into trouble. But something like this may be appropriate if you are trying to seduce someone and that person is already warmed up to you. How far you can go with it really depends on the situation and whether your prospect is open to it.

There is a way to bring up the concept of sex without really mentioning it directly. You can talk about things that could be taken as sexual or non-sexual, yet string them together in a way that suggests a sexual connotation. This is known as the art of sexual innuendo.

*“I really like playing tennis. You’re out there in the hot sun and it feels really good to have the sun caressing your skin. Your heart beats faster as you work the ball back and forth across the court. Your muscles tighten and release with the repetitive motions, straining to keep the game going and not lose it too soon. You’re drenched in sweat, but it feels good, makes you feel intensely alive. And as much as you’d like it to last all afternoon, it’s soon over and you find yourself totally relaxed, yet looking forward to the next time.”*

*“This job can be rather routine much of the time, yet somehow the routine nature of it becomes a reason to be here because as you repeat the same motions over and over again, it’s like you’re in this harmony with the universe, and each little motion carries with it a deep, hidden meaning that transcends all rational thought, and when this happens, you feel a sense of passion about what you’re doing, a passion that makes you feel good about what you’re doing in a way that drives you to do more of it, because doing it makes you feel good all over. And when you’re away from the job, you long to get back to it as quickly as you can just so you can re-experience that passion. With me, this is how I feel.”*

*“Confidence is a feeling that starts deep within you, within your heart. As you start to uncover the secret areas of yourself, and present them to someone who cares for you, you find that as this person responds in a good way to what you are sharing with this person, you feel a warm, tingling sensation that gets warmer and brighter the more you share of yourself. And this knowledge that you are capable of making another person feel good makes you feel good about yourself and confident about sharing more of yourself whenever possible.”*

Sexual references don’t have to be crass or primitive to be effective. As with much of persuasion, the light touch is really more effective anyways.

### ***Safety***

What happens when you feel intimidated? You either feel like running away or you feel like standing up for yourself and doing battle, right? The old “fight or flight” phenomenon.

Just as with food and sex, you can use this primary motivating desire in your persuasion activities by simply using concepts and words that mean safety, security, protection, solidity, trust, harmlessness, immunity, freedom, helpfulness, relaxation, comfort, dependability, reliability, predictability and so forth. By doing so, you will inject a feeling of safety into your conversation and your prospect will feel safe thinking about your offer or proposal.

*“I think you’ll really enjoy coming to our group meetings. Every Wednesday, as dependably as the sun rises, we come together to relax and share insightful thoughts and ideas that help secure the business success of all members.”*

*“Once you ‘lock in’ these concepts and techniques, you’ll glide smoothly through life, completely immune from distress and disorder, and forever free to reliably secure the things you want from others.”*

*“Some people think that success is hard to come by, but when you apply the scientific principles we’re prescribing here today, success is such a sure thing, that you can predict exactly how much you’ll get, as well as when you get it.”*

*“I know how important it is to feel safe in a new situation. You really want to know that the people you get involved with are going to be dependable and are on your side no matter what. That you can trust someone, and that they can be so reliable that you can almost predict what they will do most of the time, that’s a feeling that really makes you feel comfortable about getting involved.”*

### ***Emotional / Social Motivating Desires***

Few people like being alone, and the only way we really know if we are accepted into the community is when those around us reflect certain things, like approval, acceptance, respect, and so forth. This leads to the following emotional motivating desires. Can you create some examples for these? Remember, you don’t have to refer to your prospect, but can be speaking about someone else entirely.

#### ***Acceptance / Approval / Appreciation***

In Dale Carnegie’s famous book “How to Win Friends and Influence People”, he stresses the supreme importance of the 3 A’s – Acceptance, Approval, and Appreciation. I’ve found in my own experience that when someone feels that you accept them, they will be far more likely to accept you **and** your suggestions.

#### ***Belonging***

One of the major reasons that gangs and cults are able to recruit members is because they present themselves as surrogate ‘families’ where everyone ‘belongs’ and everyone looks out for each other. If this driving need is powerful enough to pull someone into a situation where violence, crime, and a total disregard for human life is rampant, doesn’t it make sense that it could also help in a more civilized environment?

#### ***Recognition / Status***

It’s one thing to belong to a group. It’s something altogether different to hold a position of authority and leadership within that group. When someone feels that they are valuable to the community they belong to, they feel good about themselves. And if what you are offering to them will increase their status, then your offer becomes that much more ‘comfortable’ and more likely to get a yes response.

Recognition and status have 3 different forms: character, skills, and possessions.

Character is usually defined as having the qualities of honesty, integrity, trustworthiness, honor, reliability, dependability, and so forth. The same things we talked about regarding physical safety apply here regarding emotional safety.

To effectively use this motivating desire, you will either cast your offer in the light of being of high character, or you will subtly suggest to your prospect that they will be seen as having a high character by accepting your offer.

Recognition of skills is also a powerful motivating desire. As we grow up, we acquire a large number of skills required to survive. Walking is a skill that was difficult to master, as was learning to speak. Yet these common skills are not what your prospect wants to be recognized for. Your prospect wants to feel as if they have accomplished something that few others have been able to do. We all have a certain level of pride associated with mastering special skills.

In the world of business, for example, the people who are paid the most are usually the ones who have mastered a skill that few others are capable of performing. In schools, teachers who are able to educate their students in a fun and powerful way are highly sought after. And in personal situations, those who are able to make others feel good about themselves (a skill in itself) are considered the best friends to have.

Possessions are almost universally recognized as being status symbols. The more you have, the greater your apparent importance within the community. In many cases, this is true, since the only way you can accumulate stuff is to exchange value you've created for items that others have to offer. Thus, in order to get stuff, we need to create and exchange value for it, and those with the most stuff are usually those who have created the most value.

Creating value to exchange for stuff doesn't have to be a difficult process. As you're learning in this course, making another person feel good about themselves is one form of creating value. Learning how to accomplish an important task and then teaching others is another easy way to create value. Knowing how to present a product or service when selling it can 'create' value, simply because you are able to inspire from your prospect a greater regard for the product.

Most humans are motivated to acquire possessions in order to secure their position within their communities. If you can present your offer in a way that suggests that your prospect will get more stuff as a result of agreeing to your offer, you will add weight to the yes side of the scale.

### ***Self-Worth / Self-Importance***

The last emotional motivating desires that we will discuss here are the emotions of self-worth and self-importance. As humans, we also like to feel good about ourselves, outside of our relationships with other people. This is the prime motivating desire that is used when engaging in fundraising for charity, or asking someone to give up something they value without getting anything in exchange, such as giving up an afternoon for community service projects.

### ***Emotional Stimulation***

Everyone loves to be stimulated. When we become excited, or scared, our hearts start beating faster, the adrenaline starts to pump through our veins, and we feel more alive than we ever do staying in the nice, safe, comfortable corners of the world. It is this motivating desire that causes people to do dangerous stunts, such as bungee jumping or cliff climbing, or enter a forbidden situation and risk getting caught.

## ***Mental Motivating Desires***

One of the reasons that humans have become the dominant species on this planet is due to our ability to think beyond the present situation. We can consciously remember past events, and we can project ourselves into the future to see the eventual outcome to a set of actions. We can consider the possible outcomes to various alternatives and choose the options that are most likely to create the desired outcome.

## ***Mental Stimulation***

Part of what has contributed to our domination of planet Earth is the genetic need for mental stimulation. As the pace of our lives grows, this need grows as well. We are constantly bombarded with information from every direction. And yet we search for more; on the Internet, on TV, on the radio, in the paper, in magazines, through cell phones, anywhere and everywhere.

Everywhere you go, you see people talking on cell phones. Most of them are not doing business, but simply talking to friends and family in an effort to stay stimulated. I often find myself ‘surfing’ the Internet, not really looking for anything in particular, just looking around to see what’s out there. Many people have a habit of watching television for hours on end without any real concern for the shows that are playing. It’s said that the ‘average’ person watches over 20 hours of TV a week!

The world of advertising, which is right in the middle of the persuasion field, has learned that for an ad to be effective, it must be stimulating. Dan Kennedy, one of the geniuses of advertising and marketing, has a simple message – “Don’t be boring!!”

We can use this knowledge in our own persuasion efforts, whether we are creating marketing materials, teaching a class of students, counseling a patient, or seducing a lover. If we want to be noticed and gain the attention of our prospect, we must create interest and excitement. We have to project a concept, an image, and a message that is stimulating to our prospect in order to win our prospect’s full attention. Once captured, we should communicate our full message in the same context in order to keep our prospect interested in everything we say.

## ***Understanding***

Mental stimulation by itself is not wholly responsible for humanity’s success as a species. We also have a driving need to understand the world around us, and the people we come in contact with. Only by understanding what’s going on do we have a chance of controlling it to our advantage.

When you are persuading someone, you want to make sure that your prospect has a feeling of understanding your proposition, or at least that part of it that involves them.

Fear is uncomfortable, and anything that is unknown has the potential to also be uncomfortable. This is why we desire to know and to understand, to eliminate the possibility of uncomfortable things sneaking up and surprising us.

Our need for understanding leads to several things, such as a need for order and structure, as an example. When we can easily identify a structure and a pattern, we feel that we understand

the whole. Compare this to a random mish-mash of happenstance that could disguise a potentially hazardous trap.

Our need for understanding also leads to a curiosity about new things. Rather than allow a new thing to have a chance to hurt us, we'd rather learn about it and understand it in an effort to protect ourselves from its hidden dangers. Not knowing is uncomfortable, and we try to make ourselves more comfortable by investigating the new thing.

Our need for understanding extends to the people around us. Whenever someone acts unpredictably, in a way that we did not expect, we sense the potential for getting hurt. Maybe it's physical danger, but most of the time it's simply the danger of being taken advantage of, losing some of our stuff (and thus our status in the community), or being misled into a situation we didn't want to be in.

It's much easier to understand someone when they act consistently, doing the same things in the same situations time after time. Other characteristics that help your prospect feel that they understand you are honesty, integrity, credibility, and authority. If your prospect gets these messages (from you or from others), then you will have a much easier time persuading this prospect to your way of thinking. We'll cover how to present these in more detail later on.

Because some of these characteristics can only be truly known after a period of time, the feeling of familiarity is also a motivating desire. If you are unfamiliar to your prospect, they feel a lack of understanding. After all, the information they get from you this one time could easily be false information. Your prospect has been lied to before, and doesn't want to be lied to again. They want to know that they can trust you, and that usually only comes through time.

As a power persuader, however, you will be able to instill these feelings within minutes simply by talking about them. As you talk about the concepts of familiarity, reliability, trustworthiness, and so on, your prospect will be recalling related memories and re-experiencing those feelings. And as your prospect experiences the feelings of trust and understanding while in your presence, these feelings become associated with you, and you will have eliminated the normal barriers to gaining your prospect's full trust.

### ***Efficiency***

Despite the fact that we have a driving need for mental stimulation, there is simply too much information to keep track of all of the time. We would have never become the dominant species without a mechanism to filter out the majority of information so we could focus on the important things.

Do you remember learning how to drive a car? Remember how it seemed that there was too much information to keep track of? Watching the gauges to make sure everything was working and that you weren't driving too fast. Watching the other cars on the road to make sure that they didn't pull in front of you and being ready to react in case they did. Coordinating the pedals on the floor and the steering wheel in time with each other to maneuver the car the way you needed to go. At first it seemed so very overwhelming!

But as you gradually gained proficiency, you discovered that you didn't have to watch the gauges, that you could judge the speed of the car by 'feel'. You didn't have to watch the

other cars, just watch the space in front of your car. You found shortcuts that gave you enough information to make reasonable choices.

A similar thing happens in other areas of life. After having many experiences of seeing better quality items priced higher than lesser items, we learn that price generally equals value. So if we're short on time, we look at the price to determine which of two items is better. When we focus on only a portion of the information, we are using what are known as "rules of thumb" or "judgmental heuristics". We'll also cover many of these later in the course.

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## Personality Types: Discover Your Prospect's Secret Buttons

While you can feel confident persuading anyone using the core motivating desires we just covered, you will go even further when you take into consideration the personality type of your prospect. Although we are all human, we are also individuals with different value systems and different ways of responding to the world around us.

Just as any point can be located using a system of coordinates along 3 physical dimensions, any prospect you encounter may be described using a system of classification along the following 6 psychological dimensions of motivation.

1. Pleasure / Pain
2. Emotional / Logical
3. Details / Big Picture
4. Self-Centered / Other-Centered
5. Leader / Follower
6. Moving / Static

Each one of these 6 key personality dimensions represents a scale upon which you will measure your prospects to find the best way of persuading them. As you begin to evaluate each person you meet, you will notice where each person falls on these 6 scales, and as you do, you will realize just how easily you can customize your message to every person you talk to, and increase your persuasiveness exponentially! Clearly, you won't need to address all 6 dimensions with every prospect you want to persuade. In most cases, you will only need to place a prospect on 2 or 3 of these dimensions, depending on the offer you are presenting.

In order to get this firmly into your head so you can quickly evaluate each person you meet, you will want to take a day to work with each dimension at a time. For example, on Monday, evaluate everyone you meet in terms of the pleasure / pain dimension. On Tuesday, evaluate everyone you meet in terms of the emotional / logical dimension. Follow along, spending one day evaluating each person you meet that day in terms of only one of the six dimensions. This will establish the bedrock foundation for your persuasion training. In fact, the information gained by this practice alone can literally multiply your persuasiveness in almost every situation.

### **Pleasure / Pain**

We are all motivated by the twin factors of pleasure and pain. We enjoy pleasurable things and do what we can to get more of them into our lives. We dislike painful things and do what we can to eliminate them from our experience. However, some people are motivated more by pleasure than they are by pain, and others are motivated more by pain than they are by pleasure.

Just to make sure I'm communicating clearly, let's go over a couple of examples of what I'm talking about. This will also give you additional information with which to use in gauging where a prospect should be placed on this dimension.

Listen carefully to a story about Karen, a friend of mine. Karen seems to have a very positive outlook on life. When she was in high school, she was involved in all of the social activities: going to parties, hanging out with her friends, and doing what she had to in order to pass. It was an incredibly fun time for her.

After a couple of years working at dead end jobs, and getting into a relationship that wasn't exactly the best thing for her, Karen made a decision that she wanted more. She felt that she deserved better and that if she was to get what she wanted, she was going to have to do whatever it took.

So, she broke up with her boyfriend, moved into a run down apartment, and took on another job to make ends meet. Karen then checked out the local community college to see about taking some classes to help her get a better job. With the help of a counselor, Karen mapped out a plan of action that would give her a bachelor degree in 3 years. The whole process required that she take on a 3<sup>rd</sup> part time job to pay for her tuition, but that was just part of the price of success.

After Karen graduated (with honors, no less), she was able to easily get a great job with a solid company. Her salary was \$40,000 per year, and the benefits included 3 weeks of paid vacation every year, full medical benefits, a company car, and her workplace even has an in-house fitness center.

But even with all this, Karen still wants more. The last I heard, she was working overtime and taking additional training as part of her attack on a higher position in the company.

Now, let's compare Karen's story with another friend of mine, David. David also has a positive outlook on life. He enjoyed his high school years as much as Karen did, and had a social life that was just as full.

After high school, David pursued a college education, and with the help of several student loans was able to earn his associate degree. While David did have a part-time job during that time, he only worked a few hours per week, counting on his student loans to pay his way through school.

With his associate degree, David was able to get a fairly good job with a reputable company. His starting salary was around \$25,000 a year, with average benefits including 2 weeks of paid vacation each year.

The last time I talked to David, he told me "Life is pretty good. I enjoy the job I have and it pays the bills. It's probably going to take me several years to pay off the student loans, but I'll be okay until then. And after that, I'll be able to buy a better house and actually do some fun things with my vacation."

Where on the pleasure/pain motivation scale would you place Karen and David?



## ***How To Classify Your Prospect***

We don't need to assign numbers to this scale, just think of a 'relative' position on the scale. Karen is 'relatively' far on the pleasure motivated side of the scale, whereas David is 'relatively' centered on the pain motivated side of the scale.

Both wanted to only do what they had to in order to get by, at least in high school. This indicates that they prefer to avoid uncomfortable situations. They also both enjoyed taking part in social situations and thus sought out pleasurable activities. From this information, both Karen and David would be neutral, and we would place them in the middle of the scale, equally motivated by both pleasure and pain.

But where we find the differences are where they are willing to confront painful situations in order to get what they wanted. Karen was willing to break up a relationship, take on additional part time jobs, and work very hard to earn high marks in school in order to get a good job. The relative 'pain' of these things did not detour her decisions and meant less to her than the 'pleasure' of a rewarding job.

David, on the other hand, was not willing to work very hard at earning his college degree. He only took an easy part time job, one that had no chance of actually paying for his education. Instead, he relied on student loans to make life easier (and less painful) while he was earning his diploma. His grades were only average, not enough to qualify him for a higher paying position in his company. And once he got his job, he didn't want to push himself to get a better job, preferring to wait until the student loans were paid off before really enjoying life. In short, David was willing to settle for less pleasure in order to avoid pain.

The reason we don't place David too far on the pain motivated side of the scale is because he doesn't talk too much about what's wrong with things and he wasn't too afraid to engage in social activities. We all know that sometimes it can be awkward to meet new people, yet David felt that the 'pain' of meeting new people was worth the 'pleasure' of being sociable. That's why David is only partially on the pain motivated side of the scale.

Here's an easy way to determine on which side of the scale your prospect sits. Wherever you are, whatever you're talking about, just do this one thing and your prospect will tell you exactly what you need to know.

Ask how they feel about something.

If they start telling you all the great things about it, then you have a pleasure-seeker on your hands. If they start telling you about what's wrong, you have a pain-avoider.

Sometimes, you don't even have to ask them anything. You can tell just by the tone of their conversation. A pleasure-seeker will tell you what they are working towards, the goals they have, and the dreams they hope to live. A pain-avoider will tell you about all of the little problems they have, and although they come up for everyone, they are somehow more troublesome for this person.

## ***How To Use This To Persuade***

Whenever you know that you have a pleasure-seeker, spend the majority of your time talking about the benefits, the pleasure, of accepting your offer. Talk about what they will get out of the deal, and how much better off their life will be once they take you up on your offer.

When you have a pain-avoider, you will need to spend more of your time talking about the problems your offer will solve. Talk about painful situations that will be avoided by saying yes to your proposal, and watch them scramble to ‘not lose out’.

Obviously, you will need to include both sides in your persuasive argument, because we all respond to both sides. Just make sure to spend *more* time talking about the side that your prospect is affected by the most.

*“Here’s something to consider. What if I could teach you how to become more popular, win more friends, and get more of the things you want out of life? If I could show you something that will do this for you, would you be interested?”*

*“Here’s something to consider. What if I could teach you how to eliminate rejection, suffer fewer times alone, and stop your boss from passing you over for promotion? If I could show you something that will do this for you, would you be interested?”*

## **Emotional / Logical**

Although we now know that everyone is persuaded through their emotions, we also recognize that some people prefer the emotional reasons to be presented in ‘logical’ terms. Some of us like to hear the reasons why going along with a proposal is a good idea, that the ‘facts’ support our emotional desires for such things as power, efficiency, value, beauty, or quality.

Of course, not everyone is like this, and others would rather just go along with what feels good at the time. They want to buy the brand that has ‘meaning’ for them. They want to spend time with people who make them laugh and have fun. They want to believe in destiny and fate, that events and choices are sometimes beyond their control.

## ***How To Classify Your Prospect***

One of the quickest and easiest ways to classify your prospect and determine whether they are more emotionally driven or more logically driven is to simply ask them what is important to them about any given subject. If they talk about emotional values, then they are more emotionally driven. If they talk about facts, specifications, or other things that can be more or less measured, then they are more logically driven.

*“What about \_\_\_\_\_ is important to you?”*



## ***How To Use This To Persuade***

Obviously, if your prospect is more emotionally driven, then you will spend more time talking about how your offer will make them feel and less time talking about the supporting facts. And if your prospect is more logically driven, you will spend more time talking about how the facts of your offer are important and need to be considered in making a decision.

*“The styling of this car will command respect from everyone you meet. Just imagine how your clients will respond to you when they see you drive up to meet them in this car.”*

*“Studies have shown that people who drive this car begin to earn higher incomes as a result of the increased respect gained from their clients.”*

*“To help motivate yourself on your weight-loss plan, imagine how much more energy and fun you’ll have when you’re at your ideal weight and think of all the things you’ll be able to do that you haven’t been able to do before.”*

*“As you lose the weight, keep a chart of your progress to help motivate yourself. Every pound you lose will demonstrate to your inner mind that you CAN be a different person, one who can accomplish goals, and this will help you when you go on to your other life goals.”*

## **Details / Big Picture**

Have you ever heard the phrase “he gets so caught up in the details he can’t see the forest for the trees”? Some people really enjoy working with the details of a subject. Of course, there are others who have worked with the details so long that they are somehow unable to see the overall pattern in which those details exist. These people will confuse activity with accomplishment and spend hours on tasks that move them no closer to their goals. On the other hand, these people are also the ones who can find a loophole in the tax code and save big time!

On the other end of the scale, you’ll find people who speak only in generalities, talking about grand ideas with no clue how those ideas will actually get implemented. These people want to understand the overall structure of an idea without the clutter of the minor details. After all, what difference do the details make unless the overall plan has a sound foundation?

Both viewpoints are important, yet we all know that some people are focused more on one side of the scale than the other, and others are focused the other way around.

## ***How To Classify Your Prospect***

Here again, the easiest way to classify your prospect is to ask them a question. Somewhere in your conversation, wherever it fits in naturally, ask your prospect to describe something to you. It’s better if you ask about a process or an activity, but it also works when you ask about a physical thing like a car or a house.

*“How would you describe that?”*

As your prospect gives the description, notice how much detail is given, and whether the relationships between concepts are described or not. The more details given, the more detail oriented is your prospect. The less detail and the more overall relationships given, the more your prospect is the 'big picture' type.



### ***How To Use This To Persuade***

Once again, the use of this information is pretty much obvious. If you're talking to a detail oriented prospect, feed them as much detail as you can. If your prospect is on the big picture side of the scale, talk more about the overall concepts of your offer and don't clutter it up too much with the details. Match your prospect as much as possible in the amount of detail in your conversation, and you will develop a strong sense of rapport which will help you to control the rest of the persuasion process.

### **Self-Centered / Other-Centered**

We are all self-centered. No doubt about it, everything we do is focused purely on what it will do for us. Will it bring us pleasure, or will it cause us pain? Even when we give to charity, it's because it makes *us* feel good to do so. We've done our part to ease the suffering of the world. We are good people who make a difference.

But on the other hand, we are all concerned about other people. None of us wants to be alone forever, so we have a distinct interest in being involved with other people. And it's so very easy to imagine ourselves in their place. If we were in that situation, we would want someone to help us out, so we help them out because it's the right thing to do.

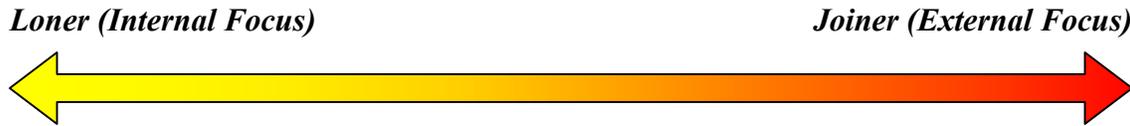
Here again, we have a scale where some people are more focused on themselves, and some people are more focused on others. Scientists call this having either an internal or external focus. When a person has an external focus, they are more concerned about others than they are about themselves, and when a person cares more for themselves than for others, they have an internal focus. Personally, I call those with an internal focus 'loners' and those with an external focus 'joiners'.

### ***How To Classify Your Prospect***

As you listen to your prospect speak, you will usually pick up some clues as to which side of this scale they fall on. If your prospect talks about what other people are interested in, or how other people will be affected by something, then you know that you have a joiner. Otherwise, if your prospect talks more about themselves than anyone else, then you can be confident that your prospect is pretty much a loner.

As with the 3 personality dimensions above, it is possible to ask your prospect a question in order to establish which side of the scale they lean. Just in case you can't determine it otherwise.

You can ask your prospect to tell you about what they consider to be a ‘good time’, such as the ‘ideal vacation’ or the best way to spend a free weekend. If your prospect tells you that a good time is when they can get away and read a book, you can be fairly sure that they are a loner. But if your prospect tells you that they love to go to parties and hang out in Times Square, that’s a good sign that they are a joiner.



### ***How To Use This To Persuade***

When persuading a loner, make sure to address how your proposal affects them directly. Don’t spend much time talking about how it will affect other people, except to say how those other people will respond to your prospect afterwards. An extreme loner will actually choose to be different from the crowd even if it puts them at a disadvantage, which can also be useful in persuading them. Just say the crowd doesn’t see the benefits of your offer, or that your offer “isn’t for everyone”, and notice how quickly they say “yes”.

When persuading a joiner, you will want to spend more time talking about how other people will respond to the decision, or at least how the decision will affect their relationship with others. Joiners definitely want to be regarded as being good people, and want to do things that others will benefit from.

### **Leader / Follower**

Some people are born to lead, others are born to follow. Statistically however, less than 5% of the world’s population are what we would consider a ‘born leader’. So, for all practical purposes, you can simply assume that everyone you meet is a follower and leave it at that.

But for a power persuader, this isn’t good enough. We want to ***guarantee*** success, not just play the numbers.

And there’s that large portion of the population that falls somewhere near the middle of the scale, neither a leader nor a true follower, and you’ll want to apply the right balance of persuasion techniques in order to match each prospect for the maximum effect.

Natural leaders will take charge of a situation, and won’t sit back wondering what everyone else is going to do. They will evaluate the situation, take stock of the available resources (including themselves and other people), and start delegating tasks and responsibilities to those around them to get the job done. A ‘born leader’ feels that no-one else is adequately equipped to make wise choices.

Natural followers, on the other hand, will wait for someone else to take the lead, not wanting to stick their neck out and risk getting knocked down. They are very happy to have someone else tell them what to do, mostly because they don’t trust their own intellect and feel that they would be likely to make a mistake if they had to decide what to do.

### ***How To Classify Your Prospect***

One of the simplest questions you can ask a prospect to find out which side of the scale they are on is to ask them what they do for a living. A leader will naturally hold a position of leadership, and a follower will hold a supporting position. However, this doesn't always hold true, as a natural leader may be just starting out in a new career, or a follower was incorrectly promoted into a position of leadership.

A more accurate measurement can be found by asking your prospect how they know if something is good. That "something" can be anything, such as a movie, a restaurant, or their performance on a job.

Leaders will tell you that they know something is good based on their own experience. Followers will tell you that they know something is good when someone else tells them it's good, such as when they read a good review, or that someone they know tells them that they had a good experience with it.



### ***How To Use This To Persuade***

Followers are more likely to go along with a plan when they think that the rest of the crowd is going along with it. These people respond well to things like testimonials and reports from other people. If you can present your offer in a way that your prospect is likely to be left behind if they don't accept, or if you can play the authority role in the conversation, then you'll have a much better chance of a successful outcome.

Leaders, however, won't just follow along, and it doesn't matter to them how many others have done as you are suggesting they do now. You will have to persuade them that this is a good idea for them irregardless of what others think. You will also have to use what I call the "Blonde's Secret Weapon", which is to get the prospect to think that accepting your offer is their idea, not yours. I'll talk more about this later in the course.

### **Moving / Static**

I'm sure you know someone who seems to be moving constantly, who finds it almost impossible to stay in one place for any length of time. They move from one activity to another, getting bored with each one in the space of a nanosecond. They change jobs, move from town to town and from relationship to relationship. And when you spend any amount of time talking to them, they are constantly changing the subject.

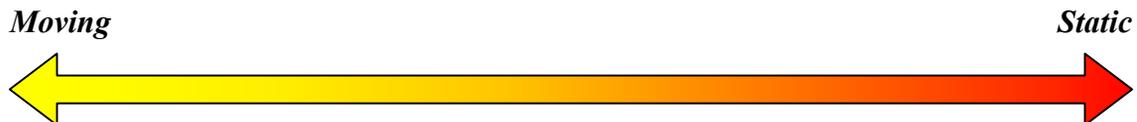
You probably also know someone who is stable as a rock. They still live in the same house they did ages ago. Still work at the same company, attend the same church, and go to the same restaurant for dinner on the same night of the week just as they always have. You can almost set your watch by their schedule.

In a persuasion situation, either one of these two extremes can be difficult to work with. The person who is constantly moving can sometimes be difficult to pin down to a decision, and the one who never changes will be reluctant to agree to your offer unless it fits into their already established routine. Luckily, most people will be a more average balance between the two sides.

### ***How To Classify Your Prospect***

Once you've talked to your prospect for any length of time, you'll probably get a good idea of where they fit on this scale. If your prospect changes the subject three times a minute, and won't let you finish a sentence before interrupting, that's a good sign that they are a motion junkie. However, if your prospect wants to talk about the same thing forever, and doesn't respond when you try to change the subject, your prospect is caught in a molasses swamp.

Unfortunately, there's no question that you can ask your prospect to help you determine which side of the scale to place them on. Consider the whole conversation as the answer to the unasked question.



### ***How To Use This To Persuade***

In the process of persuasion, the object is to get your prospect to move off of their current position and move over to your way of thinking. But once they've moved there, you want them to stay there.

And here's where I get to reveal a little secret. Once you determine where on these scales your prospect seems to fit, you can adjust their position by using the automatic nature of the mind and the fact that language creates experiences within your prospect's mind via the Pink Elephant Principle.

If your prospect is moving all over the place and seems hard to pin down, you can slow your prospect down so you have a good chance to settle them into agreement, by talking about things that are steady, slow, or unchanging.

And if your prospect needs a nudge to get moving, use the nature of language to inject a little action in the conversation so your prospect feels more like moving towards agreement by talking about things that move, change, and evolve.

The whole point of these scales is to find out where you need to start with your prospect. The rest of this course will teach you how to move them however you need to in order to gain agreement.

## **Preparing To Persuade: Training The Subtle Skills To Hypnotize Conversationally**

The art of conversational hypnosis depends on several subtle skills to create the effects that magnify your persuasiveness beyond the ordinary. This segment of the course will cover these. Even if you've studied everything there is to find on persuasion, reviewing this material will still be a good idea, as you will find that the manner in which it is presented will give you added insights into the subject.

### **Mind Set – Quickly Become A Power Persuader**

Your mind set determines everything. Whatever you hold in mind while you perform any task, such as persuading, will determine your performance and the nature of the outcome.

### ***Outcomes & Planning***

Far too many people get into a situation without having a clear idea of what they want to get out of it. They try to depend on their ability to respond to the variables of the situation and hope to find a quick solution based on what they discover after they get there. You may have an excellent ability to do this, but you will find that you can accomplish far more if you take some time beforehand and plan out what you want to get and how you intend to get it.

NLP literature talks a lot about outcomes. Actually, I did too, even before I studied it. It seems that people will either focus on outcomes, processes, or states of being.

Some people care only about how they feel about being where they are and doing what they are doing. These people are focused on their state of being. They are the easiest to persuade, and consequently the ones that have the hardest time persuading others. If this describes you most of the time, just remember that when you expect to enter into a persuasion situation, switch yourself into an outcome mode.

Other people are focused more on what they are doing than anything else. These people believe that if you're doing the right thing, whatever comes out of it is the best thing possible. The problem with this approach is that everyone gets into a habit of using the same processes over and over again even when other processes are equally acceptable and would achieve a more desired result. You really need to choose your processes (techniques as we generally call them) based on what you're trying to accomplish and the needs of the situation.

And the third class of people are focused on the final outcome, "the bottom line" as it's generally called in business, and will choose whatever process or state of being that's required to obtain the desired result. When you're in this mode, it's kind of like being an artist – choosing among the various tools of your art to bring your creation to life.

One objection that some people have to this approach is that it's sometimes difficult to know in advance what the situation will be when you enter into the persuasion process. What does the other person want? What are they willing to do to get it? What are their limits? What mood will they be in? What mood will I be in? What techniques will they respond to? What approach will work with them?

There's a reason that countries at war with each other will go to great lengths to gather intelligence data about their opponents. Businesses also employ corporate spies to gather information on their competitors. Information can be the most powerful tool anyone can ever possess. The more you know before you enter into any situation, the more you can be prepared to do and say the right things at the right time.

Here's an example of one thing you can do to gather information. It's an example I found in a book on negotiating, and it involves the purchase of a piece of property. We can use the same process in most other persuasion situations, and I've even known some people who have used a similar technique in dating situations.

Consider that you're in the market to purchase some property. Maybe it's a home, maybe a warehouse. Whatever it is, you would like to know how low of an offer the seller may consider before throwing you out the door. You don't want to just go into negotiations and place an offer for half of the asking price and risk losing all hope of tendering future offers.

So you hire someone to go in and do it for you. You instruct your spy to never mention your name and act as though they are acting in their own interests. This way, if the seller throws them out the door and breaks off negotiations, your reputation with this seller is still crystal clear, and you can send someone else with a better offer and gather more information. When one of your spies reports that the owner was uneasy about an offer, but seemed to be willing to consider it, you've just gathered an important piece of intelligence and can be confident walking in with that offer as a starting bid.

Some businesses will hire someone to investigate the internal workings of a competitor. These spies are instructed to get a job with the competing organization and work for them as an employee. But from time to time, they are to gather as much information as they can on the internal policies, vendors used, contracts held, and so on and pass that information over. If you've ever wondered how a business can possibly afford to offer what they do at the price they do, this is how you find out.

Sometimes you can gather information on your prospect much easier without having to employ spies. Let's say that you're a counselor hired to help a client change specific behaviors. You can ask your client if they have ever successfully changed other behaviors in the past. If they have, then you ask them to describe what worked in the past. Now it's an easy matter of using the same methods to effect the current changes desired.

In marketing, you discover what your target market wants by testing and conducting surveys. In the same way that spies are employed to discover the wants and needs of a competitor, test ads can be employed to discover what the market will respond to.

One of the best ways to 'interrogate' your market is to run a series of ads, each one focused on one end of each of the 6 scales of personality we covered in the last segment of this course. Run one ad that focuses on the pleasure that can be obtained by making a purchase. Run a separate ad that focuses on the pain that can be avoided by making a purchase. Compare the two approaches, and you will know what balance to use in future ads. Then you run test ads for the remaining personal dimensions and when you've covered them all, you'll have a detailed 'personality assessment' of your target audience. Then it's just a matter of testing concepts, wording, and the order that the elements are presented.

So the bottom line is that before you enter into a full-scale persuasion situation, you want to gather as much information as possible, decide what you want to get out of it, and map out a plan for getting it. Obviously, minor persuasion situations won't require as much pre-planning as more involved situations, so your planning could be as simple as doing a quick evaluation of your prospect, deciding what you want, and choosing which techniques you'll use to get it.

### ***Win / Win***

I've seen many people walk into persuasion situations with the attitude of being determined to get what they intend to get whatever it takes, and walk out with nothing. I've also seen others walk into similar situations with the attitude of cooperation and win/win and walk out with more than their fair share.

This comes back to something we discussed earlier in this course, in the Psychology of Persuasion section. It's a lot easier to persuade someone when they feel that you care about them and their wants and needs. They trust you more and are more willing to consider your needs and wants.

The first step using the win/win approach is to have good intentions. If you're selling a product, make sure the product is a good one. Same thing if you're selling a service. Make sure that what you are offering to your prospect is worth what you are asking for in return. Even in personal situations where you're asking someone out on a date. Make sure that you are able to provide a good experience, making the date worth that person's time and the energy they invested into it.

When you have something good to offer, it's much easier to persuade someone to accept your offer. This is such a basic concept, yet a large percentage of the world seems to forget this most basic foundation. When you have something good to offer, people will tend to tell others about it, and you won't have to persuade them to accept your offer. They will want to persuade you to allow them to have it.

In business, this manifests as word of mouth advertising. Satisfied customers tell their friends about what your company offers, and soon you have people coming to you to buy your product or service without having to advertise. If you offer something that allows for repeat purchases, your satisfied customers will keep coming back to you over and over again, elevating your profit margins higher and higher. Between the repeat customers and the word of mouth advertising, your business is assured of success simply by having a good product or service.

In relationships, the same thing occurs. If your partner is satisfied, they will tell others about how great a person you are, and you will have other potential partners trying to snag you away. And your current partner will keep coming back again and again to re-experience the pleasure of your company. Sometimes all it takes is creating good feelings through the conversational hypnosis techniques you're learning here in this course.

### ***Offering A Desirable 'Product'***

This applies whether you're actually selling a product or not. If you are offering something that your prospect wants, you will be more likely to persuade them to accept it than if

you are offering something they don't want. Once again, this should be obvious, but a lot of people fail to take this into consideration when looking to persuade. It's not easy to catch a fish when you're using the wrong bait.

One mistake that many would-be business owners make is to create a product and then go looking for a market to sell that product to. There have been thousands of inventions created that no one other than the inventor wanted. Similarly, there have been many thousands of books written that were of no interest to anyone but the authors. Far easier is it to find out what the market wants, and then create it and provide it for a profit.

In fact, the easiest way to make money today is to spend time on online forums and discussion groups and find out what information people are consistently asking for. Then go research that topic, learn everything you can about it, and then write a short book explaining what you've learned. At that point, the book is guaranteed to sell and you will make money. You don't have to be an expert on that topic. All you need to do is spend your time to collect the information and package it in a form that is convenient to those who want it.

Or, if you're able to create software products, you can use the same process to find out what type of application to create, what features are required in order to be competitive, and what additional features to add to solve the problems of your market. I've seen such an incredibly large need for quality website software that I'm spending time to learn PHP and MySQL in order to enter that market. It's amazing what some people are making from simple programs that do very little.

The bottom line is that if you see a need for any type of product or service, and you can provide it, or at least learn what you need to in order to provide it, then you are guaranteed a successful outcome.

Getting back to my point, this same mistake happens in every situation you can think of. Employers try to give their employees what they think the employees want only to find out that the employees actually wanted something completely different. Lovers try to give their mate their own concept of what is good in a relationship, yet their mate may actually want something else entirely.

### ***Power Persuasion Is Gardening, Not Hunting***

Ineffective persuaders look upon persuasion as a process of tracking down the prospect and attacking them with various offers and techniques until they concede and surrender. Power persuaders consider the process to be more like planting seeds of thoughts that will sprout feelings, which are nurtured to grow and produce agreement.

The basic difference is that when a prospect has been conquered, they will look for a way out and defect from the agreement at the earliest possible opportunity, just like a prisoner. However, when a prospect is led to arrive at their own reasons to agree, they become a loyal ally that will go out of their way to defend the agreement.

You've already learned how to plant seeds of thought using the automatic nature of the mind and the Pink Elephant Principle. Simply find out what motivates your prospect, refer to these things in relation to what you are offering, and watch your prospect realize that they have

their own reasons to accept your offer. No ‘hard sell’, no pushiness, no attacking. Nine times out of ten, your prospect will end up thanking you for giving them the opportunity to take advantage of your offer.

### ***One Step At A Time Gets You ‘Round The World***

Persuasion doesn’t usually happen in an instant. Most of the time it is a gradual process that starts with the prospect becoming aware that you exist, developing a sense of rapport between you and your prospect, planting the seeds of thought that create the desire for what you are offering, and then securing the final agreement.

While it would be great if we could just walk up to a prospect, deliver a single line with an embedded command in it, and then have the prospect jumping at us to accept our offer, that rarely happens, unless you are making a VERY good offer and it’s something your prospect has already been actively looking for. But in that case, it isn’t persuasion.

Amateur persuaders have a tendency to want immediate agreement. If they don’t see a conclusion to the process soon enough, they start to back away from what they wanted in order to reach the finish line sooner. Professionals understand that the timing of agreement is not always important, and sometimes it’s more important to wait for the desired outcome.

For instance, when I met my wife, Linda, I knew right away that I wanted to spend the rest of my life with her. She wasn’t so sure, as her previous marriage fell apart after ten years and she lost faith in the concept of a life-long commitment. I was completely undeterred, and accepted that I would have to wait in order to get what I wanted. At the time, I knew only a fraction of what is contained in this course, but at least I knew that much.

After a period of six years, our relationship grew, but she still had the lingering doubts about marriage, and to some degree, about me. At that time, someone from her past came back into her life, and for a while she seriously considered leaving me for him. To make a long story shorter, she realized what it was that she felt was missing from our relationship (a certain style of communication), and I started doing whatever I could to adjust myself to become the ‘good product’ she wanted. In the process, I discovered conversational hypnosis and how it could be used to create emotions within the listener.

I worked with it the best I could (the information I found was very disorganized and hard to understand), and discovered that it worked well. As I continued to learn and practice the techniques, I found that the results I got improved as well. Over a period of a couple of months, I was able to plant enough seeds into her mind so that she began to feel more like staying with me rather than pursuing the other guy. Several months later, she was not only willing to marry me, but looking forward to it. Now she tells everyone that it was the best decision of her life.

The way I look at it, what difference does a few months (or even a few years) make when you’re talking about something that will affect the next fifty years? The result of persuading your prospect should be taken into consideration when deciding how much time you’re willing to invest in the process. Give it all the time it’s worth. A journey of a thousand miles begins with a single step, followed by more single steps, until you reach the final destination.

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## **Appearance – Making A Great 1<sup>st</sup> Impression**

As human beings, we have a tendency to pre-judge other people based on how they appear to us. It may be that they remind us of someone else, and we automatically associate them with the other person and assume that they will be very much similar in other ways. Or perhaps we believe the stereotypes that often enter into gossipy chit-chat and use them to judge someone who seems to fit into the general category.

Or it could be that we are responding to things we like or dislike. When we meet an attractive stranger, we automatically assume that they have other ‘good’ qualities such as honesty, integrity, and character. (Don’t laugh too hard; studies have proven that attractiveness does influence our opinions of these and other personality traits.) Or maybe we see someone wearing lots of jewelry and assume that they must be financially well off and have connections to a higher class of society.

Whatever the reason, it’s a fact that the way we appear to others will affect how easily we can persuade them. So let’s take a look at some of the ways we can improve our appearance and amplify our persuasiveness.

### ***Face & Hair***

One of the first things anyone sees is our face. People want to know if you are someone they can feel good about meeting or spending time with. Our upbringing has trained us that those who approach with a smile and an expression of happiness will be a pleasure to experience, and those who lack these things would be better off avoided. For this reason, make sure to wear a smile any time you want to persuade someone.

Beyond the smile, there are a couple of other things we can do to improve the attractiveness of our face. Most people respond better to those who don’t wear glasses, so if you do, you may want to consider wearing contact lenses instead. The exception to this rule is when you’re in a situation where glasses are to be expected, such as when you need to project an image of intelligence. True or not, most people believe that those with glasses are more intelligent.

For men, make sure that any facial hair is neatly trimmed, although the general rule here is that you’ll be more persuasive without it, but there are exceptions. Most studies have also shown that men with short hair tend to be more persuasive as well. This might have something to do with the fact that most men with short hair are the conservative, trustworthy, and reliable types, and a lot of criminal (or criminally unpredictable) types wear longer hair.

For women, you’ll want to make sure that any makeup you wear appears more or less ‘natural’ and only enhances your face, rather than hides it. If it looks like you’re wearing a mask, take it off. I understand that you almost have to be an artist to apply it well, and I sincerely sympathize with you on this. Take comfort in this thought: professional models have to sometimes spend *hours* (yes, plural) to have their makeup applied by a highly-trained artist.

Women also will want to make sure their hair is neatly styled and doesn’t hide their face, as a hidden face tends to be associated with having something to hide in other ways too.

## **Body**

We all know that overweight people are less attractive in the eyes of most people. You don't have to kill yourself to be ultra-thin, but keeping in shape should be a priority even if only for the increased energy, vitality, and enjoyment you get from having an efficiently running machine. When you have more energy, you're able to project your enthusiasm more effectively and thus persuade others quicker and easier.

## **Clothes**

The clothes you wear comprise about 90% of what others see. While not everyone keeps up with the latest styles, we all have a subconscious awareness of what is considered out of date. If you take the time to consult with a fashion expert, you'll find that there are certain 'timeless' styles that never go out of date and help you to save considerable money by not having to replace your whole wardrobe every time the seasons change.

Beyond this, the more you 'fit in' with your prospect, the better. I remember doing some 'door to door' sales, and although I was told to always wear a suit, I found that I got more sales when I wore jeans and a t-shirt, at least in certain neighborhoods. In other neighborhoods the suit worked better.

## **Jewelry**

In their attempt to impress prospects and others, amateur persuaders tend to overdo the jewelry thing. Big flashy rings and necklaces that overpower the eyes only work in certain situations, and only when it's expected because everyone else in the same situation is doing the same thing, like with the top name rappers in the music industry, or a pimp out on the streets. For all of us normal folks, however, it's best to stay away from the gaudy jewelry.

## **Possessions**

What you own has it's own effect on your persuasiveness. If you drive up to meet a prospect in a high-priced luxury car, your prospect will assume that you are well off financially, and may also assume that you are good at what you do. This is one of the judgmental heuristics we talked about a little in the Psychology of Persuasion section and will cover in greater depth later on in the course.

The image of success is well known to contribute to future success. It's for this reason that some people will go into debt in order to establish the expected 'trappings' of success. But beware, because the word 'trappings' also suggests something that happens to anyone who goes too far into debt – they become trapped by the debt itself, unable to escape.

For maximum success, consider everything that you own that might become visible to a prospect and ask yourself "Would someone successful in what I'm doing have one like this?" Ask this question when you think about your car, your briefcase or purse, the tools of your trade, your cell phone, the knick-knacks on the shelves of your office, the books you refer to in the course of your work, the toys you can't leave at home, everything a prospect could possibly see.

Just remember, successful people don't always have the most expensive, only the best.

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## ***Scent***

Advertisers would have you believe that the way you smell has far more impact on the way others treat you than it does. That message serves their purposes well since they want to sell you as many products as they can. Yet, for all of the programming that they force upon the public, your scent does have some influence on your persuasiveness.

The basic rule is the same as with everything else: if your scent is pleasurable you get points, and if your scent is uncomfortable to be around you lose points. But be warned, some of the so-called 'deodorants' being sold are far more offensive than the smell of a freshly washed body. You are safer to just be clean and wear a light cologne or perfume. Any scent can be offensive if it is too strong.

## ***Posture***

What is one of the clearest differences between someone who is confident and the same person when depressed? When they are confident, their back is straight and they hold their head up high, yet when they are depressed they are slumped over with their face pointed down.

Clearly, you will have a far easier time persuading someone if they think that you are confident in what you are doing than if they think that you are depressed. Depressed people are depressing to be around, and the central idea behind power persuasion is to make your prospect feel good about you and what you are offering to them.

So stand tall, raise your chin, and show the world that you are proud to be who you are.

## ***Environment***

Your ability to persuade your prospect will be greatly affected by the choice of location and the environmental factors of that location. For best results, the location should 'fit' with the context and nature of what you are asking your prospect to do. For example, if you're persuading someone to trust your expertise, then it will be easier if the environment contains several indicators of that expertise, such as diplomas, awards, photos of you with other recognized experts, and so on.

What you want to avoid is an environment that contradicts what you are suggesting to your prospect. For instance, I just ran across a website that claimed that the information being sold would be available for 1 day only, but had a link to recruit affiliates to sell it for commissions. Big contradiction there. The same website claimed that the information being offered was 'black ops' type stuff and the seller was breaking an agreement by even offering it. And then when price was mentioned, there was a 'regular' price crossed out and a reduced price offered. How often are government secrets offered at a reduced price? Another red flag. This guy can't possibly persuade me that he's above board and trustworthy.

We will be covering several aspects of creating the 'right' environment for various persuasion effects later in the course. For now, realize that the environment in which you're persuading someone must be compatible with the rest of the image you wish to create.

### ***Seating Position***

If you and your prospect are sitting, where you sit also has an influence on the whole persuasion process. For example, let's say that you are meeting someone at a restaurant to talk over some details of a proposal you are presenting. When possible, arrange to have them sitting on the side of the table such that they are pretty much facing a wall if possible. This way you will have their full attention, as they will not be so distracted by the other activity in the room.

If you are sitting in a conference room, take the seat at the end of the table, which is usually considered the leader's chair. The usual association with this position will be linked to you and thus you become more of a leader in their eyes.

And if you are meeting in your own space, try to sit in a chair that will make you a little higher than your prospect. For some reason, people are more easily influenced when they have to look up at you, either physically or figuratively.

Also, whether or not there is a desk or table between you and your prospect has an influence on how the meeting will go. If you are filling the role of the expert or leader, then you want to have the desk between you and your prospect. If you are filling the role of a salesperson or confidant, then you want to sit on the same side as your prospect. Teams sit together, adversaries sit apart.

### ***Appearance Of Persuasive Media***

Much persuasion takes place through marketing media, such as in print, on TV, on the radio, or on websites. Even face-to-face persuasion usually has some type of supporting material to back it up. In either case, the appearance of your media is just as important as your own appearance in persuading your prospect.

The general rule here is that, once again, your media should echo the overall message that you are communicating to your prospect. If you are selling an expensive item, your media should look expensive, from the layout design, to the copywriting, to the choice of materials used. If you're selling an inexpensive option, your materials should look like you've saved money on their creation.

The same applies even when you are not selling a product or service, but an idea. If you are telling your prospect that there have been numerous scientific studies that show the benefits of doing one thing as opposed to another, you'll persuade easier if you can show a supporting document that has very scientific looking charts and tables, and also presents a clear suggestion that matches what you are saying.

### **Eye Contact Training**

Every culture is slightly different in regards to how long eye contact should last; yet everyone is influenced by the 'connection' made when our eyes meet. The general guidelines here are relatively simple. If your eye contact is too short and you're looking at your prospect and then looking away too soon, you appear to be 'shifty-eyed' and the impression is that you have something to hide and are not to be trusted.

On the other hand, if you stare at your prospect and “burn a hole through their skull” with your gaze, you will appear to be a predator ready to attack, and this would make your prospect uncomfortable and looking for a way out.

The best way to determine the ‘proper’ amount of eye contact is to watch your prospect. Some people are uncomfortable with anything over 3 seconds, while others are uncomfortable with anything less than 3 seconds. Practice in front of a mirror and grow more comfortable with longer periods of eye contact. Try to hold your own gaze for more than a minute with complete ease. This way, you will be able to match any prospect.

How often you make eye contact is important too. If you only make eye contact at the beginning of the encounter and once or twice again after that, your prospect will feel that you are not interested in them and this would lose points for you. On the other end of the scale, if you make eye contact almost continuously, breaking away for only a couple of seconds between, your prospect may feel that they are “under the microscope” and being judged. A middle ground found by watching your prospect is the best approach on this as well. In general, make eye contact about two-thirds of the total time you’re with your prospect, and all should be well.

There is more to the use of eye contact than just the length of time and frequency you make contact. How your eyes are focused has an impact as well. Some authors have advocated that you focus your eyes as if you were looking at a distant point behind your prospect’s head. This gives a somewhat ethereal quality to your gaze, and could be effective if you are trying to persuade your prospect that you are receiving messages from the spirit world. It also gives you the appearance of being aloof and impersonal, which can be good for certain situations, but bad for others.

For most persuasion situations, it’s much better to focus your eyes upon the eyes of your prospect. This will create a sense of connection between you and your prospect, and will establish a feeling of trust and intimacy that cannot be built any other way, especially if you are smiling and have a warm, deep voice making them feel so incredibly relaxed.

## **Voice Training**

In conversational hypnosis, your voice is your primary tool. It is possible to have no other connection to a prospect, and yet by speaking to them you can completely hypnotize them to the point where they will do anything you ask.

It is well known that the most ‘hypnotic’ voice is one that is deep, rich, and resonant. There are several things you can do in order to deepen and improve your voice quality. In fact, there are whole books just on this one subject, but I will give you the most important information right here in this course. As you work with the exercises I give you here, you will find that your voice becomes deeper, more resonant, and incredibly persuasive each time you work on it.

## ***Posture / Alignment Stretches***

In order to have an authoritative voice, you need to deliver your words with power and vitality. To do this, your lungs and diaphragm need to be in alignment and free to move as they

were designed. By holding yourself upright with good posture, your body is able to project your voice with both power and vitality.

If you've been in the habit of slouching, you will find that your energy increases dramatically after practicing good posture for a period of only a week. It may feel like more 'work' at first, but soon you find yourself realizing that you are able to get more done with less energy than you ever did before.

A formal exercise for developing good posture is to stand next to a wall and try to get as much of your body to touch the wall as possible, from the heels of your feet to the back of your head. Even try to get your lower back to touch, or at least get as close as you can. Hold the position for as long as you can, up to a few minutes. The more you repeat this exercise, the better your posture will be even when you're not thinking about it.

One exercise I do from time to time is to simply raise my hands above my head and stretch my body as if I'm reaching for the ceiling. This not only aligns the body, but it also flexes the muscles and improves circulation, which gives you more energy.

Some people find that periodic visits to a chiropractor does wonders for their overall health in addition to general posture and so on. Keeping your spine in alignment is very important in all areas of health, which is why most parents tell their kids to "sit up straight". Now that you know that your ability to persuade other people depends on it, you just might find that it really was good advice.

### ***Conditioning For A Deep, Resonate Voice***

The science of acoustics tells us that the tone of an instrument is dependent upon four things; the length, thickness, and tautness of the vibrating apparatus, and the size of the resonating chamber. That's why a tuba produces a lower tone than a flute, or the thin strings on a guitar produce the higher pitches. In terms of vocal tone, the vibrating apparatus is the vocal cords and the resonating chamber is the mouth cavity.

There's not a lot that you can do about the length or thickness of your vocal cords. Just as your height is determined by factors outside of your control, so are the length and thickness of your vocal cords.

The tautness of the vocal cords is somewhat in our control. Within your throat are muscles that will tighten or loosen the vocal cords. Professional singers learn to control this to a greater degree in order to extend the range of notes they can sing, from lower notes to higher notes. The lower the tone you wish to produce, the more relaxed your vocal cords need to be.

Developing a greater degree of relaxation in your vocal cords can be accomplished through practice and an overall habit of relaxing in general. Spend a few minutes each day speaking in low, deep pitches to gain the control and skill that will magnify your persuasiveness. Working with a tape recorder can be an excellent measure of your progress, as you can instantly compare the depth of your voice tone to previous attempts.

Voice tone is also controlled by the size of the resonating chamber, which in this case is your mouth cavity. One thing to keep in mind is to let the tongue be as relaxed as possible and

more towards the front of your mouth, just behind your teeth. Also, allow yourself to open your mouth wider as you speak. Too many people try to speak through a closed mouth, and that doesn't work too well.

And while we're near the subject, you will find that your persuasiveness increases as you practice clean diction and pronounce your words with clarity and precision. Your words will carry more impact when they are clearly spoken.

### **Marking Out Embedded Commands**

Almost everyone has heard of subliminal messages. Words or images that are barely perceptible, lying outside of conscious awareness, but still picked up by the subconscious mind. It's well known that the subconscious mind is able to perceive and act upon messages that the conscious mind is not aware of.

In conversational hypnosis, we use this phenomenon to deliver subliminal message to our prospect without their conscious awareness. When done right, your prospect has no idea that you are suggesting anything, yet they are like puppets on a string, with you at the controls.

The details of how this is done are fully covered later on in the course, but the core mechanism is a slight alteration in the way the embedded commands are delivered. If you change the tone, volume, or direction of your voice slightly when speaking an embedded command, the subconscious mind of your prospect will notice the difference and process those words separately from the rest of the sentence, while your prospect's conscious mind is completely oblivious. The effect is even more pronounced when you insert a slight pause both before and after the embedded command, but this is not necessary.

The main thing to remember forever is that the difference must be slight, almost imperceptible, and unnoticeable to the conscious mind. This requires some practice to perfect, yet is very easily done. Try it out now on the following sentences. Drop your voice tone slightly on the words in bold and notice the effect.

*"You shouldn't **feel compelled to practice this**, just remember it."*

*"I'd really like to think that you **respect and admire me**."*

*"I don't know how much **you're going to enjoy this**, but it could be a lot."*

*"Fred seems to **work on this all the time** and he loves it."*

*"It's weird how some people will just **fall in love**. **With me**, it's not like that."*

*"Have you ever wondered what makes a person **feel totally committed** to a subject, to the point where they **become a master at it**?"*

*"I'm usually a fairly good judge of character, and I feel that you will **tell me the truth** about **what's going on here**."*

As you practice with the above examples and come up with examples of your own that fit with your personal objectives, you may find yourself feeling like a conversational hypnotist already.

When marking out embedded commands, remember that voice tone is only one method. You can also adjust the volume of your speech, making the embedded commands either louder or softer than the rest of the sentence. When protecting yourself from others using these techniques against you, you have to pay very close attention to notice if embedded commands are being used or not. Close listening is the only way to know for sure.

Advanced students of conversational hypnosis will also work with changing the direction of their voice, moving their head to project the words either towards or away from the prospect. And special power persuaders even know of another way to alter their voice for added impact.

### ***Ventriloquism Techniques***

Ventriloquists are masters of manipulating their voice. Not only do they attempt to make their voice sound like someone else (the dummy's character voice, for instance), but they also 'throw' their voice so that it sounds like it's coming from somewhere else entirely, such as from a distance. Early ventriloquists used this technique to persuade whole groups of people that spirits or other 'divine' entities were communicating with the living, and that the voices were coming out of nowhere.

Part of this effect comes from allowing the words to be less clearly formed and somewhat lower in volume. If you think about how someone sounds when speaking from across the room, you'll clearly understand why this is so. The illusion of distance is also created when you place greater tension on your voice. This tension makes your voice sound 'flat', which also happens to sound as it travels across a distance.

Again, practicing with a tape recorder is an excellent means of developing this skill. Experiment by speaking into the recorder while tensing up your throat muscles in different ways and you'll discover which ones produce the best results. If this interests you, I encourage you to take a proper course in ventriloquism to gain maximum proficiency.

As power persuaders, we can use this effect of 'distance' as another means of marking out embedded commands. Not only does it create a subtle difference to mark out the words we want our prospect's subconscious mind to process separate from the rest of the sentence, it also creates a slight feeling of disorientation within the prospect, which helps to strengthen the hypnotic effect and thus makes all of our persuasion even more effective. This is an advanced technique mostly due to the amount of skill required to successfully use the technique on a subliminal level, without the prospect becoming aware of it consciously.

Another aspect of ventriloquism that we will borrow is the concept of sound replacement. When you're trying to speak without moving your lips, there are certain sounds that cannot be used, and a good ventriloquist will replace those sounds with other sounds that are similar. For example, the letter 'b' cannot be spoken without moving your mouth, yet the similar sounding 'd' can usually be used in its place, especially in a fast-paced routine.

In normal conversation, many people will slip and say one word when they really meant to say a different word. Psychologists call this a ‘Freudian Slip’. An example of this is when a man is at a wedding, entranced by the beautiful women in their sparkling dresses, and instead of saying “best man” he slips and says “breast man”. Most people don’t even notice, as they tend to hear what they expect to hear and not what is actually said.

This technique is especially useful when you need to keep the conscious conversation on a subject completely different from what you want to slip into your prospect’s subconscious mind. For instance, if you wanted to seduce a co-worker, you may want to make sure to keep the conscious conversation PC (politically correct), yet plant subtle seeds that will cause your co-worker to feel more amorous towards you. To do this, you would talk about normal work-related topics; yet replace portions of words with similar-sounding simple words that are great embed, uh, great to embed into the conversation. (Notice how the ‘slip’ was used to insert the suggested phrase “great in bed”?)

One of the most important aspects of using the ventriloquism techniques (as well as most other conversational hypnosis techniques) is to maintain absolute composure when delivering the altered words. If you look like you’re doing something out of the ordinary, your prospect will start paying more attention to figure out what it is. However, if you look like everything is proceeding along normal patterns, your prospect has no reason to believe otherwise, and your subliminal messages will get through into your prospect’s subconscious mind.

It would be impossible to include a full list of possible word replacements here in the course, but I will include a small list to get you thinking. The best way to create your own word replacements is to use a rhyming dictionary. Look up the ‘sound’ of the word you want to use, and then go shopping for a suitable word to use as a cover. Appendix A has a huge list of ‘power words’ that you can use as a starting point. These words have proven themselves to have great influence on your prospect’s internal states.

Here are a few samples of ventroloquial substitutions: (forgive me, mostly sexual)

<b><u>Cover Word (expected word)</u></b>	<b><u>Delivered Word</u></b>
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- |                     |                |
|---------------------|----------------|
| • Affluent.....     | Ap-blew-ent    |
| • Ambidextrous..... | Ambi-sex-trous |
| • Arrested.....     | A-breast-ed    |
| • Conceal .....     | Can feel       |
| • Entrance .....    | In trance      |
| • Escalate .....    | Escal-laid     |
| • F & .....         | F’ing          |
| • Liquid.....       | Lick-wood      |
| • Mind.....         | Mine           |
| • Please .....      | Tease          |
| • Rolodex.....      | Rolo-sex       |
| • Section .....     | Sex-shun       |
| • Text .....        | Sexed          |
| • Ticket .....      | Lick-it        |

## **Gesture Training**

Many people move their hands when they speak to add impact to what they are saying. This is an excellent means of making the communication process more dynamic and interesting. In power persuasion, we use gestures in this way as well, to draw our prospect into what we are saying and to add special emphasis to selected portions of the message.

Unlike most people, however, we carefully orchestrate our gestures to create maximum impact and introduce subliminal meaning. In many ways, this can be compared to the choreographed motions of an actor on stage, who strives to communicate what the character is feeling in addition to what the character actually says.

As part of your training, you should go to your local library and check out some video recordings of famous speeches. Also record some of the infomercials that run on late-night TV. As you watch these, pay attention to how the speakers gesture and move about. Notice how you respond emotionally to the presentations. If you're like most people, you'll find that you respond more to those speakers who use larger gestures as they speak. This study of gestures can be extended to your time watching movies as well. You can study how each actor uses specific gestures to communicate different emotions and underlying messages.

Grand, sweeping gestures have a tendency to create emotional involvement in your audience, even if that audience is only a single person. Dynamic speakers who use lots of gestures are able to carry their audience along on a roller coaster of experience. When you want to excite your prospect and get them involved in what you are saying, act like a kid excited about Christmas morning.

There's a general rule in speechmaking, and it says that the further away the audience, the larger your gestures have to be in order to be noticed. This makes sense as you (and your gestures) appear smaller to the viewer when you are further away. When you are speaking to one person only a couple of feet away, your gestures will necessarily be smaller and less dramatic than when you are on stage and the closest member of the 20,000 person audience is over 30 feet away. When your audience is further away, the right amount of gesturing will feel like you're overdoing it, although it may appear to your audience as minimal involvement.

Obviously, not all gestures are intended for a large audience. In fact, some gestures should be very subtle, almost unnoticeable.

For maximum impact, every gesture should echo the message that is being communicated by your words. If you are speaking about something that has a slow, easy, rhythm, then your gestures should be slow, easy, and rhythmic. If you're talking about something that suddenly shows up, use gestures that seem to come from out of nowhere. Again, practice in front of a mirror or a video camera is the best approach. See if you can communicate a message without words. When you can do that, you've mastered the art of gesturing.

In conversational hypnosis, there are some special gestures that we use in order to deliver subliminal messages. These gestures are only loosely connected to what we are saying and are intended for the prospect's subconscious mind only. Developing your skill in using these gestures will amplify your persuasiveness beyond anything you can now imagine.

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For instance, there are times when we want to talk about “a person” in general terms, yet link that fictional person with ourselves. Courses on seduction will use this one a lot. The trick here is to subtly point to yourself when you mention the fictional person. This is usually done by bringing your hand to your chest, curling your fingers inward towards your chest, tapping yourself with your hand, or even touching your watch or other jewelry. Sometimes you can accomplish the same thing by just moving your hand(s) back and forth without pointing your fingers anywhere. The motion itself becomes the pointing. Try it and you’ll see what I mean.

In this example, as you read the words in front of a mirror, practice subtly pointing to yourself as you say the underlined words. (Underlined words in any example indicate that you should point to yourself subtly.)

*“Have you ever met someone who instantly becomes someone special? You know how you go through life meeting so many people who are so easy to forget, but then you run across one very special person who makes you feel incredible, and these feelings are so wonderful that you just have to do whatever it takes to keep this person near you. It’s almost like fate, isn’t it?”*

To amplify the effect, you can gesture away from you (and towards the competition) when you say the words “so many people”. This will send the subliminal message to your prospect that they will forget about everyone else except you.

Although this example is usually used in seduction courses, it can also be used in any persuasion situation where you want your prospect to focus exclusively on you and forget about the competition.

Another example of subliminal gesturing is to create links between gestures and concepts, such as desirable or undesirable. For instance, as you talk to your prospect about something they would readily accept as desirable, you can use a gesture of your right hand, such as an open palm face up. Then later, when you talk about something your prospect would readily accept as undesirable, you can use a similar gesture with your other hand.

When you do this enough times, your prospect’s subconscious mind will remember that gestures from one hand mean desirable and gestures from the other hand mean undesirable. Now, when you talk about your competition use the gesture from the hand meaning ‘undesirable’ and your prospect will begin to lose any desire to go in that direction. Use the gesture that means ‘desirable’ when talking about what you want your prospect to do and watch your prospect grow more agreeable to saying yes.

NLP experts call this “setting anchors”. It is very similar to the famous experiments by the Russian scientist, Ivan Petrovich Pavlov, in which he conditioned dogs to associate the ringing of a bell with food. NLP researchers have discovered that the conditioning process works quicker when there is a high level of emotion at the time the anchor is set. In fact, if there is a strong enough emotion, an anchor can be set with only a single experience.

That’s why lovers who experience something special when a certain song is playing will feel a resurgence of emotion any time that song comes up, even though they may have heard the same song hundreds of times without any emotional associations. It’s also why a child frightened by a snake at an early age will still be afraid of snakes 30 years later.

## **Body Language Training**

Knowing how to read body language almost gives you the ability to read another person's mind. Whereas verbal communication is completely within our conscious control, the messages we communicate through body language are usually subconsciously controlled and many times reveal what a person may wish to hide. For this reason, when you read the body language of your prospect, you will know if they are being honest or not, whether they are comfortable with you and with your offer, and how much they are attracted to you or to what you are proposing.

The science of body language is called 'Kinesics'. I will only be able to give you the basic information here in this course, however, there is a wonderful resource on the full range of kinesics called "How To Use Body Language" by Drs. Sharon and Glenn Livingston. It is from this book that I found most of my information on body language and I recommend it highly. You can get a copy of this book from: <http://www.KeysToPowerPersuasion.com/Kinesics>.

Power persuaders know how to read the body language of their prospect, and they also know how to control their own body language to deliver a complete, consistent message. No matter how nervous you may be in a situation, you can still communicate confidence and authority through your words and your body language. When you do this, your prospect responds to what they see and hear.

## ***Confidence and Authority***

Let's cover this area of kinesics first, since it is the easiest place to start. In order to communicate confidence and authority through body language, the place to start is your posture. Sitting or standing up straight, with your spine erect and your chin up communicates confidence more so than practically anything else. For an added effect, push your chest out forward (or just move your shoulders back) and you will appear to be ready for anything. A slight smile also indicates that you have no fear of the situation, and is therefore a good signal to use. A great visual image to think of is the classic 'Superman' pose, with feet slightly apart and hands at the hips.

A couple of other kinesics signals for confidence and authority are a steady gaze into the eyes of your prospect, and a hand position called 'steeping'. Steeping is a way that some people hold their hands with the fingertips of one hand meeting the fingertips of the other hand, with the palms separated. The fingers are usually pointed up, and the whole thing resembles a church steeple, thus the name. Try it now and you will see what I'm talking about.

There are a variety of variations on the steeping gesture. Not all fingertips have to be used. Sometimes only the index fingers (pointer fingers) are used, with the rest of the fingers intertwined with the fingers of the other hand. The more fingers involved in the 'steeping', the more confidence and authority is communicated.

One bit of information I learned from the Livingston book mentioned above is that when you walk into a room, the fewer movements you make, the more powerful you appear to those already in the room. As long as you're standing tall and projecting an attitude of confidence, this works wonders. If you think about it, those in authority rarely walk into a room to actually do anything; they usually come in to verify that everything is being done as they asked.

## ***Insecurity***

For a moment, let's take a look at the opposite of confidence so you know what to avoid and what to look for in your prospect. When your prospect shows signs of insecurity, this is an excellent time to reinforce those aspects of your offer that give reassurance. If you fail to reassure your prospect when they feel insecure, you risk not getting agreement. Also, if you allow yourself to show signs of insecurity, you weaken your persuasiveness.

Insecurity is usually communicated as nervousness, which manifests as fidgeting, rustling papers, fingering jewelry, wringing hands, biting a lip, holding the body rigid, holding the breath, backing away, or looking towards the door. Crossing arms or legs could also be a sign of insecurity, but this is something that a lot of people are in the habit of doing, so it's best to notice whether your prospect crosses their arms or legs even when relaxed. If they do, then it's not a sign of nervousness, just a habit of theirs.

Other kinesics signals of insecurity include standing or sitting in such a way as to include a barrier between you and them, especially if this is not the most convenient option. The barrier could be a table, a counter, a chair, a cart, or pretty much anything else.

Rapid blinking of the eyes could mean many things, but they all center around the fact that the blinker is uncomfortable in some way. This could mean that they are nervous, but it could also be that they are extremely attracted to you, or that they are lying.

## ***Dishonesty***

It's always good to know what the truth is in any situation, and if you're not sure if your prospect is being honest or not, you can look to their body language for verification. As we just mentioned, fast blinking eyes could be one indication, but it could also mean other things too, like dust just blew into their eyes, or the air is too dry.

As with most kinesics signals, a single indication is not enough to prove anything. You have to take everything in context, and if you see several signals all pointing to the same meaning, THEN you can be fairly sure of your conclusion.

For instance, the biting lip signal can mean nervousness or fear, but it can also mean that your prospect is holding something back, not telling you the whole story. Only by matching up several signals will you know for sure.

One indication of lying that you will find in many books on body language is the act of placing a finger to the nose. While it may have been true that this meant that someone was lying, I've never seen anyone use that gesture. That information could very well be outdated. Also possibly outdated is the signal of covering the mouth when telling an untruth. Again, my experience has not verified that information.

Signals that I *have* been able to verify as indications of dishonesty are shortness of breath, dry mouth, shakiness of hands or other parts of the body, lack of eye contact, exaggerated movements or yawning (trying to hide nervousness), visible heartbeat (usually in the neck), rubbing the face, or running hands through the hair. These signals will usually be accompanied by signals of nervousness as well.

## **Attraction**

While running hands through the hair could be a signal of lying, it can also be a signal that your prospect is attracted to you. When one person is attracted to another, they usually engage in what is known as ‘preening’, or making adjustments to one’s appearance. A woman will usually preen herself by playing with her hair, checking her makeup in a mirror, or rearranging her clothing. A man will usually comb or pat his hair, fiddle with a tie, or straighten his clothing, such as pulling up his socks.

As mentioned earlier, rapid eye blinking could be an indication that your prospect is attracted to you, depending on the other signals that are being displayed. The same is true about a prolonged gaze, which could be a signal of attraction or a signal for anger and a prelude to an attack. But then other signals will be different, and most people can tell the difference. I trust you won’t be confused by this one.

Attraction is also demonstrated if your prospect turns to face you more directly, especially if they smile and display what is known as an ‘open posture’. An open posture is when neither arms nor legs are crossed. An open posture usually means that the person is open to making a connection with you in some way. Leaning in towards the other person is also a signal of attraction and an indication that a connection is sought.

If the attraction becomes sexual, then both men and women will usually display other signals, such as a slight parting of the legs, thrusting the hips forward, touching each other more often, swaying the hips when they walk, and moving closer to each other. All of these signals are subtle in nature and rarely overt.

If you are persuading someone to become more attracted to you, then you can use these signals yourself to communicate your desires to your prospect. You can measure your success by how much your prospect echoes the same signals back to you.

One kinesics signal of attraction that cannot be manipulated is an enlarging of the pupils. When we see someone or something we are attracted to, our pupils dilate and become larger. Although the size of our pupils is more dependent upon the amount of light in the environment (our pupils dilate to allow more light into the eyes), it also varies with our emotional state.

## **Trance**

Another internal state that is demonstrated by an enlarging of the pupils is the trance state. In conversational hypnosis, your goal is to lead your prospect into a trance state that is sometimes called ‘downtime’. When your prospect is in downtime, they are more suggestible and easier to persuade. And by waiting for the signals that your prospect is in trance, you can ensure that your suggestions will be more readily accepted and acted upon.

A trance state will generally manifest as a very relaxed state of being. You can recognize when your prospect is relaxed when their breathing becomes slower, steadier, and deeper. Your prospect’s muscles will also become slack, especially in the face when they reach a state of trance. Their eyes may or may not close, although if they do, you can be pretty sure that they are in a light trance state at least. This is the best time to deliver your hypnotic suggestions.

## ***Mental Activity***

When your prospect is considering your offer, or at least thinking through what you've told them, they will display other signals that will tell you what's going on inside. What you see in your prospect's body language will tell you what you need to do in order to persuade them effectively.

For instance, when you're talking to your prospect, if their head is pointed straight up, you can be fairly sure that they aren't paying attention to you. Whenever someone is paying attention to what another person is saying, they will usually tilt their head to one side or the other. If you see your prospect's head not tilted, ask a question or in some way get them involved in the conversation. Otherwise, you'll be wasting your time.

If you see your prospect put something into their mouth, such as a pen, pencil, the earpiece of their glasses, or so on, that is a signal that says "Tell me more". You can think of it as needing more "food for thought". Keep giving them more information about what you are suggesting and they will readily accept the information.

On the other hand, if your prospect takes off their glasses and starts to clean them, or otherwise starts to fiddle with something, that is a signal that they have taken in all the information they can for the moment and they need some time to digest it. This is the appropriate time to lighten up the conversation with some kind of filler topic, or perhaps to allow for a moment of silence. When your prospect is ready for more information, they will ask for it.

Someone deep in thought will sometimes go into the classic "Thinker's Pose", with the hand coming up to stroke the chin or hold it with the fingers. However, if the chin goes into the palm, that's a sign that they are bored.

Another 'deep in thought' pose is leaning back with arms folded across the chest. This closed position is sometimes associated with 'closing off' from the environment, which also happens when engaged in deep thought. You'll have to watch for other signals to know if it means that they are cutting you off instead.

## ***Disconnection***

The closed posture, with arms or legs crossed, will usually mean that your prospect is mentally moving away from you and canceling the connection between you. Depending on other signals that are evident, it may mean that they are simply deep in thought, as discussed above. If you see other signs that your prospect is disconnecting from you, this is the time to work on re-establishing rapport and recreating the connection before it's too late.

If your prospect starts to look away, such as towards the door or out the window, that could mean that they are looking for a way out of the conversation. If they lean away from you, that adds to the message. And if they throw something down that they had been holding (or their glasses if they wear them), that's a sure sign that they want to break away from the conversation.

Setting something down is another matter, as it could simply mean that they want to devote more of their attention on what you are saying. However, it could also be a more subtle way of backing away from the conversation. If they simultaneously turn away from you in some

way, you can take that as an indication you need to rebuild rapport and strengthen the connection between you. Go back to a topic of conversation that created the connection in the first place if you can. Perhaps you can re-approach the current topic from a different direction.

If your prospect's hand goes to their collar, they most likely feel under pressure, or "hot under the collar". This could be good or bad depending on your objectives in the situation. In any case, it means that they are uncomfortable with something you said. That is, unless they're wearing a new shirt that doesn't fit very well. But if that's the case, the hand will go to the collar even in pleasant conversation.

A hand to the back of the neck is usually an indication of a "pain in the neck", which could be you, especially if you are persisting in a topic that your prospect has indicated is unpleasant. If this happens, you probably haven't set a strong enough foundation and need to go back and work on it. The foundation is the feeling of rapport between you and your prospect, and also includes the motivating factors that are associated with your offer.

However, the "pain in the neck" could also be the problem that your offer will solve for your prospect, and it could be that they are just thinking about that problem at the moment. You should ask a question to determine which meaning to give the gesture.

If you see your prospect clench their jaw, know that they are experiencing some degree of anger. Again, this could be anger at the problem your offer will solve for your prospect, or it could be a response to how you've approached an issue. Experience and a few questions will tell you what is causing the anger.

### ***Miscellaneous***

Just to make sure we've covered as much as possible, here are a few other kinesics signals and what they mean.

One eyebrow raised can usually be interpreted as disbelief. Two eyebrows up are a reaction to surprise. Surprise can also be the cause of the forehead wrinkling upwards. If the forehead wrinkles down, it's a sign of disappointment.

Most of us know that a shoulder shrug means "I don't know", but few of us fully realize that it also means "I don't care".

In men, a hand to the chest is a signal for honesty, yet in women the same gesture is a sign of shock.

And lastly, a sigh is usually a sign that your prospect has mentally given up in some way.

In general, watch your prospect to find out what is normal and natural for them. If they deviate from their normal behavior, then take it as a sign that something has changed within their mind as well. The information in this section of the course is considered normal for most people, although it may be slightly different for some people. Never take a single gesture to mean anything without the collaborating evidence of similar gestures.

Use your newfound knowledge wisely as you peer behind your prospect's mask.

## **Charisma – The Key To Instant Persuasion**

If you had no other means of persuasion, charisma would be enough. Charismatic people tend to get their way no matter what they're doing. They can talk their way out of a traffic ticket, they can talk their way into any job they want, they can talk their way into the bed of any partner they set their sights upon, and they can motivate a crowd of people with their words and the sheer power of their personality. Highly charismatic people can even start their own cults and have followers who will do anything they ask. Yes, charismatic people have it made.

As a power persuader, you're about to learn that charisma is a skill that anyone can learn and develop, like riding a bicycle or playing a guitar.

Charisma has nothing to do with attractiveness. We've all seen some very attractive people who had little or no charisma. Nor does it have anything to do with physical size, since there have been just as many charismatic short people as there has been charismatic tall people. Charisma has nothing to do with any physical characteristic at all.

Charisma is an attitude, a behavior pattern, and a mental focus. You can be as charismatic as you choose to be. All you have to do is master a few key skills and choose to project the right attitude, and you'll have it made too, even without starting a cult.

### ***The Motivating Force of Charisma***

The core essence of charisma is emotional energy. The emotional energy that you display in the presence of others will grab them and carry them along anywhere you want to take them. The reason that charismatic people are able to persuade others so easily is because the emotional energy does most of the work. When you've become a human dynamo, persuasion is almost effortless.

The first response that most people have to this information is "Oh no, I'm already using all the energy I can! How can I possibly use any more?"

I'm going to tell you a secret here, and you won't believe it the first time you hear it. In fact, you may even think that I must be crazy to suggest any such thing. But the fact remains that anyone who has true charisma has already learned the truth of this secret. Actually, it's not really a secret at all, since there are so many people who are proudly proclaiming the truth in seminars, on tapes, and in books. But no-one is listening because no-one really believes that it could be that simple.

Emotional energy, if done right, not only has the power to sweep other people away with its force, but it also has the power to sweep *us* away with it as well.

If you allow yourself to consider this notion, you'll realize that there have been times you've been so excited about an idea, or a project, or some other thing that you completely lost track of time, forgotten to eat a meal, and for some reason or another, you actually felt better than you usually do.

Earlier in this course, I told you the story about my time as a school portrait photographer. I mentioned that when I acted enthusiastic, like I was having a great time, the kids

had a better time as well and getting good smiles was a lot easier. What I didn't mention at that time was that it didn't take long after I started acting enthusiastic before I began to actually *feel* enthusiastic for real. It may have been an act to begin with, but within an hour, I really did feel like I was having a great time and the rest of my day went by like a day at the carnival. And every day on that job, I had one great day after another.

I'm sure you've heard the phrase "fake it 'til you make it". There's a similar phrase that says "act enthusiastic and soon you'll feel enthusiastic". Psychologists discovered a long time ago that there is a direct link between how we feel and how we act. That's where the science of body language, or kinesics, came from.

The direct link works the other way too, and all truly successful people eventually discover this one way or another. Sometimes you just have to 'push through' the rough areas of town to get to Easy Street.

Are you ready to follow me to the promised land of unlimited energy and matchless charisma? Have I persuaded you to give this idea a try? I'll tell you what, try it out for a couple of weeks, and if you don't find yourself having more fun than you've ever thought possible, even in your normal life, you can give it up. Fair enough?

### ***The 3 Pillars Of Charisma***

Together, the three pillars of charisma combine to form an unstoppable combination. Any one of these factors will increase your persuasiveness, but only when all three exist together at the same time will you be truly unstoppable. With the self-sustaining energy of charisma at your command, the world will be at your feet.

**Excitement** is the first major pillar of charisma. Everyone loves to be excited. The rush of adrenaline that floods our bloodstreams when our emotions are stimulated is simply too powerful for most people to resist. When we are emotionally stimulated, we feel more alive than at any other time in our daily existence. It's a natural high that makes us feel good in a way that few other things can.

Excitement is like a drug, and when you're the dealer, you can practically name your price and your 'addicts' will do whatever it takes to get their next 'fix'. Just make sure that there isn't a competing dealer around the corner that can persuade them away from you and they'll do anything you want them to do.

**Confidence** is the second major pillar of charisma. When you display confidence in what you are doing, other people will use your level of confidence as a guide to determine whether to trust you or not. The more you have confidence in yourself, the more your prospect will have confidence in you as well.

As you now remember a time when you had to trust someone else regarding something new to you, and you think about your own process of deciding whether to trust this person or not, you begin to realize that you yourself do the same thing. If the other person seemed confident in themselves, you used their level of confidence as a measure of how much to trust them. Now you have a clear picture of how your prospects will respond to your own display of confidence.

**Sincerity** is the third major pillar of charisma. We all have had the experience of trusting someone else's confidence to find out later that we made a wrong choice. We want to have added insurance that we are making a good choice, and for that we look for other factors besides just confidence. We want to know that the confidence is real and that it is sincere.

But how do you know if someone is sincere in what they are saying?

For that, we pay attention to verify that everything they are telling us logically fits together, and that all of the signals they are sending us are congruent with the core message. For instance, if the words say yes, but the body says no, there is a loss of sincerity. Or if the website proclaims a one day only special, yet there is a page to recruit affiliates, bye-bye sincerity.

That's why it is so vitally important to have all aspects of your message congruent with each other when you are persuading someone. When your body language supports the words you speak, and the tone of your voice echoes the emotions contained within your message, and your gestures look like the concepts you are talking about, your prospect sees and hears all of it and uses the whole combination to measure your sincerity. ***The easiest way to project sincerity is to simply be sincere.*** Don't try to pull the wool over someone's eyes. Use your persuasiveness to help your prospect discover what's good about your offer. Don't use it to manipulate anyone.

## **Be Unique**

Another aspect of charisma is to be unique. If you're doing the same thing in the same way as everyone else, what reason does anyone have to notice you more so than the others?

Charismatic people stand out in people's minds because they are unique. When you are unique, they remember who you are the next time you come around. And when they remember who you are, you're half way to persuading them to go further along your pathway.

One of the core motivating desires we covered earlier was the desire to connect with what, or who, is familiar. When we know the person we're with, we feel safer and more agreeable to whatever happens. This is the primary reason that power persuaders want to be unique and stand out in their prospect's mind. That way, we become familiar to our prospect, and the feeling of safety and comfort are already established before you even get started. It makes your job as a power persuader easier.

Being unique has another advantage as well. You get noticed even from a distance. News reporters are constantly searching for people who are truly unique. It makes for good journalism and it sells media such as newspapers, magazines, and website traffic. By being unique in your field, you give reporters a gift they can use to build their business and they, in turn, help you out by providing you with free publicity.

Even when your uniqueness is a purely personal style that wouldn't make the papers, the gossips of the world love to talk about these things and you'll find that your reputation proceeds you wherever you go.

Just make sure that your uniqueness is something positive that will make those who would qualify as a prospect want to seek you out.

### ***Focus On Positives***

How much fun do you have being around someone who focuses on the things that are wrong with the world? How much time do you feel like spending with someone who can only see the negative aspects of things? You may already understand that charismatic people focus on the positives of life. This isn't to say that they never acknowledge when things go wrong, they just don't waste any time wallowing in self-pity because of it. They see where things could be better (the positive focus) and they instigate the process to improve the situation.

As strange as it may seem, even the charismatic leaders of the infamous death cults had positive focuses. They were focused on making a better life for themselves and their followers. Why stick around in a world of depravity when you can kill yourself and move on to a better world? They weren't just giving up; they were attempting to improve the situation! No thanks; I'll do what I can to improve the situation right here.

Charismatic people are positive in another way too. We are absolutely positive about the facts and information we possess and share with our prospects. We don't say "it might be....", but rather we say "our best information indicates that....". Both phrases indicate an uncertainty in the information, but the second version is definite about the uncertainty.

Focusing on the positives of a situation is just as easy as focusing on the negatives. It's just a matter of redirecting the same energy. And the more you focus on the positives and are definite in your speech, the more you will find your prospects following you along your path.

### ***Focus On Your Prospect***

Some charismatic people focus only on themselves, preferring to simply allow their followers to sit at their feet and worship them from afar. Yet the most charismatic among us will lift up our followers and allow them to share a corner of the heavens with us. When we do this, our followers become so much more devoted that they will do anything we ask, to the point of taking their own lives if we asked it.

Of course, we don't ask any such thing.

If you've ever been to a rock concert, you'll know exactly the power a charismatic person has when they turn their attention to one of their followers. The lead singer is worshipped by his fans and they are completely thrilled to be in his presence, yet as soon as he looks at one of the fans and winks, it's all over – she's down for the count, overwhelmed that he would notice her in the crowd of so many other fans.

The same thing happens on a smaller level when an important business man asks a young lady out for a date. Or when a mail clerk is recognized by the boss and given an opportunity to prove himself in a position of authority. When a more important person recognizes and focuses upon a less important person, there is a bond that forms instantly and endures virtually forever.

There are two key things that we can do to show our prospects that we are focusing on them. The first of these is to remember and use often their name. Whenever we use our prospect's name, they know beyond any doubt that we are in fact focusing on them.

You don't have to use their name in every sentence, just make sure you don't go too long from one use of their name to the next. In writing, using your prospect's name 3, 4, or even 5 times per page would not be excessive. In speaking, you can easily use your prospect's name every 5 or 10 minutes.

Besides using your prospect's name often, asking questions is an excellent way to involve your prospect and to direct the focus of the conversation onto them. And since you're the one asking the questions, you retain control over the conversation, so if you decide to redirect the conversation to the offer you want your prospect to consider, you can easily ask a question that does just that.

Asking questions serves several other purposes as well, which we will cover as we continue to go through this course. You can discover the secret buttons within your prospect that will motivate them to accept your offer, you can lead your prospect to consider new possibilities, you can ask the same question several different way to reveal the underlying information your prospect may want to hide, and you can use questions to deliver subliminal messages.

### **Conclusion of Basic Training**

The information you've covered in this section of the course will give you a solid foundation upon which to build your persuasive skills, and covers more than many whole persuasion courses that I've seen. You are more than adequately prepared for the material that follows.

You also have a good education about the principles that other persuaders could use against you in various situations. Again, the basic rule is that once you know about these techniques and pay attention to how they could be used against you in your daily life, you will tend to notice when they are being used and you can then take steps to counteract their effects.

As you continue through this course, these basic lessons will present themselves in new ways and you will realize how the more advanced techniques are related to this core foundation. You will also find that the practice you gave these basic techniques will enable you to succeed quicker and easier with the more involved techniques.

You will also find that if you ever reach a sticking point in your development of the higher-level techniques, the solution could very well be additional practice of the basic level skills. All persuasion skills complement each other, and the improvement of one skill lends to the development of another.

Congratulations on reaching this milestone in your training.

## The 5 Phases of Power Persuasion

In this section of the course, we will be covering the actual techniques of power persuasion. These techniques have been organized according to their purpose within the overall persuasion process, so you can gain a thorough understanding quickly. By having the techniques organized in this way, not only will you learn *what* to do, but also *why* you're doing it.

As you may remember from the Psychology of Persuasion section, there are 5 phases of the persuasion process, which are:

1. Creating Rapport & Trust
2. Shifting Your Prospect's State
3. Setting Context
4. Distraction & Misdirection
5. Covert Delivery of Subliminal Persuasive Messages

For each technique we cover, you will learn the underlying principles that make the technique work. You will also find several examples of many of the techniques in action. The examples will cover the three most common scenarios: sales, seduction, and life coaching, among others.

### **Creating Rapport & Trust**

Creating rapport and trust is perhaps the most important of all the 5 phases of persuasion. Without rapport, your prospect will be resistant to your persuasive efforts and will reject many of the conversational hypnotic techniques that follow. Think of rapport as the lever that makes doing the work of persuasion easier. The longer the lever, the easier it gets. With perfect rapport, persuasion is virtually effortless.

As we discussed in the Psychology of Persuasion section, creating rapport and trust is a matter of showing the prospect that you are like them, and that you have their interests at heart. If the situation calls for it, you will also show your prospect that others have trusted you in the past and that you have proven worthy of that trust. This will make your prospect feel good about trusting you now.

When you want to protect yourself from others using these techniques against you, pay attention to how you feel about the person you're with. If you notice that you seem to feel unusually close to someone you just met, check to see if they might be using these techniques to artificially establish rapport. You can then use these techniques in reverse to break rapport if that's your preference.

### ***Mirroring & Matching – The Secret To Instant Rapport***

As humans, we enjoy being with other people who are like us. One of the most effective means of getting your prospect to enjoy being with you, and thus to like you, is to show your prospect that you are like them. The easiest way to do this is to employ a technique called "Mirroring & Matching".

In the “Mirroring & Matching” technique, you control your body language and your gestures so that they ‘mirror’ or ‘match’ what your prospect is doing. If your prospect leans forward, you should also lean forward. If your prospect crosses their legs, you should also cross your legs. If your prospect is talking fast or slow, you should match their speed when you talk.

Don’t be obvious about what you’re doing, or you will break the spell. If your prospect knows that you are consciously mimicking them, then the appearance of similarity is disrupted and you will have broken rapport rather than build it. Be subtle and you’ll do fine.

The underlying principle at work here is the fact that when two people are in deep rapport, they automatically begin to mirror and match each other on a subconscious level. It’s almost like the two are in perfect harmony with each other, and each person’s body language confirms that harmony on a physical level. Combine this with an assumption of “if you are acting like me, then you must be thinking like me too”, and you’ve got the core principles that make the Mirroring & Matching technique work.

Most NLP literature goes into great depth regarding the extent to which you should mirror and match a prospect for deep rapport. In my experience, it’s not necessary to go to great lengths to mirror and match your prospect. As long as you cover the basics, rapport will be established quickly and you can move on to other rapport building techniques.

The main areas that you will want to mirror and match your prospect are in body positioning, speed of motion, speech volume, and speed of speaking. Anything beyond these basics is a waste of time and energy, especially with the additional conversational hypnotic techniques you’ll learn shortly.

When mirroring and matching a prospect, think in terms of the core concept, which is “I am just like you”. If your prospect is nervously fiddling with a piece of jewelry, you will develop great rapport by also fiddling with a piece of jewelry. If your prospect is sprawling across the furniture, you will develop rapport quickly by also sprawling across a piece of furniture. You don’t have to be a mirror image of your prospect, striking the same pose exactly. In fact, that may risk bringing the technique to your prospect’s conscious awareness. As long as you’re enacting the same mental attitude, you’ll be in perfect rapport in a matter of moments.

If you have an opportunity to study your prospect before you meet them, you’re at a decided advantage, since you can mirror and match their usual behavior right from the start. This is the secret to INSTANT RAPPORT, and how you can get your prospect to have the most positive of first impressions.

### ***The “Siamese Twins” Technique***

The Mirroring & Matching technique works on a physical level, where it’s fairly easy to identify what it is you want to match. To develop even deeper rapport, you’ll want to match your prospect on a level beyond the physical. With the “Siamese Twins” technique, you work on a mental level, showing your prospect that you share the same views of the world, concepts of right and wrong, and value judgments.

This is slightly more involved, but extremely powerful. Spend some time listening to your prospect and gather enough information to identify how they see the world and what they

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consider good and bad. Once you do this, you're in a perfect position to use the same concepts when you talk about how **you** see the world, and what **you** consider good and bad.

Obviously, you'll be better off by only speaking the truth, so you shouldn't lie just to appear to think exactly like your prospect. What you can do, however, is to talk only about those things where you agree with your prospect or how it **could be true** that things are exactly as your prospect believes them to be. The point here is to demonstrate as much agreement as possible with your prospect before you suggest an alternative. Agreement creates rapport.

***Prospect:** XYZ produces the absolute best product in this line. Nothing else comes close in terms of features and price.*

***You:** I certainly agree with you on that, XYZ's product definitely has the most features for the price. However, once you analyze the full picture, you'll find that our product is rated much higher in reliability and long-term cost of ownership. By buying a better product now, you save money overall, right?*

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***Prospect:** Yeah, yeah, yeah. You're going to tell me how wonderful you are and how much better off I'll be by being with you. Forget it. I'm not looking to start a relationship right now and I'm better off on my own.*

***You:** WOW! I'm really glad you feel that way. I don't know about you, but I **just want to have fun tonight** without having to worry about whether or not you'll **want to be with me** down the road. It seems strange to me that everyone wants to **be in a relationship right now**, like they don't feel complete unless they have a special person to call their own. It's really amazing how few **people like us** there are in this town.*

(Slightly alter your voice to mark out the **embedded commands**, and subtly point to yourself when speaking the underlined text.)

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***Prospect:** I'd really like to be more like everyone else. But I'm just not comfortable in crowds. All those bodies pressing up against you and you never know when someone is going to pick your pocket. I really wish I were more outgoing.*

***You:** Can I tell you a little secret? You see, I'm not really comfortable in crowds either. I grew up in the country, and I just love the wide-open spaces you can only find when you get out of the city. And you never have to worry about pickpockets either, do you? But when I need to go someplace where a lot of people are going to be, like downtown for instance, I look at the faces of the people around me and notice how **they aren't that much different** from the faces of people I know in the country. Then, I just realize that I'm **surrounded by friends** I just haven't had the opportunity to yet meet.*

## **The "War of the Worlds" Technique**

Another thing that creates rapport is the feeling that we are on the same team and working together for common goals. The problem that most inexperienced persuaders have is

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that they set themselves up to be an adversary rather than a partner. People have a natural tendency to trust their partners and distrust their adversaries. Set yourself up as your prospect's partner and notice how much easier the persuasion process become.

This is one thing that could unite the countries of the world even though everything else has so far failed. If alien beings attacked our planet, as in the novel and movie "The War of the Worlds", all of a sudden we would all be part of the same team, fighting against the alien intruders. In an instant, all of the petty differences would be forgotten and cooperation would reign as it should.

When you're working to persuade anyone of anything, make sure you let them know that you are on their team and are helping them reach their goals. In sales, this could mean that you're helping them get the best product for the best price. In personal relationships, this could mean that you are interested in their feelings and concerns. In office management, it could mean that you are helping your employees qualify for promotions and raises.

### ***The "Eliza" Technique***

Back when personal computers were more toys than anything, there was a popular software program that went by the name "Eliza". This program demonstrated just how easily a computer could be made to appear intelligent, and was able to keep a user involved for long stretches of time. The funny thing is, the program started out as a parody of Freudian psychologists, using a simple technique of taking a word from whatever the user typed in and using it as the subject of a question randomly selected from a list of possible questions. If the user typed in something the program couldn't identify, it would throw out a random question from another list, such as "Tell me about your mother?"

The shocking thing about the Eliza program was that many people actually thought the computer running it was demonstrating real intelligence, and stories spread far and wide about how the Eliza program helped various people with their psychological problems. Seems the simple program had close to the same success rate as many highly-paid psychiatrists!

The reason that this technique works so well is because any time you ask a question based on what your prospect has just told you, your prospect will invariably find a way to provide additional information, sometimes finding new insights they didn't even know until then.

The reason we're interested in this is because the more information you have about what your prospect wants, the more options you have in persuading that prospect to do what you want them to do. And the more your prospect talks about what's on their mind, the more your prospect will feel in rapport with you and be willing to accept your offer.

Too many ineffective persuaders try to talk their prospect into agreement whereas the power persuaders know that you can let your prospect talk themselves into agreement, and when you do that, they are far more likely to stick to the agreement and fulfill their end of the bargain with much more enthusiasm.

For information on the most powerful questions to ask, see the section on "Covert Delivery of Subliminal Persuasive Messages" under the subheading of "Leading Questions".

### ***The “Déjà vu” Technique***

One of the messages that I have been weaving into the material of this course is that whenever your prospect feels familiar with you and what you are offering, they will be more likely to agree to your proposal. That’s because familiarity is comfortable, and people generally stay with what’s comfortable. The more familiarity that you can create within your prospect, the more likely they will be to agree to what you want.

Sometimes familiarity can be created with a process. People have grown used to their habitual way of doing things, and if you know that your prospect tends to do things in a particular order, then you can use the same order of steps to create additional familiarity.

Here’s an example of what I’m talking about. Let’s say you’re selling a used car, and you’re showing it to a prospect. If you ask your prospect how they decided to purchase the last used car they were happy with, they may tell you that they compared features, checked the Blue Book value on each, and in the end picked the one that ‘felt’ right.

You can use this information to structure how you present the car you’re selling. You can talk to your prospect about the features and how they compare to other cars on the market. Then you tell them about the Blue Book value on the car, and how that compares to other cars on the market. And finally, you can talk about how right the car ‘feels’. By following the same steps in the same order as the last time your prospect made a decision they were happy with, you will have created an environment where buying is easy now.

The reason this works so powerfully is because the process you’re using will remind your prospect on a deep inner level of the last time they made a similar decision, and you’re also linking it to a pleasant memory, a decision they were happy with. Your prospect will feel that they’ve already made a commitment, which makes it that much easier to do it again. It won’t be a new situation with a whole new set of decisions to make. It will be a repeat of a situation where the decisions have already been made.

### ***Pacing & Leading***

When a faster runner wants to force an opponent to over-exert themselves and lose their endurance, they will run right next to the opponent for a period of time, pacing their stride, matching their rhythm, even breathing at the same rate. After a while, this creates a psychological ‘lock’ on the opponent.

Now, the faster runner slowly picks up the pace, which the opponent will subconsciously try to match even though it’s outside of their comfort zone. In most cases, this will break down the endurance of the slower runner, who may have overtaken the faster runner later in the race.

In a competitive situation such as running, this happens because the slower runner becomes confident that they are able to keep up with the faster runner and hopes that they can keep up over the course of the race.

A similar thing happens in persuasive scenarios. When you pace your prospect by matching their body language, or talking about things that are undeniably truthful, you instill within your prospect a feeling of acceptance and belonging, a feeling that the two of you are part

of a harmonious team. When you later pick up the pace and start to lead your prospect into newer territory, they want to maintain that feeling of belonging, so they follow your lead.

### ***The “Politician” Technique***

In order to effectively pace your prospect, it’s important to use what I call the “Politician” technique. This is where you spend time talking about undeniable truths your prospect has to agree with. Each undeniable truth becomes another pacing statement which paces your prospect. In extreme cases, where you and your prospect are at odds with each other, this may manifest as a long speech that means virtually nothing, which is common in politics.

Here are some sample pacing statements:

*“You’re reading this course, possibly to learn how to get more of what you want from other people, possibly to help protect yourself from other people using these techniques against you. For whatever reason you’re studying this course, you may have already found new techniques that you did not know before, and will probably find even more techniques that are new to you as you continue to study this course.”*

*“Okay, we’re sitting here in your favorite restaurant, looking at the menus and waiting for the waitress to serve us our drinks. We’ve been going out now for a couple of weeks, and we’ve enjoyed the times we’ve spent together. You’ve told me that your last relationship broke up on bad terms, and you don’t want to rush into anything new. Neither of us know what the future will bring, we could just drift apart after a while, or this could be the start of something really special, we don’t know yet. We really won’t know for sure until it happens, will we?”*

*“Thanks for coming into my office. You’ve been with this company for what, three years now? In that time, you’ve gone from mailroom clerk to shipping manager, and now you’re applying for a position of department manager. There are also several other people who are interested in that position, both from inside the company as well as outside. I want to make sure that the right person is placed into that position, as it will greatly impact the profitability of our company.”*

For greatest impact, you will want to use pacing statements throughout the persuasion process. In general, you use a string of pacing statements followed by a leading statement, which suggests new information you want your prospect to accept. The pacing statements reassure your prospect that you are trustworthy, since they are undeniable truths, and the leading statements present new information to your prospect that is more acceptable since they following the pacing statements.

For example, you might use a string of 5 pacing statements followed by a leading statement. Next, you might use 4 pacing statements followed by a leading statement. Then, 3 pacing statements and a leading statement. This pattern is known as the 54321 pattern, which refers to the number of pacing statements followed by a leading statement.

After enough rapport has been developed, you can gradually increase the number of leading statements (new information) until you get to the point where the relationship between pacing and leading statements is reversed, with more leading statements than pacing statements.

The principle at work here is that the more you speak about what your prospect can verify as ‘truth’, the more your prospect will trust you when you say something new.

### ***The “Dale Carnegie” Technique***

For many years, Dale Carnegie was considered the foremost expert on persuasion and human relationships. His workshops were responsible for creating many millionaires. Many cities today still have the Dale Carnegie Institutes that teach the core principles espoused by the man himself. His book “How to Win Friends and Influence People” is a classic that every power persuader should own and periodically review.

Good ‘ole Dale focused on 3 main principles that we covered with the other core motivating desires common to all humans. Appreciation, Approval, and Acceptance. When you want to “Win Friends and Influence People”, you’ll be smart to focus on these same 3 principles.

Whenever your prospect feels that you appreciate them, approve of them, and accept them for who they are, they will feel that you are on their side and a part of their team, and thus reciprocate by becoming more willing to make compromises and “help you out”. The need to maintain positive human relationships drives many people to do things that are against their own interests. As power persuaders, we can use this driving force to help our prospects as well.

### ***The “George Washington” Technique***

Rapport is established when and only when your prospect likes you *and* trusts you. The techniques we’ve covered so far go a long way to inspire those feelings within your prospect, but this is one technique that will do it all in one fell swoop.

George Washington was an incredible man. Willing to risk his life fighting for a cause that had little chance of success. Fighting to maintain military order in a group of untrained country folk while opposing the highly trained British army. This is one of the images that we Americans have of this national hero.

We also have another image of the boy who would become the man. The story is that one day, little George followed his mischievous inclinations and pounded away at a cherry tree with a hatchet until it fell. When his father came home and discovered the fallen tree, he queried his son about it. And then came the famous line, “I cannot tell a lie.”

Oh, how we wish everyone were as honest as young George Washington.

Your prospects want to know whether you are one of the few honest people left on this Earth. They have been lied to over and over again, practically every day of their lives. They have gotten used to taking everything that anyone says with a grain of salt (make that a whole salt block!) and many people have a Missouri attitude that says “Show Me!”

When you ask your prospect to simply trust you, you're fighting for a cause that has little chance of success, just like the American hero. However, you can chop down that tree of distrust as easily as young George chopped down that historic cherry tree.

In business, this technique is referred to as "understate and overdeliver". Never tell your prospect that they will get more from your offer than they will actually get. For that matter, never tell your prospect more than they will believe. Allow your prospect to discover for themselves that your offer will actually give them MORE than you said it would. When your prospect understands that you will "go the extra mile" and do more than you said you'd do, you'll have a much easier time persuading that prospect down the road.

When you have a reputation of delivering more than you say you will, your prospects will hear about you from others, and you won't have to spend as much time or energy persuading them to accept your offers.

Even when you're just starting out and haven't yet built a reputation, you can use this technique on a prospect by making a small gesture that allows you to demonstrate how you follow through on your promises.

Online, this is done by making an offer for a free gift, and making sure that the free gift is more valuable than you said it was. In personal relationships, this is done by saying that the place you're going to is an okay place to be, when you know that your prospect will be blown away by it. In business situations, this is done by saying the position carries with it a 'standard' benefit package, and allow your prospect to discover that the insurance plan alone is worth at least \$300 per month!

When your prospect discovers on their own that you overdeliver on your promises, then you can be sure that they will assume that your other promises are just as understated. You'll no longer have to prove yourself again to this prospect, unless you slip and fail to deliver what you've promised.

You can get even more mileage out of this technique. Rather than just understating the advantages of your offer, actually point out one or more *dis*advantages to it. By pointing out what may be wrong with your offer, your prospect takes notice and realizes that you are telling the truth, the whole truth, and nothing but the truth. From that point on, everything you say will be accepted as truth.

### ***Social Proof***

One of the core motivating desires that we all share is the desire to be accepted by our community. One of the ways that this manifests into actual behavior is in the phenomenon known as "social proof". This is when a crowd of people look up because they see several others staring into the sky. Or when no-one stops at a restaurant because there are no cars in the parking lot. It's also why guys in a relationship are more attractive to women than guys who are single and available.

In business marketing, a major form of persuasion, testimonials are a powerful means of showing a prospect that your product is good, because the testimonials are statements from your other customers reporting on their experiences with your company and your product.

Testimonials actually serve two purposes. First, they demonstrate to your prospect that your product is as good as you say it is, because previous customers support your claims. And second, they also demonstrate to your prospect that your product and company have been ‘certified’ as being okay to do business with.

Another format of social proof that is used with great effectiveness, especially in MLM meetings, is the success story. This is when someone who has been involved with the company for a period of time gets up to tell their story, which is always massively successful – far beyond what the average person will be able to do. Invariably, several of the prospects who have been invited to such a meeting sign up and purchase a distributor kit, which usually ends up collecting dust on a shelf somewhere.

Although I have used a number of business examples here, social proof can be used in any persuasion situation, whether you are seducing a potential lover, motivating a child to follow the rules of the house, or giving a friend the inspiration they need to pursue a goal. Just keep in mind that the person you’re trying to persuade is being referred to as your prospect, and the thing that you are persuading this person to do is being referred to as your ‘product’. You have sold your product to your prospect when the person you’re persuading agrees to do the thing you want them to do.

In the case of persuading a friend to pursue their goals, you can use social proof by referring to others who have pursued the same, or a similar, goal. If your friend would like to claim their personal power and stand up to an abusive spouse, then try to have someone else who stood up to an abusive spouse provide a testimonial of what happened when they finally did it.

If such a person is not available, then you can talk about people you’ve known who have taken that step and what happened afterwards. By knowing that others have done the same thing before and how much better they felt after doing it, your friend will have more courage to take on the challenge themselves.

### ***Thought Modalities – The “Going Native” Technique***

If you were to go to a foreign country, you might find it easier to communicate to the natives if you spoke their language. While it would be possible to talk at great lengths about all manners of things in your own language, much of it (or all of it) would make absolutely no sense whatsoever to the natives, who happen to speak another language.

In some respects, even people in our own country speak a foreign language of sorts. Early on in our personal development, we stumbled upon a ‘natural’ way of relating to the world around us. Some of us grew to depend more on our sense of sight than any other sense. Others grew to depend on their sense of hearing. Another group found that their feelings gave them the easiest way to relate to the world around them. And a small minority grew to depend on the other senses of taste or smell.

You can tell who falls into each of these classifications because they will usually use words that relate to the specific sense that forms their primary connection to the world around them. Visual people will say things like “it looks like” or “I see what you mean” or “let me illustrate a point”. Hearing oriented people will say things like “it sounds like” or “I hear what

you're saying" or "this sound right". And feeling-based people will use phrases like "it feels like" or "I grasp what you're saying" or "let's touch on all the points".

Because each of us is more comfortable with one of these modes than the others, you can make your prospect feel more comfortable with you by using the same mode they happen to be using at the time. So if you notice your prospect using visual terms a lot, shift your own word choice to include more visually oriented words as well. Do the same if your prospect is more aurally or kinesthetically focused. Shift your word choice to match your prospect for greater rapport.

This might be a good time to mention that when you are talking about something that can be described in terms of one of these modes, you can adjust how your prospect feels about it by talking about alterations to one or more of the 'sub-modes'.

A 'sub-mode' is a component of the fuller sense-based mode that you're using to describe something with. In the visual mode, the sub-modes would be the brightness of the image, the size of the image, the colors of the image, the clarity of the image, and so on. In the auditory mode, the sub-modes include pitch, volume, harmony, source location, clarity (clear or muffled), and rhythm. In the kinesthetic mode, the sub-modes include size, shape, weight, pressure, texture, and temperature.

So if you want to cause your prospect to feel more distant from a memory, you can talk about the memory as an image (or a sound) that gently fades out in the distance, becoming more and more distant until it can no longer be seen (or heard). And if you want to cause your prospect to get excited about your offer, you can talk about how excitement can be a ball of warm, red energy that starts in the belly and suddenly starts to get hotter and brighter until it blasts out from within you, radiating outwards until it touches the edges of the universe.

We'll introduce additional examples of this as we complete the balance of the course.

Combining the different modes, and even switching modes in your descriptions can lead to sharply increased impact of your communication. Believe it or not, most people hunger for these kinds of descriptions to feed their need for variety and interesting conversation.

## **Shifting Your Prospect's State**

Once you've built solid rapport with your prospect, it's time to start shifting them into downtime. Rapport makes your prospect feel like being more agreeable to you and your suggestions, but does nothing to change what your prospect wants, how they see themselves, or what values they hold dear. Downtime is a state that makes your prospect more imaginative and open to suggestion. It is the state that psychologists and hypnotists use to help their patients achieve new insights and change "who they are", including their self-image and value systems.

Shifting your prospect into downtime is the second most important piece to the whole conversational hypnosis puzzle. This is where your persuasiveness is amplified, in your ability to use your prospect's imagination to redirect their internal desires, values, and self-image.

This is also where you have to be the most careful when you need to defend yourself against others using these techniques against you. If you notice that someone is asking you to go

into downtime, this should sound the alarms and raise the red flags to warn you that you could be manipulated against your will. Unless, of course, you trust the person you're with and agree to use the downtime state to help you learn a subject or overcome a problem.

It's actually pretty easy to shift someone into downtime. If you think back to times when you felt really comfortable with someone, and you realize how they were able to get you to do things you wouldn't normally do, you might come back to the present moment to find that you were just directed into downtime. All you have to do to move your prospect into downtime is to get them to think about things that are not presently in conscious awareness.

Many times, this is done by asking your prospect to remember past events, or to imagine future possibilities. There are several methods of doing this, however, and we will cover all ten of them here.

Downtime is only 1 state that you will want to shift your prospect into. Many times you will also want to elicit specific emotions from your prospect so you can then associate those emotions to either your offer or your competitor's offer. To persuade, you want your prospect to feel good about you and your offer, and also feel that your offer is better than any other offer they are likely to find.

### ***The "Hyper-Drive" Technique***

What do you get when you put a comedian into a space ship? A laugh track that's out of this world.

And what do you get when you surprise someone with something that's totally unexpected? Their full attention, and an openness to listening to what else you might have to say.

Surprise is a powerful weapon in your persuasion arsenal. You can use it to get your prospect's full attention, or you can use it to derail a non-productive train of thought. Whenever you surprise your prospect, they are quickly shifted into downtime, because they are searching for a new foundation upon which to classify your communication. It's like they have been dropped off in an unfamiliar part of town, and are looking for the landmarks that will tell them which way to go from here.

Surprise is one of the main components of effective comedy. That's why people with a highly developed sense of humor are also some of the more persuasive. They are able to shift their prospects into downtime through the use of comedy. But you don't have to tell jokes to effectively use the power of surprise.

Sometimes, just changing the subject without any prior indication will introduce enough surprise to throw your prospect off balance. And while they are finding a new balance, you can set the context so that they are more agreeable to what you have to offer. When you change the subject of the conversation, your prospect is lost, wondering how the things you say relate to the previous topic, and scanning their entire memory to find a connection. At that moment, your prospect is deep into downtime.

A true “Hyper-Drive” technique that combines both a change of subject and a bit of comedy is to finish a sentence your prospect is saying, but in a way that points directly at what you want your prospect to do. This could really upset your prospect unless you make it clear that what you said was meant as comedy and not to be taken seriously. When you do this in a framework of ‘just having fun’, your prospect will not be offended, yet you will have used the nature of language to give your prospect an experience of doing what you want them to do.

For example:

**Prospect:** I was just getting ready to...

**You:** ... ask me out for a date?

**Prospect:** I just can't seem to...

**You:** ... stop thinking about how you're going to love joining our group?

**Prospect:** I'm completely exhausted. It's time to...

**You:** ... try my suggestions for changing your habits?

### **Trance Words**

There are some words that just naturally evoke a state of trance, or downtime, in your prospect. When your prospect hears these words, they automatically call up memories which naturally create a state of trance, which can be used as the conversation continues.

Words such as amaze, bewilder, bizarre, charm, confuse, crazy, curious, dazzle, dream, enchanted, fascinate, fixate, insane, magical, mesmerized, mysterious, obsess, odd, perplex, ponder, puzzle, sleep, strange, surprise, trance, wild, and wonder. These words either represent a trance state, or suggest conditions that could exist when one is in a state of trance.

When you use more of these kinds of words in your communications, your prospects will find themselves gravitating towards downtime, and it won't take much effort at all to take them the rest of the way there.

*“What’s amazing about this is that your prospect will be very curious about how you dazzle them with your words, and how they become fixated on you to the point where they obsess about getting to know you better. It’s a bit perplexing, but wonderful to ponder.”*

*“Do you ever wonder why people love bizarre things? It’s like they dream about going crazy, and letting loose to the point where the world seems like a more magical place, where they can see something they want, and **just go for it** without being confused by mysterious things.”*

*“Have you ever had a dream where you were not asleep, but somehow in a curious state of trance, and no matter what you tried to do, you just slipped deeper and deeper into that strange and magical feeling, without ever considering that you could be going insane?”*

*“Thanks for coming in to see me. It’s strange, but I’m a little surprised by the quality of your work lately, and to be honest, I’m a little puzzled. But instead of pondering the mystery and fixating on the perplexities of the situation, I’d like you to **straighten it all out and tell me what’s going on?**”*

### **Focus Words**

**Fact:** Your prospect is likely to be thinking of other things as you are trying to communicate your message. If you want your prospect’s full attention, you need to interject specific words to get them to focus on the here and now.

Just as there are special words that automatically shift your prospect into downtime, there are also words that automatically attract your prospect’s attention. This comes in handy in several situations, such as when you want your prospect to focus clearly on what you are about to say, or if you want to associate feelings brought up from past memories to the current situation.

Now, when you feel that your prospect may be drifting off or getting bored with you (heaven forbid!), this is the perfect time to use one or more focus words to teleport their mind back to you and your conversation.

Listen closely, and you’ll be greatly rewarded with a collection of power words that will force your prospect to pay strict attention to every word you say. In fact, if you really lock in to how I’m telling you about this, you’ll realize that I’m using several of these magic words even as we speak!

Use words such as stop, now, here, fact, tip, listen, see, free, secret, magic, forbidden, danger, money, sex, and reward, and you’ll discover that your prospect is more eager to pay close attention to what you have to say.

The power in these words comes from the fact that they either mean something that is located in a single point in time and space (the here and now), or that they are generally used to get someone’s attention for an important reason (stop, danger, free, fact, tip, listen, see), or they refer to something that is highly prized (secret, magic, forbidden, sex, money, reward).

*“Now, look closely as I give you a secret tip. The best reward that you can get out of learning all of this isn’t just access to forbidden levels of money and sex, but is the confidence that you can get anything you want from other people.”*

*“Listen, I’m here to tell you that you can free yourself from the dangers of guilt and worry. When you stop and reward yourself for doing good things, you’ll find that life isn’t so forbidding and you can really go out and have a good time.”*

*“Here’s a bit of free advice, once you stop searching for the magic bullet that will solve all your problems, you’ll find that success gained with effort is far more rewarding.”*

There are other words that accomplish the same goal. You will start to notice others as you encounter them in the marketing that surrounds you, and in your daily conversations.

Gradually, now that you're aware of them, you'll find yourself naturally using these power words more and more.

One more word that gets lots of attention, and will give your prospect a feeling that you truly value them, is your prospect's name. Use the name of your prospect every so often, and you'll have their complete attention.

### ***The "Lazarus" Technique***

One of the greatest challenges of the conversational hypnotist is to elicit emotions that are not readily accessible. These emotions appear 'dead' in our prospect, and we need a powerful technique to revive them.

The "Lazarus" Technique has already been discussed in general terms, both in this course and in other courses. The advantage you have in studying the Keys To Power Persuasion course is that I have given names to many of the techniques in order to make them easier to remember.

To arouse a dead emotion, ask your prospect to imagine a situation where that emotion would be expected. For instance, if you want to elicit the emotion of love, ask your prospect to remember a time when they were very deep in love. Ask them to tell you about someone they cared about a great deal. Ask them to tell you about the person they dream of finding some day. Ask them to describe a romantic getaway.

If you want to resurrect the emotion of loyalty, or dedication, ask your prospect to tell you about times and experiences where these emotions would normally be found.

As your prospect searches their memory for the requested experience, they will quickly re-experience the memory, and even if they say nothing, the emotions have been brought closer to the surface. Several cycles of asking for buried memories and the emotions will be adequately resurrected.

### ***The "Garrison Keillor" Technique***

Garrison Keillor is a very popular story teller here in the United States. His weekly radio program has been a hit for many years now, and the central feature of the program is his stories about the people in a small northern town. People love to hear stories.

In fact, here in the US alone, we spend over \$140 Billion each year for entertainment of one form or another. Movies, books, TV shows, stage plays – they all tell stories and we all spend money on them. Listening to stories is a safe way to live vicariously through someone else's experience, and leads us naturally into downtime.

This is the technique used most often by the father of conversational hypnosis, Milton Erickson. Erickson was well known for his unusual approach to counseling his patients. Many times, he would spend much of the patient's appointment telling stories about his own family, never really talking about the reason the patient had made the appointment, yet when the session was over, the patient's problem was somehow diminished. Clearly, stories can have a magical effect on the listener.

Telling good stories requires no special skill. The main ingredient of a good story is the generous use of sensory detail. The more sensory detail you describe in your stories, the easier your prospect will be able to imagine the experience. Obviously, you don't want to go overboard with the details, so any detail that's not required can be left out. In fact, sometimes you want to be intentionally vague about some details, so your prospect can interpret the story in a way that more closely fits their own situation.

For instance, if your story takes place on a beach, you can describe the waves rushing in and breaking against the sands, the birds calling out to each other and diving for fish, the salty taste of the ocean waters in the air, the chill of the air against your skin. These details paint a clear picture of a beach and give your prospect a vivid experience of being on a beach. Just allow your prospect to experience whatever beach fits them best by leaving out unnecessary details.

The most important details, of course, are the feelings experienced by the characters in your story. Rather than saying something like "she was in love", say something more like "her heart danced on silky clouds of delight in the rapture of her love." Give your listeners more 'fiber' to wrap their thoughts around, and you will be rewarded by stronger emotions elicited.

One of the best sources for emotional word pictures for those of us with more limited imaginations is poetry. The artistry of poetry is in the way the poet communicates in word pictures. Fiction books (especially in the romance genre) are also rich in emotional word pictures. Spend a day or two at the local library and scan through several books of poetry and fiction, and you'll begin to get a good feel for the style. Practice bringing this style into your everyday conversation and you'll find that people listen more closely to what you have to say.

Some persuasion experts claim that women respond to this technique more than men, but as a man I can attest that we are also affected by a good story. Men may respond more to emotions such as pride, honor, courage, duty, and aggression, whereas women may respond more to emotions such as love, romance, peace, caring, and nurturing. Obviously, there are many emotions that both men and women respond to more or less equally.

### ***The "Therapist" Technique***

Hypnotists and other therapists are known for their ability to help people change who they are on a fundamental level. To persuade someone to look at life in a completely new way, or to consider that they need to change key values they've held for years takes a lot more persuasiveness than simply getting them to buy a different brand of laundry detergent.

In order to persuade someone on an inner level (remember the 3 levels of persuasion we talked about in the Psychology of Persuasion section?), you have to get your prospect deep into downtime, thinking about issues that are almost never thought about.

Surprisingly, this can easily be done in a normal conversation. All you have to do is ask your prospect to notice things about themselves that are normally automatic and unconscious, such as their breathing, how they specifically experience particular emotions, or little behaviors such as biting their fingernails, putting a pen into their mouth, fiddling with jewelry, or any other 'nervous' habit.

*“I was reading an article the other day that said most people only breathe with the top 1/3<sup>rd</sup> of their lungs, and that by doing this, we cut short the amount of oxygen that gets to the brain. Have you ever noticed that when you **breathe deeper**, you’re able to think clearer, and you begin to **feel more comfortable** in whatever situation you happen to be in?”*

*“I have a friend, Bob, who’s going through a rough time lately. But last week, he started seeing a counselor who’s teaching him how to **respond differently** to situations that used to upset him. Have you ever noticed how right **before you get upset**, you have this tiny window of opportunity to **think clearly** about how you’re about to respond, and to consciously choose to respond in a way that will **produce a better result**?”*

*“You really seem to be someone who has their act together. I don’t know if **this applies to you** or not, but do you ever find that there’s this inner tiger inside you that wants to just rip away the façade of civility and just **act out on your animal impulses**, throwing caution to the wind and **give in to your passion**, even if only for a single night?”*

As you begin to use this technique more and more, you will notice that your prospects tend to slip into downtime quicker and become more agreeable to your suggestions. And if you decide to take it further, you could even open a Vegas act where you convince the audience they are historic figures.

### **The “Divide & Conquer” Technique**

The only way to get someone to step away from a firmly entrenched position is to sow seeds of doubt in that position. Only then do you have a chance to persuade them to a new position. One of the best ways to do this is the “Divide & Conquer” Technique.

Most people have to admit that we humans are so complex that it sometimes seems as though we have many different parts, and that they each want different things. That’s why asking someone *“Is it possible that there’s a part of you inside that wants this?”* seems perfectly natural and reasonable.

When you sow the seeds of doubt, you get one part of your prospect pulling against the other part, and it’s like an army fighting against itself, no-one is left to fight against you, and you can easily walk in and get what you want.

And as you are well aware from earlier lessons in this course, any time your prospect turns their attention to something that is outside of their conscious awareness, they are going into downtime. In this case, they are turning their attention to their own internal ‘parts’.

The “Divide & Conquer” Technique is used quite often in hypnotherapy sessions, where it’s called ‘Parts Therapy’ and is well known for its ability to effect radical shifts in a person’s self-awareness and their ability to make changes, even to the level of inner values and motivations.

When you want to persuade on a deep inner level, utilize this technique.

*“Is it possible that there’s a part of you inside that wants to go ahead with this proposal? And if there is, is it possible that this part of you has given you good advice before? I don’t know if you believe in intuition or anything like that, but I have to tell you that I used to pass on so many good things simply because I didn’t see the potential, and yet there was always this part of me that urged me to go ahead with it. It was only until many years later when I finally realized how wise this part of me was and started following it’s guidance, which has been one of the best decisions of my life. That small part within always seems to know the right answer.”*

*“You seem to be a little hesitant on this issue. I hear you tell me all of the good things that this will do for you, and it seems like a perfect fit for your situation, yet there seems to be a part of you that’s holding you back. Is it possible that this part of you has held you back from enjoying other good things in the past? Isn’t it time you decide to not let it hold you back any longer?”*

### **Problem Solving**

A lot of marketing experts (who should also be experts in persuasion) claim that people generally don’t like to solve problems, but want to have their problems solved by someone else. I disagree. And so will anyone who truly understands the core motivating desires we talked about in the earlier part of this course.

Let’s see if you come to the same conclusion based on the evidence so far. We know that one of the major reasons that humans became the dominant species on this Earth was because of our highly developed mental capacity and our ability to think beyond the present situation. We developed various technologies along the way that helped us become more efficient in our domination of the planet. This has been the result of our core motivating desires for mental stimulation and understanding.

We also like to feel good about ourselves, and anytime someone asks us for help, we automatically feel better about ourselves, at least if we think that there’s a chance that we might be successful in solving the problem.

So what would you expect to happen when someone asks your prospect to help solve a problem? Would they be more likely to say “No thanks, I’d rather play solitaire and die of boredom” or would they be more likely to say “Sure, what’s your problem?”

Back in the 1980’s, one of the fads was a small puzzle that had an almost infinite number of possible arrangements, and an almost infinite ways to solve it. If people didn’t like to solve problems, the Rubik’s Cube would have never gotten off the drawing board.

In fact, many of the modern conveniences we enjoy today would have never been developed if people hadn’t had an deep inner driving need to solve problems.

And guess what happens when a person is busy concentrating on solving a problem?

They are focused on something that is not in their present conscious awareness, they are in downtime, and much more amenable to suggestion.

And if you remember well the lessons learned so far, you'll recognize that the problem doesn't even have to be one that is given to your prospect to solve. It could simply be a problem in a story that you are telling your prospect, or a hypothetical question that is posed to make a point. Any time a problem faces us, we have an internal response that draws our attention into the problem, seeking to understand it, and applying our natural gifts to solving it.

*“What do you think will happen when...”*

*“What's the relationship between...”*

*“Can you help me figure this out? There has to be a way to make this work.”*

Your task now is to think of at least 3 different problems you can present to your prospect that will lead them to discover the benefits of accepting your offer.

### **Creative Thought**

Very closely related to problem solving is creative thought. Where a problem may have only one or two solutions, there is no end to the number of correct responses to a question of creativity. And you often get far more information about what your prospect wants than from almost any other method.

This isn't to mean that you'll ask your prospect to write a poem or compose a screenplay. In most cases, you will simply ask your prospect to describe something that has not happened, and will elicit the emotions you want to associate to your presentation.

*“What would you do if you won the lottery?”*

*“If you never had to work for money, what would you do with your time?”*

*“What would be one thing that you would change in the world if you could?”*

*“How will you know when you've met the right person for you?”*

*“If you could do anything with this job, what would you like to change first?”*

*“What would your life be like if you didn't have that obstacle?”*

*“What will you do when you have nowhere else to turn?”*

Questions like these have a tendency to shift a person into new realms of possibilities, where the normal rules of behavior no longer apply and there is complete freedom to be who we truly wish we could be. They are also extremely effective in eliciting powerful emotions. As you give your prospect permission to travel through this dimension, they will come back to the present reality with a new sense of possibility and a fresh perspective on what you are offering.

## ***The Zeigarnik Effect***

Brilliant copywriters use this often, because the power is disturbingly effective. Alfred Hitchcock became famous because of his masterful use of this technique in his movies. Even children's stories are much more memorable when they employ the Zeigarnik Effect.

If you don't already know what the Zeigarnik Effect is, you're probably starting to discover the effects of it first hand, wondering when I'm going to spill the beans and tell you what I'm referring to, but not really saying. You might even be getting ready to jump ahead to find out what the big secret is so you can satisfy your curiosity and once again settle in to what I'm teaching you.

Relax, you don't have to skim ahead any further. Here is the answer you're looking for. The Zeigarnik Effect is when you teasingly drop clues to something you're about to communicate, but cloud it in a bit of mystery so your audience (your prospect) has to pay close attention to get the rest of the message. By the time you get around to dropping enough clues to solve the mystery, your prospect has already shifted into an attentive state and is eagerly paying close attention to what you are saying.

This phenomenon is a direct extension to our core motivating desire to solve problems. In order to solve problems, we gather information and clues about the problem to be solved, and put those clues together until they reveal enough of a solution to test it out.

One of the most frequent uses of the Zeigarnik Effect is to start telling a story. Most people love a good story, especially one that relates to them and what's happening in their lives. We already covered that when we talked about the "Garrison Keillor" technique. The story shifts your prospect into 'story mode' where they are free to imagine themselves as one of the characters and having their experiences.

After you've set the foundation for the story, insert some extra information that you want to feed into your prospect's mind. If the information seems like it could relate to the story, your prospect will latch onto it and keep it in mind long enough to determine how it might fit into the rest of the story.

One of the great side-benefits of using this technique is that the information you include within the story gets to stay within your prospect's mind for a period of time, making it more familiar to them, and easier to remember. Familiar information is trusted information, and when you use that same information later in the persuasion process, your prospect recalls it from the story, where a good feeling was bonded to this information. That good feeling now passes on to your offer, and the process of persuasion just got easier.

As you can now imagine, you want your story to associate your offer and the supporting information with things your prospect wants, while associating anything that could cause your prospect to reject your offer with the villains of the story.

Another way of using the Zeigarnik Effect is to give your prospect a taste of the coming information, and then go off on a related tangent before serving the rest of the meal. This is what most TV stations do when they air the evening news. They give us a piece of a story that will be explained later, a story that they know their audience wants to know more about, and many times the viewers watch the whole news program just to get the rest of the story.

In marketing materials, this can be done by a thought-provoking headline creating a mystery that can only be solved by reading the rest of the ad. I've also seen a number of local marketers using this principle by building a billboard ad one piece at a time, leaving those passing by wondering what the finished ad will be. The process is usually carried out over a span of several weeks.

In counseling sessions, this can be used by asking the client to bring something out of the ordinary to the next session, where it will be used to make a point leading to a new realization and further insights into the client's objectives.

In a romantic situation, it's usually brought about by giving only some clues about the nature of the evening's experience, such as what types of clothes to wear, or how much time to reserve for the outing. It's also used when you keep part of your past a secret and cloud it in mystery. Many times, your prospect will find themselves irresistibly drawn to discover what all the mystery is about.

In any situation, phrases such as the following will usually add a bit of mystery and kick in the Zeigarnik Effect:

*"Wow, I just had a wild experience!"*

*"You'll never believe this, but...."*

*"Actually, there's another side of this that will interest you even more."*

*"But before I get into that, ..."*

### **Setting Context**

There are several levels of context that exist simultaneously in any conversation. There is the overt context of the situation, where one person may be defined as being the 'boss' and the other is defined to be the 'employee'. The type of relationship that exists between any two people sets the overt level context of the interaction.

Beyond the overt context of the situation, there is also the context that is set by the choice of conversational topic. When you are talking about the national economy, for instance, the conversation has a different context than if you were talking about setting a personal budget. You might still talk about reducing expenditures, or increasing income to meet expenses, but the context of those topics will be completely different.

A similar context is set by the order in which your information is presented. Good news always sounds better when preceded by bad news, and bad news always seems worse when it follows good news. Lower prices seem lower when seen after higher priced items.

Context is also set by the way information is presented. Precise information, whether it is accurate or not, persuades more than round figures. When something seems popular, people tend to jump on the bandwagon because "it must be good if everyone else is doing it."

And believe it or not, context can also be set by interjecting random information that has nothing to do with the topic under discussion. I'm sure you can imagine how a group of businessmen who were arguing over petty details would react when they see someone fall out of the building across the street to their death. The context of the meeting will change in a hurry.

As a power persuader, you will set the context of the conversation to meet your needs. And if you find yourself being the one persuaded, check to see if the other person is using any of these techniques to create an artificial context. If so, think about the offer being made as if it were coming from a more normal context.

### ***Overt Context***

Before a single word is even said, the context of the exchange is being set by a variety of factors in the environment. The relationship between you and your prospect is perhaps the most obvious of these overt factors. If your prospect perceives that you have the ability to reward or punish them in some way, they will be easier to persuade, even if you don't directly come out and say anything about reward or punishment. A cop doesn't have to threaten to arrest you to get your cooperation. The ability to punish is part of that overt context.

As you look through the following overt context setting techniques, notice how many of them can be easily implemented in your own persuasion activities.

#### ***The "Benefactor" Technique***

Any time your prospect perceives that you may be in a position to give them something of real value, you have the power to reward that prospect for their cooperation. Rewards are very powerful motivational tools, and can be the quickest way to gaining agreement. The reason for this is because rewards play to one of our core motivating desires, the desire for pleasurable experiences.

I remember a very old joke that turns out to not be so funny. In a social situation, a man turns to a woman and asks "Would you have sex with me for a million dollars?" When she says yes, he then asks "Would you have sex with me for a dollar?"

Most women respond to that with shock and something to the effect of "What kind of woman do you think I am?" The man's response is then "We've already established that, now we're simply discussing price."

If you can offer a big enough reward, you can get agreement to just about anything.

There are only 2 problems with trying to use this technique for the majority of your persuasion efforts. First, there is the Law of Diminishing Returns, which says that the same reward will become less and less effective the more it is used. A person who gets a job paying \$40,000 a year starts out being very motivated by the salary and puts in 110% effort on everything. After a year, the salary no longer has the same effect on this person, and larger rewards are required to get the same effort.

The second problem is that offering rewards, at least material rewards, is perhaps the most expensive way to secure agreement. The man from the joke above would do far better to

learn the art of conversation and how to give a woman good feelings verbally. Then he wouldn't have to offer so much money to get what he wants.

There are many forms that rewards can take. You don't have to offer money as a reward. We see so many people in business who think that they will persuade people to buy if they lower their prices enough. This is simply another form of offering money as a reward, which rarely works by itself, and sometimes has a reverse effect. Most businesses need to offer other rewards, such as better service, a unique product, or more flexible purchase options.

If you price your products or services too low, it's possible that people will interpret the lower prices as lower quality. This is one of the judgmental heuristics that we talked about in the Psychology of Persuasion section and will talk about again later.

The same phenomenon occurs in personal relationships too. If you're too eager to please your date, they will assume that the experience of being with you isn't worth very much and you quickly lose the opportunity to get much else from that date.

The best approach, in business and in personal life, is to offer higher levels of service with a better 'product', in exchange for a larger 'price'. There are exceptions to this rule, but you'll generally do fine by following it.

Getting back to the various forms of rewards that you can offer as your prospect's benefactor, any of the core motivating desires can be used as a reward. The right choice for any particular situation depends on the current needs of your prospect. Food can be an excellent reward for someone who's overworked or for someone who enjoys fine cuisine. Other physical pleasures can also be excellent rewards in some cases.

Some people use this technique by talking about their boats, jets, condos, or other luxury items, giving the prospect the impression that they could be rewarded with an invitation to enjoy these things if they give in to the requests of the persuader. In this case, there is no overt promise of a reward, and thus no obligation to fulfill.

In most situations, however, things like praise, awards, recognition, acceptance, and good feelings are much easier to use as rewards. Set yourself up as a source of these for your prospect, and you'll find persuasion easy.

### ***The "Hero" Technique***

The most basic motivational concept is called the pleasure/pain principle. Rewards draw agreement from those who are motivated towards gaining pleasure. The threat of punishment encourages agreement from those who are motivated to avoiding pain.

The fear of punishment is very effective in persuasion. The Christian religion has used the threat of Hell as a motivator in it's crusades for centuries. Governments use the threat of prison as a motivator to persuade civilians to obey the laws. Big corporations use the threat of lawsuits to persuade competitors to honor copyright and trademark laws. Bullies on the playground use the threat of physical violence to gain 'respect'.

Using punishment as a motivator isn't always a bad thing. Sometimes there just isn't any other way. For many years, I was 100% against war in any form. My point of view was that if

any country even prepared for war, they were encouraging it. I still feel that way to some degree. But there is another side as well. If there weren't any recriminations for crossing the boundaries of decency and common goodness, what would stop those inclined to do so?

Parents need to firmly enforce the ground rules of a household, or children become unruly brats who fail to integrate well into society. Countries need to demonstrate that they are willing to defend their land and their own way of life.

There are a few reasons to avoid using punishment as a motivating tool. The most important reason is that it causes your prospects to want to avoid you, and you lose your opportunity to persuade those prospects in the future. You want your prospects to associate you with pleasure, not pain.

In fact, if you find that you need to use the threat of punishment to persuade, the only way I would recommend doing it is to set up some other person or organization as the true source of punishment and present yourself as the knight in shining armor rescuing your prospect from the approaching dragons.

Some people know this persuasion technique by the name of "good cop, bad cop".

When you're the person ready to save your prospect from the bad people of the world, you've set up a context where your prospect will trust you and follow your suggestions.

Some of the forms of punishment that you can save your prospect from include pain, loss, rejection, and feelings of emptiness, incompleteness, dissatisfaction, and loneliness.

### ***The "Drug Dealer" Technique***

When a drug dealer is developing a new client, they will frequently give away a few samples of their 'product' to get the new client 'hooked'. Pretty soon, the prospect is coming back to the dealer ready to pay any amount to get the next 'fix'. Actually, this isn't unique to the drug trade, as many businesses use the concept of free samples to promote their products and services.

Giving something away for free is a very powerful motivating tool. Our world is built on a concept of even exchange. We are used to getting something only when we exchange something else for it. Time for money. Money for goods and services. Favor for favor.

When you give your prospect something for free, you set up a context that is very difficult for your prospect to resist. The pattern of even exchange is so ingrained into our consciousness that any time someone gives us something, we are almost ***compelled*** to give something in return, **even when we didn't want the thing that was given to us!**

One of the reasons for this is the stigma that is associated with those who take without giving. They are called beggars, moochers, bums, thieves, cadgers, scroungers, and spongers. These people are generally seen as being lazy or mentally ill. Not exactly the kind of reputation one wants to live up to. In fact, a reputation that is worth almost anything to avoid.

Of course, this principle works better when the gift is something of real value. A gift of a piece of trash is not much of a gift, and doesn't encourage much given in return. The more valuable the original gift, the more you can expect in return from your prospect.

But your prospect must feel as though the gift is given without strings or conditions. As soon as your prospect feels that you expect something in return for your gift, it loses all value and your prospect will feel manipulated instead.

In business situations, the free gift is usually a sample of the product or service you're selling, especially if it is something that has to be repurchased on a regular basis. For a housecleaning service, one room cleaned for free is an excellent gift. For a food product, a sample-sized container works great. In professional services, a free consultation could be the way to go.

In personal situations, the free gift is usually a favor of some kind. When we had new neighbors move in next door, each time I cleared the snow from my own driveway I took a few extra minutes to do theirs too. A few times of doing this and I had created a context that set the new relationship off on the right foot. Now, I know I can count on them if I ever need a favor.

In negotiations, giving away a concession can be seen as a gift to be returned. Master negotiators know that you always want to start out asking for more than you really want. This does several things for you. First, you just might find out that you could get more than you thought you could.

Second, it gives you the opportunity to utilize the "Drug Dealer" Technique and give away a freebie, which will encourage the other side to give away something that they might not have done otherwise. Giving away a concession in negotiations also kicks in the Contrast Principle, which we will discuss in detail later, and gives your prospect a feeling of 'ownership' to the results of the negotiation, which makes them more likely to follow through with their end of the agreement.

Suffice it for now to know that when you can freely give your prospect something up front, you will have a much easier time persuading that prospect later on.

### ***The "Designated Driver" Technique***

The ideal persuasion context is to have your prospect "hand over the keys" to their thinking, putting you in charge and simply accepting whatever you say is best. This isn't as difficult as you may think, and the "Designated Driver" technique is the way to do it.

I first discovered this technique when working as a photographer. Portraits, being an art form, are open to many different interpretations and are a matter of personal taste. Whenever you're an artist for hire, you generally want to create something the client will like, which doesn't always coincide with what you like. However, I found that many times when I'd ask my client for input on what style they may want for their portrait, they would respond with "You're the expert. Whatever you think is good will be fine."

Eventually, I learned what was happening. Many people, when faced with a situation where they know little about the subject, will look to the 'experts' for guidance. At the most basic level, they do this to avoid the pain and embarrassment of making a mistake, or appearing

to others as being incompetent in some way. When they follow the advice of an expert, they feel safe in their decision.

Therefore, in order to have your prospect look to you for advice, present yourself as an expert on the subject under discussion.

The single best way to do this is to project an air of confidence in what you are saying. If you seem hesitant or unsure of your facts, your prospect will take that as a sign that you do not have the necessary expertise to advise them. You want to present your facts with calm assurance that they are truth, or at least the best information that anyone has access to. You want to answer questions as a veteran college professor answers questions from a student, or as a researcher on the cutting edge of knowledge would answer the questions of a news reporter.

Another element that is often used to display expertise is the use of specialized terminology that the prospect wouldn't necessarily understand. Doctors and lawyers do this all the time. The computer field sprouts new terms practically every day. Many fields have the potential for specialized terms, simply to ease the communication of common phrases that would otherwise take much more time.

It's important to fully understand what the terms mean if you will be using them while talking to your prospect. Many jokes have been told about computer salespeople who bandied about terms they did not understand and were made fools of by prospects who *DID* understand the terms. In most cases, it's a simple matter of spending an evening studying the terminology and what the terms stand for. Other times, you almost have to go deeper and learn the whole subject just to understand the terms. In any respect, becoming an expert on a subject usually takes surprisingly little time.

When I first started building websites, I learned enough to get by. I was able to use FrontPage to place text and images on the page, and was just getting started with installing PHP scripts that others had created. I felt totally lost in this new world. Yet, I had several people around me who looked to me as an expert on web design. It took another 18 months before I felt qualified to accept their assessment of my expertise.

In actual fact, all you need to do to qualify as an expert is to know more about a subject than your prospect. If you can teach your prospect something they don't know, you are an expert. By that definition, you are already a highly knowledgeable expert on the subject of persuasion, since you now know more than 90% of all other persuasion experts.

Your expertise in any subject can be proven through verification beyond your level of confidence and use of specialized terminology. This enhances your reputation as an expert, and makes the process of persuasion that much easier. Verification comes in the forms of awards, publication, client testimonials, your client list, and demonstration of your skills.

The Internet has made it possible for anyone to become a published author in a matter of hours. All you need to do is write a short article and post it to one or more article directories online. Your article can be as short as 300 words (about half this page), and only has to explain one or two things that your prospects may want to know.

Clearly, the more you publish, the greater the proof of your expertise.

Being published isn't only for those wanting to build a business either. This works for purely personal pursuits too. Do you think that John Gray (author of "Men Are From Mars, Women Are From Venus") would have any trouble getting a date? What about Tracey Cox, author of "SuperSex" and other such titles? Probably doesn't have a problem getting guys to follow her lead.

Any time you can demonstrate to your prospect that you have some expertise, you can count on having an easier time persuading them to accept your suggestions.

### ***The "Uncle Bob" Technique***

We've talked about how rapport is established between you and your prospect to the degree that your prospect likes and trusts you. How much your prospect likes you affects the whole context in which persuasion takes place. However, there is a technique that can help you even when your prospect *doesn't* like you.

But before we cover that technique, let's review the factors that cause someone to like us. After all, we will be much more effective persuaders when we can get our prospects to like us.

I'm sure you remember that similarity is one of these factors. The more you appear to be like your prospect, the more your prospect will like you. You will appear familiar to your prospect, because they are used to being with people who are similar to themselves. The technique of mirroring and matching goes a long way to demonstrating similarity.

You may also remember that shared experiences, especially positive experiences, lead to one person liking another. This is amplified when those shared experiences entail some degree of cooperation between you and your prospect. By entering into a cooperative effort, you are seen by your prospect to be an ally and not an adversary. And when your prospect understands that you are on their side, they feel better about you.

Whether we agree with the principle or not, attractiveness plays a part in how much someone will like us. Attractive people are liked by more people, and the bonding of friendship happens quicker. It's part of the positive experience of being around you. The more your prospect enjoys being in your company, the more they will like you.

Your prospect will also like you when they associate you with positive things. The human mind works by association, and getting your prospect to associate you with positive things is a large part of power persuasion.

As you may remember from the Psychology of Persuasion section, all you have to do to encourage these positive associations is to bring up positive subjects in your conversation. To be associated with honor and trust, talk about honor and trust. To be associated with excitement, talk about excitement and exciting things. To be associated with love and sex, talk about love and sex.

But if for some reason you have limited time, or your prospect is unusually resistant, there is a shortcut – what I call the "Uncle Bob" technique.

If you were to walk up to your prospect and say "Hi, your Uncle Bob told me I should talk to you", what do you think will happen?

First, your prospect will have to remember who Uncle Bob is. Then they will experience Uncle Bob in their mind, and the feelings that are associated with Uncle Bob will automatically get transferred to you as they bring their mind back to the present moment. Your prospect now feels that you are like Uncle Bob and will respond to you in a similar way.

If your prospect has no associations with you in their mind, you have just created a positive association. If for some reason your prospect had negative associations in their mind about you, then you have measurably improved your standing with that prospect. And even if your prospect didn't like you, they will at least give the meeting with you a degree of respect in honor of Uncle Bob.

Companies that use the party plan of selling, such as Tupperware and PRP Wines, take advantage of this technique. They find someone willing to host a party and invite their friends. The friends show up as a favor to their friend, the host(ess). In most cases, they also find themselves compelled to purchase something or risk damaging their friendship. They know that their friend agreed to host the party in exchange for a cut of the sales, and they don't want to disappoint their friend.

Other sales organizations use the power of referrals in much the same way. Going from referral to referral, the sales person is always able to use the "Uncle Bob" technique to gain an instant connection with each prospect.

Obviously, this works just as well in personal situations and in counseling sessions. When you can associate yourself and the suggestions you offer with someone the prospect knows, likes, and trusts, you automatically gain additional persuasiveness.

### ***The "Governmental Office" Technique***

In very rare cases, you get an opportunity to remove the whole persuasion process altogether, by creating a context in which your prospect has no choice but to do as you want. I call this the "Governmental Office" technique because it's common whenever you have to deal with governmental offices. No matter how much red tape they put in your pathway, it's your responsibility to jump through the hoops to get what you need from them.

Outside of the legal system, where citizens are more or less free to do as they please without fear of punishment, you have to set up another type of 'required' situation where your prospect has to follow your process. Here are a few examples:

*"Yes, we could erect a fence between our two properties, but we'd have to tear down half of these trees to do so."* (Knowing the trees are wanted.)

*"The building is going co-op. You'll have to either buy your apartment or find another place to live."*

*"The collectors want to take this to court, but if you agree to these terms here, I can help."*

*"Statistics show that 85% of people in your situation \_\_\_\_\_ unless they \_\_\_\_\_."* (blanks filled in according to your situation)

In the last example, you can see how statistics can be used to paint a picture of a serious consequence of not accepting your offer, or of a great benefit once the offer is accepted.

Once your prospect feels that there is no choice other than to accept what you are proposing, you can skip right ahead to signing the contract.

### ***The “Mr. President” Technique***

Imagine that the President of the United States (with his team of bodyguards) showed up at your front door. Or even the president of the local Big Company. How hard would this person have to work to get your cooperation?

Authority, even when the person in question is not actually liked, goes a long way to persuading us to do what that person wants us to do. It is a pattern that is ingrained into us from a very early age.

First, it’s our parents who set the rules and train us to follow them without question. Then it’s our teachers in school who tell us what to do and expect that we will comply. And all through life, we are expected to obey the authority of police officers, court judges, governmental officials, and our employers.

We’ve grown so used to the concept that any time we see that someone has an impressive title, or wears a special uniform, or has certain types of possessions, we automatically defer our own judgment to follow the wishes of the person who is thus marked. This automatic reaction is another example of a judgmental heuristic that is programmed into our collected consciousness, and can be used to great benefit by the power persuader.

The power of authority goes beyond simple conditioning. By deferring decisions to those in authority, we are able to escape the responsibility that goes with making decisions. If something goes wrong, we can point to the person in charge and say “They told me to do it.”

There is also an element of the powers of reward and punishment that normally goes along with the power of authority. Someone with true authority has the power to dispense either reward, punishment, or both. The police officer could arrest us. The judge could award us a large settlement against the Big Company. The doctor can make us feel better.

All of these factors work together to cause your prospect to respond quickly when they perceive you to be an authority figure.

In many companies, it has been found that the title given to an employee influences how easily that employee can persuade clients. Someone may not pay much attention to a janitor, but will give more respect to a sanitation inspector. A realtor’s assistant may not make much progress with a prospect, but the Listing Manager gets more done. Many times, all it takes is a title to establish authority.

The same effect extends to business names too. If you care to do a little research, you’ll find many stories of small companies that suddenly made great gains after renaming the business to imply greater authority. IBM, the letters of which stand for “International Business Machines”, is one such story. It must be a big company if it can claim to be International.

With the “Mr. President” technique, you simply make sure that your prospect knows about any title you may have and how it relates to what you are persuading that prospect to do.

Obviously, this is easier to do in a business situation, but it can also be applied to personal situations as well. Calling yourself a “researcher into the mating habits of urban professionals” is bound to attract some attention at the single’s bar. Telling someone that you are performing any kind of research for a future book adds some authority to your image.

This brings us to a point where the “Mr. President” technique and the “Designated Driver” technique have something in common. Whenever you are a published author, you are – by definition – an authority.

If one of your goals in life is to persuade the people in your city to demonstrate greater kindness to strangers, one of the best ways to establish your authority on the subject, and prove that you have some expertise in this area, is to write articles that get published in the local paper, and eventually collect those articles to create a book on the subject. With book in hand, you can meet with other influential people in your city to persuade them to do the right thing.

If you have a mission that can’t wait for you to write a book, or even an article, find a book that supports your position, and use that as the authority figure to help you persuade the city leaders. I’ve seen lots of people successfully use the power of the 3<sup>rd</sup> party authority.

However you add the power of authority to your persuasion efforts, you will create a context where your prospect is pre-conditioned to follow the leader.

### ***The “Cattle” Technique***

Your prospect will follow more than just ‘the leader’. Humans will also follow the crowd, many times just like a herd of cattle, especially when they’re uncertain as to the best course of action. We generally call this ‘peer pressure’, where we feel that we have to do something just because “everyone else is doing it”.

This phenomenon stems from a principle called “social proof”, and arises from the core motivating desire to fit in with the rest of the community. We talked about social proof in the section on creating rapport. The principle of social proof says that whenever we are unsure about what to do, we look around and do whatever we see everyone else doing. This is a judgmental heuristic that normally gives us good information, but can be exploited by power persuaders.

When you understand that only about 5% of the world’s population are true leaders and that the other 95% are more or less followers, you realize that 95% of everyone you meet will be influenced by this principle to a greater or lesser degree. All you have to do is make sure your prospect knows that there are many others who are doing as you want your prospect to do, and your prospect will be persuaded easier to do likewise.

This is the reason that inferior products sometimes become the most popular. Somewhere along the line, a large group of people were persuaded to choose that particular product, and then the rest of the crowd follows along, buying the popular product without investigating whether it is the best one to buy or not.

When VCRs first came out, there were several tape formats, with VHS and BetaMax being the two most popular. BetaMax was clearly a superior format, but VHS became the more popular choice, and eventually became the standard for all videotapes. Similar stories can be found in practically every field of endeavor.

This principle also explains why it is generally easier for a married man to attract women than one who is single. It's also why nightclubs that have a line of people waiting to get in are considered to be better than other clubs. *"If so many others want in, it must be good."*

In order to use this principle, all you have to do is inform your prospect that there have been a large number of people who have already decided to do the same thing you are asking your prospect to do.

*"Our product is one of the most popular products on the market today."*

*"The principles I'm showing you have helped millions of others \_\_\_\_\_.  
(get rich, lose weight, find true love, etc.)"*

*"I've been on so many dates this past month, I hardly have time to work."*

*"You wouldn't believe how many people are applying for this job lately."*

As you can see, all you have to do to set up the context of the 'herd' mentality is to imply that there are a lot of people wanting what you are offering. This will help nudge your prospect along the pathway you are setting before them.

### ***The "Piranha" Technique***

Piranha are strange fish. Tiny little things that don't eat that much, but once you get a bunch of them together, they can chow through a side of beef in a matter of seconds. Or at least that's the reputation.

You've probably heard stories where people can be the same way, especially near the beginning of the Christmas shopping season. Shoppers who would normally be kind, considerate, and slow to purchase can become a starving crowd ready to step all over each other to get the limited supply of bargain items that have been heavily promoted.

There are 2 principles at work here. The principle of social proof, which we just talked about, and the principle of scarcity.

Whenever the availability of something is limited, people rightly understand that they have limited opportunity to take advantage of it and they don't have as much time to examine the facts of the matter before making a decision. In an extreme case, they have to get it first, and then find out what they have.

There are some other psychological principles at work here too. In general, we also feel that anything that has limited availability is higher in quality and desirability than something that is freely available. Information that is given grudgingly is seen to be better information than that

offered without hesitation. A beat up old item is more valuable as an ‘antique’ than it was when it was brand new and easily available.

This explains the old saying that “you always want what you can’t have”.

It also explains why Dan Kennedy, one of the brightest business minds in the world today, calls his number one technique for selling, “takeaway selling”. When you tell your prospect that they have to qualify before you can schedule an appointment with them, you are subtly communicating that you are so good at what you do that there are hordes of others scrambling to get a piece of your time. Can you think, “feeding frenzy”?

This also explains why a single person who has to check their calendar before setting a date has potential partners jumping up to take a turn before they lose the opportunity. They may not understand what it is, but they want to find out what makes you so popular.

Sometimes, turning prospects away can set up a context where they want to persuade you to give them the opportunity to take advantage of your offer.

### **The “Conspiracy” Technique**

Just as scarcity of items makes them seem more valuable, scarcity of information makes it seem more valid. Censored information is seen to be better information than what is freely available to all. Whenever you let down your guard and reveal secret information, especially information that seems to be damaging to your position, your prospect feels that they have an edge in the situation, one that will help them get more of what they want from you.

As a power persuader, you will learn how to orchestrate this and use it to your advantage.

One of the reasons for this phenomenon comes from the stories we’ve all heard about the secrets that governments keep from each other, the secrets behind business negotiations, and the secrets that religions have kept from the masses for ages. In each case, the secrets are known to be powerful and highly profitable to anyone who gains access to them.

There is a very easy technique that allows you to use the power of secrets to draw your prospect to your side and open up their secrets to you. Lean in close to your prospect, get a commitment that they will not repeat what you are about to reveal to them, and then tell them something as though it were a “Top Secret – Eyes Only” classified secret.

By doing this, you are creating a conspiracy between you and your prospect.

*“Mr. Prospect, can I trust you to keep a secret. I really shouldn’t be telling you this since I’ll lose out of some commissions, but our company is losing a union battle, and production costs will be going up real soon. If I were you, I’d make a larger purchase now and lock in the lower cost while you can. Now, this is just between you and me, okay?”*

*“Ms. Client, can I level with you? I’m shooting myself in the foot with this, but the suggestions I’ve just given you, which **may** seem too simple to work, will actually help you gain so much confidence in such a short period of time, you*

*probably won't need to see me much longer. I **could** give you a much more involved series of steps to take, and I'd make a lot more money if I did, but something inside me wants to see you blossom into a confident young woman."*

### ***The Power of the Printed Word***

Revealing secrets is a very powerful means of validating information that may not be readily accepted otherwise. In other cases, when the information being given is expected, but the accuracy or durability of that information may be in question, having it printed on paper in hard copy makes it seem more valid than if you were to simply quote the same information verbally.

We get comfortable with the idea that if something is in writing, it is more valid than if it's simply spoken. "Can I get that in writing?" is a common question that demonstrates this truth. Furthermore, information that is typeset, either by computer or by printing press, is seen as more established and more trustworthy than the same information handwritten. Intuitively, we understand that it takes more effort to typeset something, and if someone has taken the time to do so, the information thus presented must be important.

We also know that the time involved with typesetting information prevents it from changing too quickly. This is one reason that many businesses have their price lists printed out, to discourage customers from trying to negotiate the prices down. It's also why terms and conditions of any contract are printed on the contract itself.

If the information was published by an outside entity, such as a newspaper or magazine, then there is also an element of social proof brought to bear. The information has been validated by another person, perhaps lots of other people, and is therefore more acceptable to your prospect. And if you have been quoted by this outside entity, then your reputation as an expert has also grown in the mind of your prospect.

Yes, anytime you can get your viewpoints in writing, you gain an advantage in persuading your prospect to go along with your suggestions.

Business uses for this principle are easy to see. Contracts, price lists, business policies, terms and conditions of use, job descriptions, marketing plans, advertised offers, and on and on.

In teaching, coaching, and counseling situations, you can print out a list of expected goals to be achieved, and the accepted processes to be used to achieve those goals. Question and answer forms can be used to gather information and to direct the focus of your client/student in more effective channels.

In personal situations, having your goals printed out and the steps you intend to take to reach those goals has been proven to increase your chances of reaching them. Writing down your thoughts to a friend in the form of a letter or email increases the impact of those thoughts, even when your friend is someone you have regular contact with. You may remember from high school that the little love notes that got passed around were sometimes cherished for years after the relationship that generated them died.

A little creativity will reveal many new areas where you can present information in writing and make that information more valuable to your prospect.

### ***The “Accountant” Technique***

A third technique to increase the perceived value of information is what I call the “Accountant” technique. Accountants are known for their ability to work with numbers and keep the tiny details of a business’s financial situation in order. Every transaction is recorded down to the penny and no margin of error is ever accepted. If an invoice cost \$14, 239.76, then that is the number recorded, not \$14,240.

If I were to tell you that studying this course will increase your income by an average of \$100,000 a year, there is an implication that this number has been rounded off. Maybe the statistics that generated that number actually showed an average of a \$113,085.97 gain per person who studied the course. Maybe the ‘real’ number was closer to \$86,983.21. Either way, we generally don’t accept a neat even number like \$100,000 as the absolute truth.

But numbers like \$113,085.97 are accepted as true numbers. After all, why would anyone present so precise a number unless there’s good reason for it? Someone must have considered various factors and computed a result based on those factors, right?

If it fits your situation, you can do more persuading with a page full of precise numbers than by talking. Of course, showing those numbers in graph form strengthens their impact, since most people are visually oriented and can take in an image quicker than a set of numbers.

### ***The “Locomotive” Technique***

I’ve heard it said that the power of consistency is the most persuasive power in the world. When you act consistently from day to day, month to month, and year to year, your prospects grow to count on you and feel incredibly safe in dealing with you. And when you can get your prospect to get on the right train of thought, their own desire for consistency keeps them on the same track until you both arrive at the station of agreement.

The need for consistency grows out of our core motivating desires for safety and understanding. Safety, because we need to know that the people around us can be trusted and that they won’t suddenly try to take advantage of us. And understanding, for much the same reason.

When someone you know says that they will not be doing something, and then changes their mind and does it, you start to wonder what else they’ll lie to you about. If it happens more than a couple of times, you begin to question their sanity, don’t you?

Our core motivating desires for acceptance and belonging force us to appear consistent to others, since we generally don’t want to get a reputation that we are dishonest or insane.

These are the forces at work in the “Locomotive” technique, which is very simple. All you have to do is to get your prospect to commit to a basic premise that supports the decision to agree to your proposal. Once your prospect has agreed to that, you lead them through similar agreements until they make the big agreement at the end.

This works even better when you can tie the basic premise to your prospect’s self-image, as in “I am the kind of person who does \_\_\_\_\_.” This gets into persuading on an inner level rather than an outer level, which is always more effective.

Vacuum cleaner salesmen use this tactic when they ask at the beginning of their presentation “*Are you the type of person who cares about the quality of your health?*” and then follow through with all of the health-producing benefits of their product. As the presentation proceeds, they ask questions such as “*Would this feature be valuable to you?*” and “*If you had one of these in your home, wouldn’t you feel better about the quality of air?*” By the time they reach the end of the presentation, the poor prospect has set a precedent regarding the type of person they are, and would have to face being called a liar to back out of the purchase.

Seducers use this tactic when they ask a potential playmate “*You like to be naughty once in while, don’t you?*”

Parents use this tactic when they ask their kids “*You’re getting to be an adult now, aren’t you?*” and then following up with other commitments regarding the responsibilities of being an adult.

Sometimes you can reframe something your prospect says to more accurately reflect the desired commitment. “*I don’t have time to waste*” can be rephrased as “*So, you’re the kind of person who likes to save time, right?*”

Get your prospect on the right track, then sit back and ride the train to agreement.

### ***The “Truth Serum” Techniques***

An extension to the “Locomotive” technique is the “Truth Serum” technique. Because of the basic desire to appear consistent, you can give your prospect a reputation to live up to. Most people want to be regarded as good, honest, decent human beings. It’s a rare person indeed who would prefer to be thought of as a hard-nosed criminal type who will lie about anything.

There are two things you can do to insure that your prospect will be honest with you and give you good information. The first technique is to say something to your prospect such as:

*“I’ve heard that you’re an honest person. They say that despite your faults, there’s one thing you will not do, and that’s lie. I feel that I’m a good judge of character, and I believe that about you. I’m confident that whatever you tell me will be the truth.”*

In saying this, you are setting up a context in which your prospect feels that they have a good reputation with you. Whether they have been honest in other areas of life or not, the fact that you believe in them is enough for most people to want to maintain that image, and will dig deeper to uncover the truth for you.

This also gives them a self-image they may not have considered before. You’ve just given them a chance to see themselves in a new light, and if they like what they see, you may have just set them on a new pathway through life.

The other “Truth Serum” technique is to say something to the effect of:

*“You know, everyone has a conscience. No matter how long it’s been since we’ve listened to it, it’s still there. Do you know that there are at least 9 different*

*ways that our conscience sets off alarms whenever we tell a lie? It's true. No matter how hard we try to distort the truth, our subconscious mind flashes big red lights to the world around us that a lie has just been told."*

This has the effect of programming your prospect to signal you any time the truth has been distorted, and will usually make the prospect so uncomfortable that they will simply give up and tell the truth. You may remember the 9 signals from the section on Body Language.

### **Conversational Subject**

The most obvious influence on context is the choice of conversational subject. In most situations, this will be the most readily available technique to use. One of the worst things a salesperson can do is to walk up to a prospect and say "Hi, I want to sell you something." And yet, many amateur salespeople set this exact context when they walk up and say "Hi, can I show you something?"

In personal areas, the topic of 'opening lines' has been a subject of much discussion, and for good reason. The way you open up a conversation sets the first context and forms the foundation upon which the rest of the conversation is built. And by extension, the way you 'open' a new topic in a conversation has a lot to do with how that topic is perceived and responded to.

Depending on your goals, you will usually want to open the conversation in a friendly tone to quickly build rapport between you and your prospect. In some situations, however, you may be better off starting off with a show of power, which means that you will treat your prospect as a disturbance to your 'important' work. This only works if you have the position and authority to back it up. Even when you start out this way, you will want to get to building rapport as quickly as you can, since that is the bond through which conversational hypnosis works.

In general, you want to start off with subjects that are pleasant to your prospect, and to introduce your offer as an extension of the same pleasant topic. In this way, you are creating a pleasurable context that makes it easy for your prospect to agree to your offer.

### **Psychological Momentum (The Yes-Set)**

Salespeople are familiar with the concept of the Yes-Set. Once you get your prospect saying 'yes', they find it easier to say 'yes' than to say 'no', which makes it easier to get the big 'Yes' at the end of the presentation.

This concept can be extended and used for any persuasion task, and for any thought.

Let's say that your spouse likes to stay home on vacations and you'd like to persuade them to go to the mountains this year. You can make it easier by directing the conversation to topics that include the mountains, and by asking questions where the answer involves the mountains in one way or another. After building a momentum on the (positive) concept of the mountains, when you start discussing what to do during vacation this year, your spouse's thoughts will find it easy to gravitate to the mountains.

The foundational concept of all conversational hypnosis is simply to make it easy for your prospect to think the thoughts that you want them to think. Building a psychological momentum accomplishes this wonderfully.

### ***Expectation – The Pygmalion Effect***

In the Psychology of Persuasion section, we introduced the Pygmalion Effect and how it can be used to create a context where your prospect is expected to behave in a particular way. The same effect can be used to set up expectations about the individual components of the meeting as well, from the persuasion process itself, to each conversational subject, to the nature of the desired agreement, and on to the final results that will come out of that agreement.

By using the Pygmalion Effect to your benefit, you set the foundation upon which each element in the persuasion process is built. It's like putting on a pair of rose-colored glasses. Everything takes on a rosy hue.

Some of the ways this is done in actual practice is to introduce a boring concept as though it were truly exciting. To introduce a big step as something that will take very little time or effort. To introduce a scary topic as something that is completely safe and normal. Because you have introduced your subject like this, your prospect's subconscious mind will at least consider it to be exactly as you promised, and another step has been taken in the direction you want your prospect to go.

Even if your prospect eventually disagrees with the proposed interpretation as being true for them, they will have considered that concept, and that's all you need to move them closer to agreement. If you play off the incongruity as humor, you eliminate the risk of being perceived as dishonest.

Another way of using the Pygmalion Effect in practice is to create anticipation by suggestively teasing with bits and pieces rather than coming out with the whole story at once. In some ways, this is also using the Zeigarnik Effect to create the state of anticipation, which causes your prospect to pay closer attention to what you are saying. Word choice has a lot to do with the context that is suggested in your teasing, which can be anything from sexual to professional, from casual to strict, from friendly to antagonistic. Any context you wish to set can be suggested with subtle hints dropped from time to time through your conversation, and the buildup will create anticipation for what comes later.

Remember, persuasion is a matter of moving your prospect from where they start out to where you want them to be, using a series of small steps, one after the other, to get them there.

### ***Law of Contrast***

Albert Einstein became famous with his theory of relativity. Somewhere in the midst of the complicated math was the seed of a truly remarkable persuasion idea, the concept that nothing is absolute (including time), but that everything is relative to something else.

Concepts such as fast or slow, big or little, heavy or light, depend on a comparison to something else for meaning. An object that weighs 1000 tons is light when compared to a whole planet. The span of a microsecond is an eternity when viewed from the perspective of atomic

particles. The cost of this course was infinitesimal compared to the cost of not having this knowledge.

Here's a practical example of what I mean. A temperature of 75 degrees Fahrenheit is the same no matter what time of year it is, right? So why does my wife think that 75 is hot in the winter, but cool in the summer?

Another example. Ten minutes is the same amount of time no matter what is happening during that time. But why does it seem to take longer to pass when you are waiting for something to happen?

When you are persuading your prospect to do something they may not initially want to do, part of your job as a power persuader is to make the task seem easy, fun, exciting, and rewarding to your prospect. You can use the power of contrast to improve the impression of your desired result.

A classic use of the law of contrast is in price negotiations. Let's say that I'm selling a car and you want to buy it. If I start out asking \$5000 for the car, you have an initial concept of what that car is worth, right? Maybe that's an accurate value, maybe not. Perhaps I'm taking advantage of a judgmental heuristic and setting a higher than warranted price for the car.

Anyways, if I refuse to back down from my price and you end up agreeing to buy the car for \$4800, you're not going to feel as good as if you were able to negotiate me down to \$4000, would you?

So, if I wanted to give you a feeling of satisfaction in this negotiation, it would be wise of me to start off asking for more than I really want for the car, just to allow you to talk me into lowering the price. If the car really *was* worth \$5000, I would do better overall asking for \$6000 and implying that I may consider a lower offer.

If you want to persuade your spouse or kids to do their share of the household chores, you might do well to start off asking them to do practically everything, and then backing down to a 50/50 split.

If you want to persuade someone to go out on a date with you, asking them to join you for a weekend getaway first will make the evening you really wanted seem like less of a commitment.

There are two reasons why this works as well as it does. First, by starting out asking for more and then asking for less, your prospect sees the second request as better (and more acceptable) in comparison to the initial request. Not only that, but they also see your willingness to compromise as a gift (The "Drug Dealer" Technique), which is likely to be met with a compromise of their own.

Before telling your prospect that they will be sharing an office with another employee, mention how some companies are placing 4 or 5 employees in the same office. By the time you get around to saying that they'll only have to share an office with one other person, they will find that information much easier to handle than what it could have been.

Before explaining to your kids that they will have to start doing a couple of chores each week, spend a little time talking about how some kids have been thrust into adulthood by negligent parents and had to take care of everything in the house. After you get through talking about all of the responsibilities in running a household, the new assignments that get handed to them will seem like a reprieve from a death sentence.

In addition to using the law of contrast in making your request, you can also use it to present any information you have in support of your request. Before you present your information, create a comparison that will make your information seem more attractive.

For example, before mentioning the benefit package that comes with the job, say something along the line of “you get a **full 2 hours** of vacation per year”. Said with a smile, your prospect will catch the humor and the real vacation package of 1 week per year will seem much more acceptable than it did previously.

Introducing the concept of weekly reports that have to be made with something like “we only need you to report to our office 3 times per day” will make the weekly routine seem sparse.

As you can see, humor is a big part of using the law of contrast. The important thing in using humor is to deliver it with a smile and an easy flow to your speech. If it sounds rough and forced, it won't carry over as well.

If humor isn't your thing, you can still use the law of contrast. Just point out where things could be worse in other situations before you bring up what will now seem like a blessing.

*“While I might **want** to ask you to leave your boyfriend and run away with me to countries unknown, I know that's too big a step right now. How about we just get to know each other a little?”*

*“To learn what I know about this subject, you could spend thousands of dollars on various courses and devote months to studying them, or you could just get my course and take a few weeks to master it.”*

*“You don't have to take 8 years out of your life and get a Master's degree in psychology to figure out how to turn your life around. All you really have to do is \_\_\_\_\_.”*

*“Did you know that there are people in this world that live on less than \$500 per month? It's amazing how much poverty there is in the world, even today. Kind of makes you feel rich, right? Can I count on you to donate a few dollars to our worthwhile charity?”*

### **The “Time Travel” Technique**

Anyone can accept practically any offer if the context is right. If your prospect is incapable of accepting your offer in the current context, try shifting your prospect to a time (or place) where the offer would be acceptable to them.

A quick demonstration of the power of this technique comes from an example that many pacifists are exposed to at some time or another. If someone tells you that killing is wrong and that they would never kill another person, ask that person about some of the most ruthless leaders in history, and whether it may be right to kill one evil person rather than let thousands of innocents die by their hand. Hitler is one such example that's used often, but Vlad Tepes (the source of the Dracula legend) or the modern day Saddam Hussein work just as well.

As the pacifist acknowledges that there ARE some situations where killing could be acceptable, the persuader then moves to further reduce the distance between their current position and a point where accepting the proposed offer is easy. This is done by pointing out where the current situation is virtually identical to the hypothetical one. (*"This person you need to kill is just as evil as the others. If you don't do it, the world will suffer just as much."*)

A common usage of this technique is to ask your prospect to describe in what situation your offer could be acceptable? This causes them to imagine such a situation, which in turn automatically alters the context in which their mind is operating. After they describe the situation where your offer could be accepted, your task is to point out the similarities of the hypothetical situation and the current one, and to downplay any differences between the two.

Another usage of this technique is to take your prospect into the future, where they have already accepted your offer, and they feel wonderful as a result. You can also paint a picture of what the future may be like if they don't accept your offer. If you choose to do this, do it first, before describing the better future, to utilize the law of contrast.

This second usage is sometimes called the "Carnival" technique, since you describe a situation where your prospect really enjoys the results of accepting your offer, which leads them to want to do it again.

### **Word Choice**

The specific words you use go a long way to setting the context of the conversation. For example, using the word 'home' has a completely different context than the word 'house'. The word 'baby' has a different context than the word 'child'. The word 'cost' has a different context than the word 'investment'. The word 'preference' has a different context than the word 'desire'. Controlling the words you use to convey your message will go a long way to insuring that your prospect interprets your words in the context you want.

Every home and office should have a source of help in deciding what words to use in any given situation. It's called a dictionary. If you don't have one easily available to you, get one. It's vitally important to your persuasive abilities that you understand the commonly accepted meaning for the words that are available in your language. You don't have to read it from cover to cover, just take some time on a regular basis to peruse a few pages and build your vocabulary.

Whenever you run across a word where the meaning is unclear, pull out your dictionary. If you haven't pulled out your dictionary for a couple of weeks, take 15 minutes and scan a few pages. Take every opportunity to increase your command of the language and notice how much more persuasive you become.

Meanings of words change over time and with common usage. To get a fuller picture of what words mean, you have to pay attention to the common usage of words in the media. This is where 93% of adults get their definition for words, and where you can keep up with the changes.

Some words cause an emotional response. These are generally called ‘hot words’, and there are lists and lists of these words available everywhere. I have included a list of many of these words in Appendix A: Hypnotic Power Words. For the most part, these are words that are commonly used in emotional situations or have had emotional associations tied to them through common usage. These emotional associations are sometimes called ‘anchors’, which we will talk about in detail later.

A fun technique to use is called the “Blast-Off” technique. It calls for the usage of many of these ‘hot words’ in rapid succession. As you pile emotional word upon emotional word, your prospect’s emotions reach higher and higher peaks until they are ready to “Blast-Off” to the moon. As you know, it’s our emotions that lead us to do what we do. Only after we desire to do a thing do we look for the logical reasons that support that choice.

Beyond basic word choice is your choice of phrasing. Asking someone “What’s your problem?” will set up a different context than asking “What solution can I offer you?” or “How can I help you?” By altering the phrase, you are able to use a different word that will direct your prospect to think in another context. This is the heart of conversational hypnosis, consciously choosing specific words to direct your prospect’s thinking.

One particular application of this is in the use of static or dynamic phrasing. Minds change when thinking is dynamic. If your prospect says something like “I have decided....”, it indicates static (non-moving) thinking. Unless that decision is one you accept, you want to switch to a dynamic context and respond with something like “In your process of deciding....”. By changing a ‘decision’, to a ‘process of deciding’, you open the door to the possibility of a new decision. You can also reverse the process when your prospect is where you want them.

Also involved with word choice is the subject of modalities. This is where some people think in visual terms and others think in auditory terms, and still others think in kinesthetic terms. We discussed this in the section on rapport. As you match the modality of your prospect, you increase the degree of rapport between the two of you.

Visual people tend to use terms such as “I see”, “look at it this way”, “let me paint you a picture”, and “show me what you mean”.

Auditory people tend to use terms such as “I hear you”, “it sounds like you mean”, “tell me what you want”, and “I don’t like the tone of this”.

Kinesthetic people use terms more like “I feel you”, “it feels as if”, “I’m getting a weird vibe”, and “this touches me”.

Match your prospect on the balance between the various modalities, and the context of the conversation will be conducive to agreement.

## **Distraction & Misdirection**

Most of the preceding sections are a blend of conversational hypnosis and traditional persuasion techniques. This section is virtually 100% pure conversational hypnosis. Distraction and misdirection are accomplished by getting your prospect to assume something that isn't necessarily supported by the facts, or by overloading the conscious mind with irrelevant details.

Through the confusion of your prospect's conscious mind by eliminating either information or logic from your conversation, your prospect will usually make an assumption of what the missing information should be, or will assume that the suggested logic is correct.

In rare cases, your prospect will ask you to provide the missing information or prove the missing logic. Outside of prospects who have learned how to defend against these techniques, the ones that will ask for the missing information will be those who are detail-oriented and are more logical than emotional. By classifying your prospect before you begin, you will know how much resistance to expect.

What most people don't realize is that every one of us, regardless of training, uses distraction and misdirection all of the time in our communication. We have to, since it's built into language at the very core. There is no way possible to communicate every single detail regarding anything.

If I tell you about the wonderful meal I had last night, I can't tell you about the specific enzymes that my digestive system produced in the processing of that meal. I can't tell you how many times I chewed each bite, nor could I tell you precisely where I sat in relation to the front door of the building. If I tried, the conversation would be horribly boring to both of us. In keeping the conversation light, I elect to leave out some information and some of the logic that was used to reach various conclusions based on the evidence apparent at the time.

If I tell you about my trip to the beach, I won't be describing the details of the beach, and most of the time you wouldn't care about them. In the process of interpreting what I'm telling you, however, you will assume certain details about the beach by filling in the missing details with your own memories of beaches. These details may or may not be accurate in regards to the story I'm telling you. For instance, if I describe a trip to a freshwater beach, and you imagine an ocean beach, then you may interpret the description of drinking the water as being an unpleasant experience whereas it was actually a good one.

The purpose of distraction and misdirection is two-fold. On one hand, we may need our prospect to interpret what we say in a way that is not consistent with the whole truth. We can honestly say that "4 out of 5 dentists surveyed recommend our product" when we survey only those dentists who stock our product. It may be that only 5% of all dentists would recommend our product, but that information is missing. The true statement will be taken out of context and our prospect interprets it in a way that makes our product look better than it really is.

The other purpose of distraction and misdirection is to overload the conscious mind of our prospect in order to 'shut it down' and make it easier to implant suggestions directly into the prospect's subconscious mind. The conscious mind has the task of filtering the content of incoming communication and placing an interpretation on each message that comes in. If we

want to ‘slip something in’ without being pre-interpreted, then we have to overload the conscious mind with deciphering missing information, or by obscuring the context of the message.

### ***Ambiguity***

This is the one conversational hypnotic skill that most people have well under control. We’re used to leaving out information in an attempt to ease the flow of communication. And by leaving out information, we are forcing our prospects to do more work than necessary to understand (or at least attempt to understand) what we are communicating.

### ***Missing Information***

The easiest way to be ambiguous is to leave out information. *“Do you remember that time when we did that thing with that guy we met?”* What time? What thing? What guy? This kind of phrase could mean anything, yet it’s surprising how often such a phrase comes up in normal conversation.

Missing information comes in various flavors. **Unspecified nouns and verbs** are two of the most popular.

*“It’s great when you can relax and feel that you’ve done the right thing.”* In what way can you relax? What kind of feeling is it? What’s the right thing? Missing information.

*“Feelings get hurt when things don’t work right.”* How do feelings get hurt? Who or what hurts those feelings? What feelings get hurt? Whose feelings get hurt? What things? Work right in what way? Better put an ABP out on all this missing information.

*“The apartment is going co-op.”* What apartment? How is it going co-op? Who is responsible for it going co-op? What does that mean, anyways?

*“We are proud....”* Who exactly is proud? The speaker and the listener? The speaker and their company? The speaker and his family?

*“This was one of our best ads.”* How was it one of the best? By number of sales? By conversion ratio? By popularity? By votes cast by the creative team that created the ad?

I think you get the idea. A lot of statements don’t give enough information for the prospect to really understand the facts being presented. When you’re the one doing the persuading, you can disguise potentially harmful information by leaving out enough to make what’s left sound impressive, and your prospect will simply accept it since they are already used to such statements.

The next type of missing information is **comparisons and judgments**. *“This car is faster.”* Faster than what? Faster than it was last week? Faster than a golf cart?

*“It’s great when you can feel good about yourself.”* Why is it great? How do you define ‘great’? Feel good in what way?

*“This is the best course on persuasion.”* Who says it’s the best? Best in what way? Best in the amount of information? Ease of understanding? Most accurate organization of techniques? Best balance of theory and practical use?

*“You’ll be happier.”* Happier than who? Happier than you were some other time?

Information can also go missing when we use what are called **universal quantifiers**, such as always, never, all, every, none, or phrases that imply such words.

*“Americans are stupid.”*

*“Cats are smarter than dogs.”*

*“Politicians are dishonest.”*

*“No-one can beat our deals.”*

*“People buy on emotions and justify the purchase with logic afterwards.”*

NLP experts claim another form of missing information, called the **nominalization**. A nominalization is a non-physical noun, such as ‘conditioning’, ‘development’, ‘education’, ‘transaction’, ‘technique’, or ‘idea’. While I will admit that the use of these words (as the use of any word) leads to missing information, I do not agree to the extent of calling them the scourge of the earth and the biggest cause of missing information in language, as some NLP’ers suggest.

*“Education”* – Who is educating whom, and how is the information being passed?

*“Conditioning”* – What is being conditioned, and how is that being accomplished?

*“Growth”* – What is growing, and in what ways?

The reason I feel that nominalizations are no worse than physical nouns is because physical nouns leave out a lot of information as well.

*“Book”* – What book? By what author? On what subject? What does it contain?

*“Glass”* – Is this a drinking glass, window glass, or decorative glass?

*“Car”* – What brand? What type? Sedan, sports, luxury, convertible?

### ***Referential Ambiguity***

When it’s unclear what a pronoun refers to, your prospect has to consider all possibilities before reaching a conclusion. This can be useful when you want to direct your prospect to consider a possibility that would be rejected if you said it directly.

*“It would be great to go out together sometime. There’s this place downtown that serves the most decadent desserts that absolutely melt in your mouth, spreading a rich sweetness throughout every part of your body. That would be wonderful, wouldn’t it?”*

The phrase ‘That would be wonderful’ could refer to the taste of the desserts or to going out together. The exact meaning of that particular sentence is unclear, and thus the prospect must process both meanings before deciding on one. In processing both meanings, your prospect will think about how it could be great to go out with you.

*“I love tackling a challenging situation. It forces you to reach deep down inside yourself to become more than you were before you started, which leads you to discover new things about yourself. That’s something that’s really rewarding, isn’t it?”*

In the above example, what exactly is rewarding? Tackling a challenging situation, reaching deep down inside yourself, becoming more than you were before, or discovering new things about yourself? Rarely will you ever encounter a prospect that will ask you to define exactly what you mean. Most of the time, they will simply accept that what you said means something to you, and will interpret it to mean whatever would be appropriate for them.

Because of this, not only will you have distracted their conscious mind, giving you an opportunity to deliver covert messages, but you have also gained greater rapport as your prospect interprets your messages as being applicable to themselves. And if your descriptions create a pleasant experience for your prospect (through the Pink Elephant Principle), they will have also shifted further into downtime, making it easier for your suggestions to take effect.

### ***Phonetic Ambiguity***

There are many words that sound like other words. By, bye, and buy, for example. See and sea. Die and dye. Band and banned. Eight and ate. Senses and census. There are hundreds of words that sound like other words. You only need to flip through a rhyming dictionary to find many of them.

Any time you say a phrase where there is a question about which of two rhyming words is the correct one, your prospect’s conscious mind has to take time to think of both possibilities and decide which is the one you intended for that phrase. This goes one step further towards overloading the conscious mind and giving you free reign over your prospect’s subconscious mind.

In the process of considering the possibilities, your prospect will imagine and experience all of them before coming to a conclusion, by which point they will have altered your prospect’s emotional balance. Depending on your skill in choosing your words, this could help you a great deal. Many advertisements frequently use the phrase “by now”, which is processed by the reader’s mind as “buy now”. This has been proven to increase sales when used often, especially in places where either phrase could be valid.

I want to be honest with you. I rarely use this myself, but it’s a valid technique and one that can aid in many cases. In most cases, when you want to hammer a specific thought into your prospect’s subconscious mind, direct the flow of your conversation so that you can use words that sound like the word you want your prospect to focus upon. This will cause your prospect to think about the desired subject while you may be talking about something completely unrelated.

### ***Punctuational Ambiguity***

When speaking, you can use more techniques than what is possible in print. In print, the reader can see where the periods are and where one sentence ends and the next one begins. But when one person is speaking to another person, the divisions between sentences aren't so clear. We can simulate the situation by eliminating all punctuation marks from the page and inserting spaces (or periods) to indicate the pauses between words.

*“You know..I haven't found anyone else quite like..you...like me...but not quite like you....there's something about the way..you move...with me...that's the most important thing about a person...the way..you move...to me...that's got to be the basis of any kind of relationship.”*

In the example above, it's not clear whether the short phrases between the ... spaces belong with the phrase before or after them. Is the speaker saying “you like me” or “like me, but not...”? Is the speaker saying “you move with me” or “with me, that's the ...”? Is the speaker saying “you move to me” or “to me, that's got to be...”?

Because of the ambiguity inherent in this sort of thing, the listener has to process all possibilities to understand what the speaker meant. Usually, the more socially acceptable meaning will be chosen, unless the context indicates that the other meanings are more likely. Either way, the listener will process and experience all possible interpretations.

This is one method of delivering covert messages to your prospect's subconscious mind, through the use of punctuational ambiguity. To effectively use this technique, you must plan ahead and create your source material that you will use while speaking to your prospect. Start out by choosing the messages you wish to deliver covertly.

Some of the most common covert messages that are used with this technique are “you like me”, “I am like you”, “you feel good now with me”, “trust me”, “have respect for me”, “respect my abilities”, “you love this product”, “act now”, “do it now”, “you want this”, “buy now”, “practice \_\_\_\_\_”, “see a way to \_\_\_\_\_”, and “sleep with me now”.

You can use practically ANY message as long as you can make it fit the pattern.

Once you have a message that you want to deliver covertly directly to your prospect's subconscious mind using punctuational ambiguity, you need to find a way to split it into 2 parts, so the first part can be the end of one sentence, and the second part be the start of the next sentence. For example:

*“you like me” becomes “you. Like me,”*

*“I am like you” becomes “I am. Like you,”*

*“you feel good now with me” becomes “you feel good. Now, with me,”*

*“have respect for me” becomes “have respect. For me,”*

*“respect my abilities” becomes “respect. My abilities”*

*“you love this product” becomes “you love. This product” and*

*“want to sleep with me now” becomes “want to sleep. With me, now,”*

And the final results look like:

*“I’m sure that no-one can get to **you**. **Like me**, I keep no attachments to anyone.”*

*“**I am, like you**, a unique individual.” (This breaks the pattern, but works just as well.)*

*“Letting go of your tension and relaxing will make **you feel good**. **Now, with me**, I always take a few minutes and relax a few times each day.”*

*“People who always do what they say give you good reason to **have respect**. **For me**, I respect anyone who is skilled at what they do.”*

*“One thing that everyone wants in this world is **respect**. **My abilities** have given some people reason enough to respect me.”*

*“The holidays are coming, and you probably want to give presents to those **you love**. **This product** has been a popular gift for several years.”*

*“I don’t see how anyone could be in a place like this and **want to sleep**. **With me, now**, I just feel like dancing.”*

I’m sure you can come up with other examples, which may fit your purposes even better than the ones I’ve given above. Just remember to create your desired message first, then find a way to split it into two parts. Once you understand the principles of creating a cloaking structure (the sentences containing the covert message), you will be able to create them on the spot.

While the creation of these little “persuasion bombs” takes a little effort up front, they are easy to deliver. Just watch for an opportunity to drop them in where they fit in naturally, and use them in conjunction with other techniques as well. Over time, you will create, collect, and memorize many such phrases and cloaking structures, and the more you master, the easier it will be to overload your prospect’s conscious mind and deliver covert commands to their subconscious mind.

Another form of punctuational ambiguity that is easier to create, but lacks the option to deliver a covert message, is when a word or phrase is shared between two sentences. In this type of punctuational ambiguity, if your prospect assigns the shared word or phrase to one sentence, then the other sentence is left incomplete.

For example: *“There is no reason to deny yourself this pleasure could be the best thing that ever happened to you.”* The phrase ‘this pleasure’, could fit with either of the two sentences that have been run together. If your prospect assigned it to the first sentence, as in *“There is no reason to deny yourself this pleasure.”*, then the second sentence is left incomplete. However, in this example, your prospect could assign the shared phrase to the second sentence and both will be complete, but it will take conscious effort to sort it out first. By the time they do that, you can deliver other covert messages into their subconscious mind.

Another example: *“Learning about conversational hypnosis will create new opportunities come up all the time when you have the right skills.”* The phrase ‘new opportunities’ is shared between the two (joined) sentences.

Let’s see how many examples you can create as many as you’d like.

### ***Syntactic Ambiguity***

The last form of ambiguity we will cover is called syntactic ambiguity, which is where a sentence could have more than one meaning. This can happen when you use an ‘ing’ verb in front of a noun, such as *“They were annoying people.”* Were the people annoying, or were ‘they’ annoying the people?

*“Hunting bears can be dangerous.”* Are bears dangerous when they are hunting, or is the process of hunting for bears dangerous?”

Syntactic ambiguity can also happen when the grammar of a sentence is poorly constructed, as in *“She enjoys sweets more than her husband.”* Is the comparison ‘more’ to indicate that sweets are enjoyed more than the husband is enjoyed, or that the husband enjoys sweets less so than she does?

*“A small customer appreciation award will be handed out next week.”* Is the award small, or will the award be given to a small customer?

While your prospect tries to figure out what you mean, you can continue to deliver covert messages that will alter their internal state to the point where they want to agree with you.

### ***Stories, Quotes, & Metaphors***

One of the easiest ways to obscure the context of what you say is to encase it within a story, a quote, or a metaphor. When you do this, you can say just about anything without offending your prospect. And since you know about the Pink Elephant Principle and the automatic nature of the mind to experience whatever is communicated, you now have free license to feed your prospect any sort of experience that will move them closer to your persuasion goals.

The recognized father of conversational hypnosis, Milton Erickson, used stories almost all the time. Patients would go to his office for treatment of a psychological problem and wonder why Erickson would spend most of the time telling boring stories of his family. Despite the fact that Erickson only vaguely discussed the central purpose of the patient’s visit, the patient would inevitably go home a changed person. That’s the power of using stories, quotes, and metaphors.

### ***The “Garrison Keillor” Technique***

We talked about this technique in the section on shifting your prospect’s state. Listening to stories naturally leads us into downtime, and they also distract us from the messages that are communicated from within the stories themselves, which are processed subconsciously.

You may remember that the great things about telling stories is that your prospect has to experience the content of the story in order to understand what you are saying. That means that

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if your story involves someone falling in love, your prospect has to imagine what it's like to fall in love in order to understand the story. And by imagining that, your prospect has relived the feelings, which will carry over to the current situation.

So if you want your prospect to feel motivated to take an action, tell a story where the main character is motivated to take a similar action. If you want your prospect to feel that they need to open their mind to new possibilities, then tell a story where the main character finds great benefit from trying something new. And if you want your prospect to trust you, tell a story that involves trust leading to good things.

The details of your story don't have to match the current situation, and it's actually better if they don't. Your main character does need to be someone your prospect can identify with, and the emotions and logic in the story should closely follow what you want your prospect to feel or think. Your story can take place in a land far, far away; or it could take place in the same city just last week. Your story can involve fairies, dragons, and orcs; or it could involve people just like you and your prospect.

One of the reasons that "The Lord of the Rings" was such a popular story was because it involved subjects of loyalty, commitment, friendship, overcoming huge obstacles, and battling personal weaknesses. Many people were able to identify with the characters of the story even though no-one has really seen a halfling, an elf, or even an orc. The details of your story don't matter nearly as much as the emotions of your characters, or the concepts they deal with.

For years, I felt that I was a poor storyteller, mostly because I couldn't remember the details of the stories I tried to tell. Once I realized that the details didn't matter and that all I had to remember were the emotions and concepts communicated by the story, I found that any detail I couldn't remember could be simply created on the spot, and the story worked just as well.

Two people taking a train in one version of the story became three people taking a bus in another version of the story. A man encountering a stranger who taught him how to sell in one version of the story became a woman meeting someone who encouraged her to stand up for herself in another version. The emotions and choices of the characters are all that matter.

As I was getting the material for this section ready, my wife Linda asked me, "What makes a good story anyways? I'm sure your readers will need to know that, won't they?" I had to agree with her, and so I took some time to research that for you. I found several sources of information on this, but there was one source that stood out above all the others. A friend of mine who always seems to have the best stories, and keeps us entertained for hours at a time. Here's what he had to say:

*"A good story revolves around 3 key aspects. First, the characters of the story. They have to appeal to your listener or else they won't care what happens in the story. Once you get your listener to care about the characters, you're halfway home. The best way to get your listeners to care about the characters is to make your characters similar to your listeners in some way. When your listeners have something in common with the characters in your story, they will take the time to listen to your story."*

*The second key aspect of a good story is the plot. The plot should start out with similarities to what your listeners are experiencing in their lives. Again, this pulls your listeners into your story and makes them want to pay attention. As your story progresses, the plot should move gradually from your listeners current situation to where the story is taking them. The key to this is to include as much detail as it takes to make the story seem real.*

*The 3<sup>rd</sup> and final key to telling a good story is to have a happy ending. Everyone wants a ‘happily ever after’ ending to a story, and they want to feel as though they themselves have gained something in the process.”*

I can assure you that my friend knows what he is talking about. Listening to his stories is like taking a mini-vacation, and always makes us feel good about ourselves and the lives we live. Give your prospects the same experience.

About the only thing I will add to this is that there are times when you don’t want to resolve the story to a satisfactory conclusion, or any conclusion at all. That’s when you want to use the Zeigarnik Effect to cause your prospect to pay closer attention to what you are saying.

### ***The “Simon Says” Technique***

This is a technique that can be combined with a story, or used by itself. Sometimes you want to do more than just guide your prospect to feel a certain way or to consider certain options. Sometimes you want to say something directly to your prospect, but it would be inappropriate to do so. With the “Simon Says” technique, you can say anything you want to your prospect, and completely eliminate all responsibility for doing so.

To do this, all you have to do is quote someone else saying what you want to say.

*“I was with my cousin George the other day. He really makes me feel like walking away sometimes. Like when we went in to the bookstore and he asked the girl behind the counter ‘**Hey baby, why don’t we just cut outta here and screw ourselves silly?**’ I know she was uncomfortable, not just because of what he said, but because she was actually turned on by him.”*

*“I went to a seminar last year, and one thing that really stuck was when the presenter said ‘**Get out of your own head and start thinking like your prospect. Once you do that, you’ll find it incredibly easy to get anything you want from anyone.**’ That’s helped me more than anything else.”*

I’m sure you can easily see how to use this in your persuasion activities. By using this, you can call someone a total loser and a dork for not doing what you are asking them to do, and have none of the fallout that would normally come from such a statement.

You can also give the quoted message a new context, by associating it with someone who may have greater clout and authority in your prospect’s mind.

*“As Zig Ziglar says, ‘You can get everything you want in life if you just help enough other people get what they want.’ **Give your prospect the good feelings they want and collect your reward.**”*

### ***The “Hocus-Pocus” Technique***

Conversational hypnosis is a little bit like magic, especially when you can talk about one thing and get your prospect thinking about something else altogether. I think everyone remembers at least one story where an evil witch turned a prince into a frog with a magic spell. Wouldn't it be great to have such magic to influence your prospect?

Metaphors are just such a magic spell, because in the twinkling of an eye, you get to turn princes into frogs, or frogs into princes. You get to turn scientific researchers into knights battling dragons, or bored housewives into princesses held captive in tall towers, to be carried away by a dashing young hero. You can turn a possible legal problem into the Battle for Middle Earth, or turn the favor you are asking into a quest for world peace.

If you pay attention to TV commercials, you'll see this technique being used quite often. Bottles of cleaning liquid come alive and sing and dance, mops clean floors on their own, cars are driven through winding mountain roads far away from rush-hour traffic, and psychic hotlines solve real problems. People have an attraction to the ludicrous, and love the use of metaphors.

For most people, life is relatively boring. The same things happen every day, over and over again, with no end in sight. They are desperate for something out of the ordinary to provide a bit of entertainment and a diversion from the routine. You can provide that by simply dressing up the way you talk about things. People will buy just about anything if they can envision your product taking them to another world where their problems no longer exist.

By referring to well-known stories, you distract your prospect from the reality of the current situation and place them into a different one. A timid, introverted person who would never stand up for themselves in conflict might escape from their own habits when considering life from the perspective of Aladdin with his magic lamp. A married woman who would never think of cheating on her husband just might play out a scene from a fairy tale as a captured princess getting carried away by young hero.

There is another side to the use of metaphors and the “Hocus Pocus” technique. If you describe something in a way that is suggestive of something else, you can also get your prospect thinking about that ‘something else’ without ever having to bring it up yourself.

You can be innocently talking about riding a bike, but by describing the mounting of the bike, and the gentle rhythmic pumping of your legs as you ride it, first going down and then climbing a hill, reaching the next peak, wondering how much longer you can go on, seeing the finish line coming closer and closer, straining your muscles to get over the edge and then the rush of satisfaction as you get there, relaxing in the glow of your body; that sort of description is bound to suggest something to someone, wouldn't you think?

Obviously, sex isn't the only thing that can be suggested through metaphor, but it's fun to do, don't you agree?

### ***The “Trading Places” Technique***

With this technique, you start out talking to your prospect about something that happened to you, and then in the middle of the description, you trade places with your prospect and start using the word ‘you’ in place of the word ‘I’. This is sometimes known as the I/You shift.

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*“There was this event the other day, and I found myself caught up in it, really swept away with the excitement of it all. You know how **you hunger for excitement** anywhere you find it, and **you just want to engage** in almost any activity that promises to feed that need. It’s almost like **you just have to do whatever is presented to you**, no matter whether you understand it or not because it promises to **feed your need for excitement**. **With me**, that’s how I feel.”*

Very simple, and something that happens normally in everyday speech. Pay close attention, and I’m sure you’ll notice that people around you regularly use this technique already, although without understanding the true power of what they’re doing. Perhaps you’ve used this technique in the past, and possibly to your detriment. No longer. You now understand how to trade places with your prospect and direct your prospect to feel and think the way you want them to feel and think, in a way that will benefit you both.

### **The “Persuasive Judo” Technique**

In the martial art of Judo, the goal is to use the opponent’s strength and momentum against themselves by redirecting the opponent’s force, off-balancing the opponent, or making use of superior leverage. A master at this art can easily defeat an opponent 3 times their size.

One way to accomplish a similar thing in persuasion is to appear to suggest the opposite of what you want your prospect to do or feel. The reason this works is because the subconscious mind still has to imagine what you are saying, even though you are telling the prospect to NOT do or feel what you are describing.

*“You really shouldn’t **feel compelled to follow every rule** in the book. I mean, it’s not like there’s going to be an inquisition hunting you down and torturing you until you confess that you’ve slept with the devil if you fail to **follow even the smallest of these rules**.”*

Although this one statement won’t be enough to compel obedience to the rules, it will implant a vivid image into your prospect’s subconscious mind that will cause them to think twice before breaking the rules, especially if you add emphasis to the embedded commands in bold.

I’m confident that you already understand this, but just to make sure I’m completely clear, when you use the “Persuasive Judo” technique, you want to make sure to describe what you DO want your prospect to feel and think. That’s where the power of this technique resides. As your prospect imagines what you are saying in the process of interpreting your words, they are partaking of the experience and being affected by it. It’s the Pink Elephant Principle again.

If you were to describe what you don’t want, as in “You can go ahead and break the rules”, you’d be working against yourself and doing it backwards. Don’t do that.

This technique is also very effective when dealing with highly resistive prospects who seem to want to do the opposite of what you suggest. By telling your prospect to NOT do something, the only way they can resist you is to do it, right?

## ***Judgmental Heuristics***

All through this course we have referred to judgmental heuristics and mentioned the power that they have to influence your prospect. Right here, right now, we are going to give you a concise list of many of these judgmental heuristics as they apply to power persuasion.

Obviously, we can't cover them all. As you may remember, judgmental heuristics are involved with every aspect of life, right down to the processes of walking and driving a car. The 'rules of thumb' that we will cover now are those that most of your prospects will use to determine whether to trust you or not, and what value they place on what you are offering.

You see, in power persuasion, there are only 3 aspects. The first and most important aspect is the truth of what you are offering. If you are selling a product, what does that product do? How durable is it? How reliable is it? What are its capabilities? If you are promoting a way of life, if that is your product, then what will it do for your prospect? What are the benefits of living life that way? If you are persuading your prospect to take a particular action, then what benefits will your prospect get by taking that action?

The second aspect of power persuasion is the experience that your prospect has with you, your offer, and your presentation of that offer. The better you make your prospect feel about these, the more likely they are to agree to your proposal. That's why we use the Pink Elephant Principle to process language as experiences. As we describe pleasant feelings to our prospect, they process our words as pleasant experiences.

The third and final aspect of power persuasion is the perception of truth that your prospect assumes about your product or offer. This is where the power of judgmental heuristics comes into play. Your prospect will make certain assumptions that may or may not coincide with the truth. These assumptions are made because your prospect has learned over time that they usually indicate the truth and they save time in making decisions.

Unfortunately for the prospect, these assumptions can be manipulated and orchestrated to indicate something other than the full truth.

For instance, there is a judgmental heuristic that says that **price equals value**. The higher the price of an item, the better that item is likely to be. Usually yes, but not all the time. A power persuader could take advantage of this 'rule of thumb' and jack up the price of an item without changing the actual value of that item one bit. This has improved the reception of many different things.

Actually, the price equal value heuristic is a lesser form of the more inclusive heuristic of '**investment equals value**'. Investment can be the price paid for an item, but it could also be the amount of effort required to obtain an item, or the degree of emotional attachment that one has to an item (or a person), or the amount of time that has been invested into a project. You've probably known people who have been in the same job for 20 years and can't think of leaving it simply because of the amount of time they have invested into that job. That's one example of power persuasion at work.

We could probably spend a whole book on this one heuristic alone, but we don't have the space here to do that. Your homework assignment is to write out a list of examples of how this one heuristic could be used in persuasion.

One such example would be to use the Pink Elephant Principle to cause your prospect to feel really good about your offer. Then, you can use the ‘investment equals value’ heuristic to imply to your prospect that their good feelings about your offer are **proof** that your offer is valuable. Your prospect’s emotional investment becomes value for your offer.

The value of something is implied by several other things as well. Some other judgmental heuristics are ‘**rarity equals value**’, ‘**complexity equals value**’, ‘**quantity equals value**’, ‘**familiarity equals value**’, and ‘**fancy name equals value**’.

Antiques have a high value simply because they are rare. Professionals that have a rare skill are in high demand and thus are valuable. Pyramids are rare, and the experience of seeing them is valuable. Any time you can say that your offer is a rare thing, it automatically gains value in your prospect’s mind.

Most people believe that complex things automatically have a greater value than things that are simple in nature. Luckily, not everyone believes this, but the belief is common enough that you will be surprised how many people will use this heuristic to determine value. An apple has a particular value, but a source of 43 vitamins and minerals that kids love has an even greater value, although it’s exactly the same thing. When you describe the complexities of your offer, your prospect sees a greater value.

The above example could also fall into the ‘quantity equals value’ heuristic. I have to admit that I use this one myself. When browsing Amazon.com for a new book, I’ll check to see how many pages it contains. Obviously a book of many pages has more content than a book of few pages, although the book of few pages may actually organize the same information better.

The more familiar we are with something, the more we assume it has value. As a power persuader, you take advantage of this by repeatedly talking about your offer using vivid descriptions to give your prospect many rich experiences with your offer. By the time you get around to the ‘exchange of value’ you are proposing, your prospect will be willing to give more for your offer than before they were so familiar with it.

True trustworthiness comes from the experience of following through on promises made and keeping your word. Before you have a chance to demonstrate your trustworthiness, your prospect will use several judgmental heuristics to ascertain whether it might be safe to place their trust in you or not.

You may recall when we talked about the “George Washington” technique that this was a way to cut through all of your prospect’s distrust in one fell swoop. By pointing out the flaws of your offer, you automatically gain your prospect’s trust. After all, who else but an honest person would point out what is wrong with something? I label this the ‘**revealing flaws equals honesty**’ heuristic.

Some of the other judgmental heuristics involving trustworthiness are ‘**eye contact equals honesty**’, ‘**familiarity equals trustworthiness**’, ‘**appearance equals trustworthiness**’, ‘**sacrifice equals trustworthiness**’, and ‘**consistency equals trustworthiness**’.

It’s amazing how much we humans equate a positive appearance with positive traits.

Other judgmental heuristics (in no particular order) are:

- **Popularity equals quality** (The more popular an item, the better it must be.)
- **Cleanliness equals quality** (Clean items are better than dirty ones.)
- **Sample quality equals product quality**
- **Appearance equals authority, wealth, & importance**
- **Size equals authority & importance** (of people, companies, or items)
- **Position equals rank** (authority, importance, value)
- **Possessions equal authority, wealth, & importance**
- **Deep voice equals authority**
- **Reserved movements equal authority** (or stupidity, depending on other factors.)
- **Posture equals confidence**
- **Steady voice equals confidence**
- **Eye contact equals confidence**
- **Smile equals friendship**
- **Gift giving equals friendship**
- **Friend of friend equals friend**
- **Common enemies equals allies**
- **Age equals wisdom**
- **Longevity equals correctness** (if we've done it this long, it must be right)
- **More equals better**
- **Numbers equal safety**
- **Possession equal use** (if you have it, you probably use it)
- **Outward similarity equals inner similarity**
- **Precision equals accuracy**
- **Printed information equals better information**
- **Inconsistency equals dishonesty or mental illness**
- **Good feelings equal positive expectation**
- **Similarity to group equals probability of membership in that group**

### ***The “Blonde’s Secret Weapon” Technique***

One of the judgmental heuristics that many people have is that women with blonde colored hair are 1) more fun, and 2) less intelligent. As with many judgmental heuristics, the truth doesn't always match with the rule. Somewhere along the line, however, intelligent blondes found that the impression could be used effectively to their benefit, and they developed a persuasion technique that is quite impressive.

In order to maintain the illusion of ignorance, these gifted persuaders discovered that they could ask as many questions as it took to get their prospect to come up with the right answer. Then once the right answer was spoken by their prospect, they would simply say something along the lines of “Wow, you are so smart. I would have never thought of that.”

Unfortunately for us mere mortals, this technique actually requires a lot of intelligence to pull off well. You really have to understand human psychology and logic in order to direct your questions to pull out the right answers from your prospect and not give yourself away.

Leading questions are a subject unto themselves, and we will cover them in more detail in the section on Covert Delivery of Subliminal Persuasive Messages. For now, understand that one of the easiest ways to lead your prospect through the use of questions is to suggest the answer within the question itself.

*“You say that one of the things that slow down a computer is the connection between the memory and the processor, whatever that is. Would it be possible for someone to build them together, on the same chip or something? Would that make them go faster?”*

*“Of course, I know nothing about this, but what would happen if you turned those knobs? Is there one of those controls that might help in this situation?”*

*“All I know about cars is that you have to put gas in them once in a while. But I once heard someone talk about a gizmo called a ‘differential’ or some such. Is it possible that something like that could be the problem here?”*

There are 4 general rules to using questions to lead your prospect.

1. Ask each question in a way that is interesting to your prospect, so that they remain involved in the process.
2. Ask each question based on what your prospect already understands.
3. Ask each question to focus your prospect’s mind in the intended direction, one step closer to the desired information.
4. Ask each question in a way that suggests the answer your prospect should give.

In cases where your prospect feels as though they are an expert in the subject under discussion, it can sometimes pay off handsomely to let them think that they know more about the subject than you do. Playing to a person’s ego can oftentimes make them want to do more for you than upsetting their self-image of superiority. Just ask any smart blonde.

### ***Modal Operators of Possibility / Necessity***

Any course on conversational hypnosis needs to touch on the aspect of modal operators. These are words that suggest that something is either a possibility or a necessity. *“You have to offer a money-back guarantee with any product sale”* uses the modal operator of necessity ‘have to’. While it is certainly possible to offer a product without a guarantee, the suggestion is that there will be severe consequences of not doing so.

Modal operators of possibilities are words such as ‘can’, ‘cannot’, ‘possible’, ‘impossible’, ‘capable’, ‘incapable’, ‘conceivable’, ‘inconceivable’, and ‘potentially’. Statements using these words suggest the limitations of reality, beyond which we cannot go even if we wanted to. If your prospect says that they ‘cannot’ do as you request, then you know you have to open up their perception of reality to understand that it is indeed within their ability to choose, even if it means that there may be consequences.

Modal operators of necessity are words such as ‘should’, ‘should not’, ‘must’, ‘must not’, ‘ought’, ‘ought not’, ‘required’, ‘compelled’, ‘forced’, ‘need to’, and ‘have to’. These operators admit that the possibility exists, but that we should restrain ourselves to stay within the range of what is considered good and right. As you may expect, there are strong overtones of morality on the use of modal operators of necessity.

In the process of persuasion, you want to make sure that your prospect sees the possibility of complying with your request, and possibly even feel that it is necessary to comply. If your prospect doesn’t see the possibility, they will not even attempt to comply. This is the more important of the two conditions to meet.

If your prospect says “I can’t”, then counter that by asking “What prevents you from”, or “How are you different from all the other people who can?” Continue until they realize that the choice is available to them, whether they decide to take it or not.

Using the modal operators of necessity can sometimes be dangerous, as many prospects will actively resist any suggestion that they ‘have to’, or ‘should’, do anything. Make sure that if you intend to use this, that the requirements come from an outside agency and not yourself. Set yourself up to be the hero, not the villain.

If your prospect is limiting themselves by saying things like “I shouldn’t”, or “I have to”, counter that by asking “What would happen if” they choose another way. To change their expectations, offer a viable reason why they may have gotten the wrong impression, and paint a different picture of the likely outcome of accepting your offer. The clearer and more vivid you make your version appear, the more they will believe it to be the most likely outcome.

### ***Cause & Effect Logic***

The sun causes the Earth to become warm and grow plants. Water makes the roads wet and slippery. You are becoming a true power persuader by reading this course. Our spouses love us because we are good people.

Our world is a giant pinball machine, with each action producing a reaction. Everything that happens comes from a cause-effect relationship between the original action and the final result. We learn this from an early age. Nothing ‘just happens’. Or does it?

When you tell your prospect, “*Just thinking about owning this product will make you feel good inside*”, you are setting up a cause-effect relationship that their subconscious mind is prepared to accept. Although they may not understand the logic behind your statement, there is an implied logic that is easy to accept. Whether the logic is correct or not doesn’t matter.

Rather than contest it and examine the details to verify or deny your claim, most people will simply accept it and move on. Even if your prospect did happen to doubt the logic in your claim, they had to interpret what you said, and that means that their subconscious mind experienced the statement. They felt good thinking about your product, and you are another step closer to having them accept your proposed offer.

Another form of cause & effect logic shows up in the form of “The more you learn about this, the easier it will get.”

## **Complex Equivalents**

Closely related to Cause & Effect Logic are complex equivalents. This is where two statements are made in such a way as to imply that there is a connection of logic between them. A statement such as *“Just thinking about owning this product will make you feel good inside”* becomes *“You’re thinking about owning this product. You will feel good inside.”* The connecting logic is removed from the message, but it is implied by the fact that the two statements are made one after the other.

There is a voice tonality shift that adds impact and meaning to this arrangement of statements. The voice shift is the same as for emphasizing embedded commands. You may remember this from the training section of the course. By lowering your voice tone on the second statement, you add the suggestion of a cause and effect relationship between the two. Speaking the second statement a little slower than the first also adds to the suggestion of implied logic. Try it now and see if you can find the right balance to create the suggestion of connecting logic.

*“I am practicing conversational hypnosis. I will be a power persuader.”*

*“This course is showing me many new things. It is a good course.”*

*“You are applying for the job opening. You want greater responsibilities.”*

*“We are sitting here talking. You feel good about being here.”*

*“You’ve had many opportunities for advancement. You are lucky.”*

As you can see, there is no logic specified by the statements above, but with the right voice tone and delivery, there is an implied logic that your prospect will imagine and accept.

## **The “GIGO” Technique**

Computers have perfect logic. It’s impossible to distract them from the truth while you slip something else in the side door. Luckily, no matter how logic oriented your prospect, they are not a computer, and their ability to follow logic will be somewhat faulty.

Even computers are not completely infallible. With their perfect logic, if you give them the wrong information, or the right information in the wrong order, they will produce perfectly wrong results. Computer professionals have a term for this, which they call “GIGO” – Garbage In, Garbage Out.

Have you ever been in a math class (such as algebra or calculus) where the professor has written a complex problem on the board, with an incorrect solution underneath, and asked the class to find the logic error? Didn’t it take a long time to find the error, as it was not readily apparent?

In most conversational situations, you can do the same thing with your prospect. Here’s an example – a logic problem that stumped me the first time I found it:

*“Three friends check into a hotel for a night. Each pay the desk clerk \$20 and go up to their room. Later, the desk clerk realized he’s overcharged them and sends the bellhop up with \$5 in change. The bellhop, not sure how to divide the \$5 in 3 decides to give the three friends \$1 each and keep \$2 for himself. So each person has paid \$19 for his share of the room, which makes \$57. The bellhop kept \$2, which makes \$59. What happened to the other \$1?”*

Faulty logic like this can have your prospect looking for a solution to a problem that doesn’t exist. (The bellhop’s \$2 came out of the \$57 the 3 friends paid. The room cost \$55.)

In technical terms, faulty logic is called a ‘fallacy’, and there are 3 main types of fallacies, material (a misstatement of fact), verbal (improper use of words), and logical (mistake in the process of inference). It would be impossible for me to cover the whole subject of fallacies here in this course, but I want to cover some of the most common ones that could be used to distract and confuse your prospect’s conscious mind.

### ***Material Fallacies***

The first fallacy that we will cover is called ‘**Fallacy of Accident**’, which is when a general rule is applied to a specific case. For instance,

*Birds can fly. A penguin is a bird. Therefore a penguin can fly.*

Unfortunately for the penguin, this isn’t necessarily true. The converse of this (the ‘**Converse of Fallacy of Accident**’), is using a specific case as a general rule, as in:

*The President is a man. Nick is a man. Therefore Nick is the President.*

The fallacy called ‘**Irrelevant Conclusion**’, or ‘**Ignoratio elenchi**’, is when a premise used to prove a point has nothing to do with the point being proved.

*“We are destined to be together because the moon is in Scorpio.”*

The fallacy of ‘**Circular Logic**’, or ‘**Begging the Question**’, is when the conclusion is assumed in the original premise, as in:

*“Let’s assume that computer logic is perfect. If I ask it a question, it must answer with the right answer, correct?”*

The ‘**Fallacy of False Cause**’, or ‘**Non sequitur**’, is when one statement does not necessarily follow the first one, even if both statements are true.

*“We are making more money than we are spending, therefore we have to spend more.”*

The ‘**Fallacy of Many Questions**’ is perhaps the most powerful form of faulty logic, as it contains covert messages within a question. This is either in the form of a presupposition (discussed in full later), or as the reason for asking the question. When your prospect answers the overt question, they have accepted the covert messages contained within.

*“Are you still surfing porn sites?” – If the prospects answers either ‘yes’ or ‘no’, they have confirmed that they have surfed porn sites in the past.*

### ***Verbal Fallacies***

‘**Equivocation**’ is committed when someone uses the same word in different meanings in an argument, implying that the word means the same each time, as in:

*“A feather is light. What is light cannot be dark. Therefore a feather cannot be dark.”*

‘**Amphibology**’ is an unclear message, such as:

*“Dog for sale. Will eat anything. Especially fond of children.”*

*(Professor to student, on receiving a fifty-page term paper): “I shall waste no time reading it.”*

### ***Logical Fallacies***

‘**Fallacy of Four Terms**’ is similar in a way to the fallacy of Equivocation, in that a word is used in two places with two different meanings, but the difference is unnoticed, as in:

*“Nothing is better than complete happiness. A ham sandwich is better than nothing. Therefore a ham sandwich is better than complete happiness”*

The ‘**Fallacy of the Undistributed Middle**’ looks like:  $A=B$  &  $C=D$ , therefore  $B=D$ .

*“All students carry backpacks. My grandfather carries a backpack. Therefore, my grandfather is a student.”*

## ***The “Twilight Zone” Technique***

So far, we’ve covered a variety of techniques for distracting and misdirecting your prospect’s conscious mind. We’ve covered ambiguity, including missing information, referential ambiguity, phonetic ambiguity, punctuational ambiguity, and syntactic ambiguity, which all cause the conscious mind to search for meaning.

We’ve covered stories, quotes, and metaphors, which disguise the intention of our messages. We’ve covered the “Trading Places” technique, the “Persuasive Judo” technique, and the “Blonde’s Secret Weapon” technique. We’ve even covered many of the judgmental heuristics that your prospect will use to evaluate whether to trust you or not and what value to place on what you are offering.

All of these techniques will add to the overloading of your prospect’s conscious mind and distract it from the real intention behind the techniques. Now we come to a technique that can confuse your prospect so much, they will feel as if they have entered “The Twilight Zone”.

The two things that are essential to our grasp of reality are our concepts of location and time. We are where we are now, and we are in this place in the current moment. Even when we

mentally move to another location in time or space, we are still in a single location that is easy to identify and relate to. No matter what else is happening, we stake our very existence on being in a single location at a single moment in time.

It's possible to move your prospect around in time and space so quickly, and do it so many times in the span of a few moments, that they will feel themselves literally swimming in the shifting sands of time.

*“What will you do when you look back on today and see that it was then that you learned how to look forward into the future and know you wanted this now?”*

*“I know you have a boyfriend, but when you think back on all the times you had other boyfriends in the past, did you ever consider how, in the future, you weren't going to be with the same person and look back on that time as your one opportunity to choose a new direction that would give your life new meaning?”*

*“When you follow the lessons of this course and apply them to your life, you will, one day, look back on today and realize that this was the turning point that led you to look forward in time and discover that you really needed to devote yourself to practicing the techniques it taught you then so you could have what you wanted now.”*

The trick is to reference multiple time periods in a single sentence, and to rapidly switch back and forth between future, past, and present until your prospect doesn't know what time period you mean when you say the word 'now'.

### **Covert Delivery of Subliminal Persuasive Messages**

Most books and courses on conversational hypnosis focus on only two phases of the persuasion process, distraction and covert delivery. This section is the 2<sup>nd</sup> of those two, which as you now know, are only a portion of the 5 phases of power persuasion.

If you've done your job right in setting up the other 4 phases, then this phase will almost take care of itself. As you deliver your messages, both overtly and covertly, your prospect will automatically be carried along the pathway you have set before them to agreement, as if they were fully hypnotized and unable to do anything but follow your suggestions.

The bottom line on the covert delivery of subliminal persuasive messages is that you will phrase what you say to convey multiple meanings, one meaning that is obvious and overt, and at least one other meaning that is suggested by the way the words are strung together, the language pattern in which the overt message is communicated.

For example, if I were to ask you “Are you still using a hard-sell approach to persuasion?” then I would be communicating an additional covert question of “Have you used that approach in the past?” Answering one question answers both of them. To create such questions, simply include the words 'still' or 'again'.

Or conversely, if I were to say something like “John is as persuasive as his father” I am communicating the overt message that John is persuasive, but I'm also communicating the covert

message that his father is also persuasive. These messages are created by making a statement that can only be true if the covert message were true. The hidden logic is the covert message.

The only people who will catch such presuppositions are those who have been trained to notice them. At the current time, that is still less than 10% of the population. 90% of the time, these language patterns will work without being noticed, even when used alone. Combined with your skills for building rapport, shifting your prospect's state, setting context, and distracting your prospect's conscious mind, your success rate will skyrocket to over 99%, virtually eliminating any and all resistance from your prospect.

As you work with each of the following techniques, you will find yourself growing more and more persuasive with each practice session. Remember that your quickest overall progress will come when you master one technique at a time before moving on to the next.

### ***Embedded Commands***

We've been talking about embedded commands off and on throughout the whole course, so you probably already have a fairly good idea of how they fit into the overall structure of conversational hypnosis. By placing special emphasis on certain words within a larger phrase, you can direct your prospect's subconscious mind to focus on them separate from the phrase in which they were communicated. In this way, your prospect's subconscious mind can get the exact opposite message than what they consciously heard.

*"Please don't **do everything I say.**"*

*"Be careful not to **act without thinking.**"*

*"You really shouldn't **feel compelled to buy this right now.**"*

While the prospect's conscious mind is getting the message to be careful, their subconscious mind is getting the exact opposite message, and it's from the subconscious mind that we humans get our impulses to want to do one thing as opposed to something else.

The embedded command can be stressed in several ways. In most cases, this is done by lowering the voice tone and speaking the words with a little more force than normal. However the words are stressed, it is important that the difference be very subtle, too subtle for the prospect's conscious mind to notice. If your prospect notices consciously that you are stressing the embedded commands, they will discover what you are doing and all rapport will be lost.

It is well known that the subconscious mind will notice far more than the conscious mind ever will, so as long as you can tell that you are altering the embedded command, your prospect's subconscious mind will be able to tell too.

Another way of stressing embedded commands would be to raise the voice tone slightly. This doesn't work quite as well as lowering the voice tone, but it will mark out the command for your prospect's subconscious mind to process.

You could speak the command from another direction, such as turning your head from one side to the other, or raising or lowering your head so that the sound of your voice comes

from a different direction from the rest of the phrase. This is something that Milton Erickson did often, and can be quite effective if done right. The trick is that the act of turning your head from time to time must seem like a normal thing for you to do, so if you normally speak straight ahead, then this technique may not be for you.

You could even use ventriloquism techniques to alter the sound of your voice for the embedded commands, if that is something that you are accomplished at doing. The whole secret to marking out embedded commands is to make them different in some way than the rest of the carrier phrase in which they are delivered.

Heck, it's even possible to mark out embedded commands by using larger than normal gestures as you speak them. And you'll discover more ways on your own as you practice.

When communicating in print, when speaking isn't an option, marking out embedded commands is a matter of making the words appear different from the surrounding text. As in speaking, if the reader becomes aware of the technique, you will break rapport and lose effectiveness, so you need to keep the alterations minor and not easily discernible.

I've seen a lot of 'experts' mark out their embedded commands by making the text bold. I tested this on a couple of websites and found that this actually reduces persuasion, as the technique is easily noticed. Adding space before and after the command is one way to mark it out without the reader's conscious mind becoming aware of the technique. Making the text about 3% bigger also adds a subliminal difference that is only noticed by the reader's subconscious mind.

In my testing, I actually found that adding **NO DIFFERENCES AT ALL** to the embedded commands on a webpage (or in an email) was also effective. My theory on this is that in the process of reading, the commands are subconsciously processed anyways, even if they are not stressed. It's possible that this is also true in a speaking situation, but I haven't tested it.

Each embedded command you deliver moves your prospect another step towards your desired destination. And since they are so easy to use, have fun with them. It's only after you have the pleasure of seeing a prospect under the influence of 100 embedded commands that you truly appreciate the power of conversational hypnosis.

### ***Linear Commands***

An advanced form of embedded commands that is easily used in print, and also possible in speaking, is called linear commands. This is where the command is broken up and delivered one word at a time through a sentence.

*"I think **you** told me once before that you might **want** to go to the movies with **me**, right?"*

*"I don't know about you, but I never **buy** anything, especially something like **this**, right away."*

Even if your prospect knows conversational hypnosis, it's almost impossible to consciously notice when someone is using linear commands. They are also easy to mark out in

print, as you can simply make the composite words of the command bold, or italicized, or underlined, or however you want to mark them out. Just make sure to keep the alterations the same for each word in the linear command so your reader's subconscious mind will associate them together.

### ***Bridge Comparisons***

Delivering covert subliminal messages doesn't even require that the message be spoken to be effective. Much of conversational hypnosis is in the suggestion of messages, which can be just as effective as embedded commands.

Here is a technique that is incredibly simple, yet it's as powerful as a nuclear reactor. You can easily transfer a quality from one thing to another, and all you have to do is compare the two using the word 'as'.

The only requirement for this to work is that the comparison must be seen as a valid comparison, or at least a possibly valid one. Otherwise, you could end up sounding sarcastic and the technique will backfire. *"This is as much fun as watching grass grow"* won't help you.

What's really fascinating about this, is that the transfer can work both ways. In most cases, when a person compares two things, the 'standard of comparison' is the second of the two, as in the comparisons above. But you can reverse the two items and get the same result.

*"Kittens are as cute as baby bees in the hive."*

*"Yes, that computer is as fast as the one we offer."*

*"That expert knows as much as I do on this subject."*

*"John is as persuasive as his father."*

Bridge comparisons are a powerful tool to deliver a subliminal message to your prospect. Sprinkle them liberally into your communication and watch your results improve dramatically.

### ***Presuppositions***

Hidden logic, as in the bridge comparisons above, is frequently referred to as a presupposition. Another more common word would be an assumption. Whenever you assume something, you .... well, you miss a lot of life by not knowing the truth.

We all assume things from time to time. It's the only way we can get through life. If we had to verify everything we think we know about the world each day, we'd never progress beyond the age of 2. By the same token, if we had to verify every assumption given to us by another person, we'd never be able to live a normal life.

And this is why using presuppositions in conversation is so powerful. (Notice the presupposition in this last sentence. Sentences using the word 'why' usually contain one.) Your prospect cannot ask you to explain everything you say and will thus 'take it on faith' that the logic suggested by what you say has enough validity to warrant your usage of it.

Because of the necessity of assuming so much information in order to progress though life, our language contains many different forms of presuppositions. They are built into the very core of language itself.

You may find it interesting to know that the in-depth study of linguistics (the science of language) is where the concepts of conversational hypnosis were born. When you are ready to expand your knowledge of this subject, you could easily find yourself drawn to the many linguistics texts that are available, as you now have a new perspective on the matter.

In my own investigation into the phenomenon of presuppositions, I thought at one time that they could be defined by what is known as a ‘subordinate clause’ within a sentence. After all, it’s in the subordinate clauses (supporting information, not the main purpose of the sentence) where we can easily slip in facts and details that are generally accepted by our prospects without question. (The preceding sentence demonstrates such subordinate clauses in use.)

However, in further study, I discovered that presuppositions could be found in verbs, adverbs, pronouns, adjectives, conjunctions, and practically every other part of speech. If you are using language at all, you are already using presuppositions. The only question is whether the presuppositions you use are helping you achieve your goals or creating obstacles.

Once again, it boils down to taking time every so often to peruse through your dictionary. A handy thesaurus can be quite useful as well, to check on the meanings of other, similar, words and compare them and their usefulness in various situations.

Some words are very handy to suggest to your prospect that the information you communicate is factual and should be accepted without question. Other words can be used to suggest that the information your prospect submits may not be factual and should be treated with suspicion. Some words suggest that something has happened in the past while other words suggest that something may happen (or will happen) in the future. And still other words suggest a particular quantity, or range of quantities, adding the assumption that a quantity actually exists.

The more of these words that you have within your command, the more your prospects will also be within your command. (What are the suggestions and connotations of the word ‘command’? Not just what is in the dictionary, but also from common usage?)

The specific words you choose in any given situation depend on what you want to accomplish. For instance, words that suggest that something may be a non-fact, can actually be useful to introduce an idea that you want your prospect to examine closely, such as an embedded command or a description that you want to be fully processed and experienced. You will see how this works in some of the examples.

Here are some groups of words that I have found useful, with some examples of how they can be used to persuade your prospect. This is far from a conclusive list. You will find many others as you pay close attention to how words are used in everyday communications.

***Words connotating facts:***

Since, how, when, why, which, who, where, that

*“I’m sure that you will choose our company since we are the best company in the area for what you are wanting.”* (‘Since’ is the main example here.)

*“What will you do when the city decides to rezone this area?”* (Not if, when.)

*“The stuff that I’m teaching you now is the same stuff that Anthony Robbins used to get to where he is today.”* (The second ‘that’ is the main example.)

*“Why do you want to accept this proposal?”* (Desire to accept is assumed.)

***Words and phrases connotating non-facts:***

Claim, profess, maintain, contend, speculate, may be, believe to be, if, perhaps, imagine, assume, fancy, guess, presume, presuppose, surmise, hypothesize, theorize, postulate, could

*“Yes, I guess that you could say that.”*

*“Perhaps that may be a better way of going, however,....”*

*“I hear you saying that you believe that ....”*

*“Yes, they maintain that their way is a better way, although...”*

*“Let’s hypothesize that you are correct and that...”*

*“He fancies himself as an interior designer.”*

***Words and phrase connotating recognition of fact or non-fact:***

Understand, notice, realize, recognize, acknowledge, aware of, find yourself, the fact that

*“Notice how the examples are ones you can use frequently.”*

*“One day you will realize how much you have gained from this course.”*

*“Perhaps you will find yourself more skilled than you imagine.”*

*“Understand that I am giving you the best that is currently available.”*

*“As you go through your day, you will become aware of how ...”*

***Words and phrases connotating placement in time:***

Already, again, yet, before, prior to, after, while, when, during, still, finally, at that time

*“Have you switched to the new plan yet?”* (Also assumes that switching is something that **will** happen.)

*“I’d rather not do that again.”* (I’ve already done it at least once.)

*“Before you succeed big, make sure to practice these skills.”* (Not only sets an expected order, but also assumes big success.)

*“Yes, it has finally happened.”* (Assumes that the event was anticipated.)

***Words and phrases connotating quantity:***

More, less, how, another

*“Will you practice more than 10 hours per week?”* (It is assumed that you will practice.)

*“You will discover just how common these techniques are.”* (The fact that these techniques are common is reinforced in this example. {and explanation})

*“How much is that doggy in the window?”* (A price is assumed.)

*“Can you create another example?”* (A prior example is assumed.)

***Leading Adverbs & Adjectives***

Assumptions come in many forms, as we just talked about. Sometimes the assumptions don't refer to hidden logic, but instead refer to suggested qualities of objects and/or actions.

*“Irrefutably, there are quite enough authentic examples in this logical course to certainly prove the genuine validity of true conversational hypnosis.”*

This example may go slightly overboard on the use of leading adverbs and adjectives, but it gives a clear idea of what was intended. Each describing word adds strength to the central concepts, and intensifies the prospect's emotional experience, moving them ever closer to where you want them to be.

As you may remember from grade school, adverbs are words that describe verbs (the action words), and adjectives describe nouns (people, places, things). Since we want to give our prospects rich vivid experiences in order to elicit strong emotions for us and the agreement that we are persuading our prospect to accept, it does us well to add as many descriptive words as we can while remaining clear and coherent.

This is where having a thesaurus is worth its weight in gold. When you know the quality that you want to communicate, simply look up a word that relates to that quality and you have an instant list of related words that you can also use without overusing the same word over and over again. And as you look up each of the related words, you gain access to even more words to add to that list.

After long debate, I decided to include some words here to get you started thinking in the right direction, so you can learn how to create lists tailored to your unique situation. You now know where to get more lists.

This first list suggests the quality of being factual information:

<u>Adverbs</u>	<u>Adjectives</u>
Absolutely	Absolute
Actually	Actual
Certainly	Authentic
Certiably	Certain
Clearly	Certified
Definitely	Clear
Genuinely	Definite
Irrefutably	Fact
Logically	Factual
Obviously	Genuine
Positively	Logical
Really	Obvious
Surely	Positive
Truly	Proven
Unquestionably	Real
Verifiably	Sure
	True
	Verified

This second list suggests the quality of being non-factual information:

<u>Adverbs</u>	<u>Adjectives</u>
Allegedly	Alleged
Dubiously	Believed
Hypothetically	Claimed
Outwardly	Hypothetical
Possibly	Possible
Probably	Professed
Questionably	Purported
Reputedly	Regarded
Seemingly	Reputed
Speculatively	Rumored
Superficially	So-called
Supposedly	Superficial
Theoretically	Supposed
Unlikely	Theoretical

It will be good practice for you to create similar lists for other concepts that you will want to communicate to your prospects in your situation.

If you don't have access to your own thesaurus, a fair alternative is the online thesaurus at <http://thesaurus.reference.com>.

## ***Leading Questions***

We mentioned the power of leading questions when we talked about the “Blonde’s Secret Weapon” technique. By leading your prospect with questions and then giving them credit for the ideas stated, you boost their ego and transfer ‘ownership’ of the idea over to them. This does many things to help your position, especially when your prospect is a leader-type.

Besides this, you can also use leading questions in other ways.

One of the magical properties of questions is that they are ALWAYS answered. Even if your prospect says nothing, the question gets answered inside their head, and they experience the nature of the answer.

This means that if you ask your prospect about the first time they fell in love, or about a supplier that they were happy with, they will remember that experience and relive it in the current moment, even if for a fraction of a second. Just by asking the question, you have elicited an emotion that will carry over to your current conversation.

If you ask your prospect what it would be like to finally become the type of person they always wanted to be, or to finally have what they have always wanted, they will imagine it and answer your question, either internally or outwardly, and the emotional experience will be subliminally associated with the current conversation, with you, and with your offer.

Although it’s possible to use this to elicit any emotion you want, you will find that it works better when your question is at least somewhat related to the current conversation. The stronger the connection between the current conversation and your question, the more of the elicited emotion that will carry over.

If you are just getting to know each other, as should happen before any ‘real’ persuasion takes place, then you have an almost unlimited license to ask about anything you want. The elicited emotions will be associated with you as a person and will go towards creating rapport.

Another almost magical property of questions is that they help your prospect access information that may be otherwise lost within their mind.

It may not be a perfect analogy, but the human mind stores information in ‘chunks’, with smaller chunks stored within larger ones, almost like a filing system where smaller files are contained within larger folders, or like a computer system where files are stored within folders, which are stored in higher-level directories.

If you can imagine a giant filing system, with rows of filing cabinets, each with several drawers of files, and inside each drawer are many file folders containing several files each, you have a working hypothesis to work with in guiding your prospect to access the specific information you need.

Let’s say that you are selling something and you want to get a list of referrals from your prospect. If you ask “*Do you know anyone who may like to see this product?*” you’re bound to get a blank stare as your prospect’s mind considers the task of scanning every file for referrals.

You can increase the number of referrals you get by pointing your prospect to a particular set of files in which to search. Done this way, the search isn't so daunting a task, and your prospect's mind will more eagerly jump in and produce a result. For instance, you could ask:

*“Mr. Prospect, among the people that you deal with in your work, over the phone, which ones would most want to see what we have here?”*

As you can tell, there are some presuppositions in there that assume that there WILL BE people who would want to see the product. We have also clarified a particular set of people to consider. We could then go on to ask about another set of people and get even more referrals.

If you are not in sales, but simply want to help your prospect remember a fact, you could ask something like *“As you were scanning the past due invoices yesterday, and when you came to the file on the XYZ company, what did it show as the location of their warehouse?”*

In this example, we help to narrow the search for information in two ways, first, by activity, then by specific reference. Only then do we ask for the information we want. This helps even when we're trying to help **ourselves** remember a fact!

How you phrase your questions determines how well they lead your prospect in the direction you want them to go. By including embedded command, presuppositions, leading adverbs & adjectives, as well as faulty logic and ambiguity, you require your prospect to absorb a lot of suggestions all at once, which practically forces them towards the desired outcome.

*“Is it possible that you have not yet come to fully **realize how easily you can use these techniques** until you find yourself getting more of what you want from the people in your life?”*

Questions such as the above example will usually get a request for clarification, but they have their impact and move your prospect along the direction you want them to go, because they force your prospect to imagine and experience the emotions and qualities you want them to experience, which takes them another step closer to agreement.

By using the question format, the other techniques become even less noticeable, leading your prospect to accept and respond to them even more.

Another form of leading question is where you make a statement of fact, then ask a question regarding that fact. When your prospect answers the question, you can be assured that the statement has been accepted as a fact.

*“I've had at least 3 different women who wanted me as a husband, but I turned them down for various reasons. Is getting married a priority for you?”*

If the prospect answers the above question about getting married, she has accepted as a fact the statement about 3 other women wanting you and you turning them down.

*“My clients generally become successful after about 6 months of coaching. Will 6 months be soon enough for you?”*

Yes or no, they have accepted your statement regarding typical results as a fact.

## ***Pink Elephant Principle***

This whole course has been talking about using language to create experiences within your prospect and we've discussed how this is the foundation upon which all the other techniques derive their incredible power. I think you understand by this point that every word you use will in some way add to the overall experience created for your prospect, as your prospect has to experience your words in order to understand them.

Some words, such as 'the', 'a', 'to', and other connecting words do little to create an experience. Other words, such as 'love', 'power', 'wealth', and 'euphoria', are strong words that create strong experiences. Words such as 'however', 'therefore', 'since', 'before', and 'because' define relationships between other words, and thus set up the ways in which they come together to form the overall experience.

When describing practically anything, you usually have a choice about how you do it. Kind of like when driving across the country, you have a choice about which roads you take. Will you take the scenic route, or do you want to get there as quickly as you can? Will you take stops along the way to make your passengers more comfortable, or is efficiency more important?

*"You are the most beautiful woman I know."*

*"Your beauty is enough to make the goddesses in the heavens jealous."*

*"I've done this before. I could help you."*

*"I know this like my own back yard. I could help you avoid the pitfalls."*

*"The morning dew evaporated."*

*"The lingering tears of Aphrodite were dried by Apollo's touch."*

For most of my life, I was more concerned with efficiency and accuracy than with experience. During that time, I was also about as UN-persuasive as anyone you could imagine. The more I dressed up my communication to improve the experience of my prospects, the more persuasive I became. And when I started adding the other techniques, my success rate jumped even higher.

You have many choices of how you say something. Words and phrases that convey vivid experiences also contain subtle messages in addition to the core message you communicate. For instance, the first example above not only communicates a statement of beauty, but it also communicates the image of goddesses and the heavens, which adds a feeling of the divine, and makes your prospect feel something other than just 'being beautiful'.

As much as possible, when you describe something to your prospect, make your words sound like the emotion you are describing. This will add impact to your message and create a stronger experience in your prospect.

Colorful language is persuasive language. By the wise choice of word pictures, you can access the associations your prospect has to those images, and use those associations as additional covert messages to persuade your prospect.

## ***Submodality Modification***

When you describe things richly, you use words and phrases to give form and substance to abstract concepts. As an example, you might choose to describe excitement as “a fire in the belly”, or love as “a feeling of lightness”.

When you use phrases such as these to describe emotions, you have a direct link to the controls in your prospect which allow you to “turn up the heat” any time you want. By simply describing the word pictures as changing, you alter the emotions that are associated with those pictures.

So you can increase your prospect’s excitement by saying something like “a fire in the belly that burns brighter and brighter, getting hotter and hotter.” And you can increase it right off the scale by adding the words “to the point where...” and describing how it changes as it moves to a new scale.

*“This excitement is like a fire in the belly that burns brighter and brighter, getting hotter and hotter to the point where it explodes like a nuclear device and transports you to a new place.”*

*“That connection that two people share when they are in love, like a feeling of lightness that lifts you higher and higher to the point where your head touches the clouds and you can see everything for miles around.”*

*“You may find yourself feeling somewhat distance from that experience, like you’re floating in a hot air balloon, going higher and higher into the sky to the point where the balloon changes to a rocket ship that carries you to new worlds to be discovered and explored.”*

The changes, as the initial word pictures, don’t have to make sense in a logical way. Dreams rarely make complete sense in a logical way, but they are very indicative of how the subconscious mind words and relates concepts. Excitement could just as easily be described as a feeling of lightness and love could be described as a fire in the belly. The excitement could increase to a point where it becomes another feeling entirely, which can be very useful.

The submodalities that you alter depend mostly on the type of prospect that you are working with. If your prospect is more of a visual person, your descriptions will be mostly visual and the submodalities altered will be the visual components, such as brightness, color, hue, contrast, clarity (focused or fuzzy), size, location (up, down, left, right, close, far), and speed.

Auditory people will respond more to image descriptions filled with sounds, and you can alter the submodalities of volume, tone, source location (direction from which the sound is coming from, as well as near or far), clarity (clear or muffled), and speed to alter your prospect’s emotional states.

Kinesthetic people respond more to images with sensations involving touch. The submodalities available here are weight, texture, size, pressure, temperature, shape, and location.

## ***The “Pavlovian” Technique***

The final technique for delivering covert messages that we will cover is one that goes beyond the use of words to persuade. In the Preparing to Persuade section, we covered the use of gestures and how they can be associated with concepts such as desirable or undesirable to deliver a subliminal message in addition to whatever you happen to be saying at the moment. With this “Pavlovian” technique, you can get your prospect salivating at your offer with the ring of a bell.

This is done with the use of ‘anchors’ – trigger signals that are associated to emotional states. Anchors are generally used as an additional tool to elicit emotions quickly and easily without having to go through the normal process all over again. In many ways, it’s like reusing your earlier work to simplify the process as you go. By eliciting strong emotions and then associating them to a trigger signal, the created anchor can then be used to recall that strong emotion later on when it’s needed again.

The trick is to set it up before you use it. By associating anchors with the concepts you want to use, such as desirable, undesirable, love, disgust, happiness, sadness, and so on, you can elicit those emotions within moments and associate them to whatever you want.

Associate desirability with yourself and undesirability with your competition. Associate love with yourself and disgust with a rival. Associate happiness to the plan you want your prospect to accept and sadness with the idea of not accepting it. And do all of this without ever verbally suggesting that the associations should be made.

An anchor can be practically anything, from a gesture to a tone of voice. From the spots on the floor you occupy to a spot on your prospect’s arm that you touch. From the color your prospect sees to an action that your prospect performs. The human mind loves to associate things together, that’s what it does. An anchor is created when the association between the trigger signal and emotional state is strong enough.

With very powerful emotions, an anchor can be created with a single experience. A child terrified by a dog will have an anchor that elicits the feeling of terror whenever they see or hear a dog, and that anchor will still be effective years later. Young lovers will oftentimes create an anchor to a song that will always bring up a feeling of that special night.

Less powerful emotions may have to be associated with the trigger signal multiple times before an anchor is created. This is similar to learning a new subject, where the information needs repeating many times before it is fully learned.

Another thing to add in this is that the process of creating anchors is more effective the further your prospect is in downtime. It’s well known that an anchor can be created in a fully hypnotized subject in a matter of minutes. When you elicit the desired emotion, direct your prospect deep into downtime and the process of creating an anchor will be far easier.

To be effective, an anchor needs a unique trigger signal. It is common for someone to shake hands with many different people, and the emotions felt with each of them will likely be different each time. Trying to associate shaking hands with you to a great feeling may take more effort than it’s worth. A better approach would be to create a unique way of shaking your prospect’s hand, such as with one finger extended to touch their wrist.

To actually create an anchor, you need to first elicit the emotional state you wish to associate with the trigger signal. This can be done with any of the techniques you've learned in this course. When you have elicited the strongest emotion you can in your prospect, activate the trigger signal, whatever you have chosen. If the emotion was strong enough, and the trigger signal unique enough, an anchor has been set. Having the prospect in downtime makes it easier.

In most cases, however, you will want to repeat the process a few times before testing it. Testing an anchor is the same as using it, which is to activate the trigger signal when you want to elicit the associated emotion and see how well it worked.

Let's look at a couple of examples so you understand what I mean.

First, a more 'traditional' anchor, a hand placed on the upper arm of your prospect. This anchor can be used in a personal setting, when you are sitting close to your prospect and conversing normally. It is something that naturally happens occasionally between friends, but in this case we want to elevate it to another emotion. Let's say that we want to associate this anchor with the feeling of sexual passion.

First, get your prospect feeling sexually passionate, with whatever means you choose, such as asking your prospect about their past sexual encounters. Pay attention to the signs that they might be feeling strongly passionate. When the feelings are strong, as close to a peak as possible, touch their upper arm. Move on to another subject, or try to reach an even higher peak by using another technique for eliciting the emotion of passion. Repeat the process a few times to firmly associate the touch of your hand on their upper arm with the feeling of sexual passion.

You can also create what is known as a 'sliding anchor' by sliding your hand up and down your prospect's upper arm as their feeling of passion ebbs and flows. This will give you additional control later when you want to elicit the feeling again using the anchor. I call the use of a sliding anchor the **"Dimmer Switch" technique**, which seems to be an apt description.

When you think that you may have created a strong enough anchor, direct the conversation to another subject altogether, such as job responsibilities and plans for the future. At some point in that conversation (especially one that you want to associate with a feeling of sexual passion), touch your prospect's upper arm and see if that produces a feeling of sexual passion in your prospect. If it does, you have successfully create the anchor. If not, you need to repeat the creation process a few more times, eliciting a stronger emotion each time to make it more effective. Or you may need to direct your prospect deeper into downtime.

A less traditional anchor would be to use a color as a trigger signal. We are surrounded by colors all the time, so this one would be more difficult to create, but still possible. For this example, we'll associate the feeling of dedication to the color yellow. We might choose this if we expect that our prospect will see the color yellow at a critical time when we want them to be dedicated to one thing or another, such as when voting on an issue critical to our company when the next union meeting is in session.

To do this, we first start out eliciting the feeling of dedication. As usual, this is easily done by asking the prospect to talk about what they are dedicated to and telling them stories about other people who demonstrated strong dedication. As we talk about dedication, the prospect should have the color yellow within their field of vision, or the stories that we tell

should include lots of yellow in the descriptions. We could even describe the feeling of dedication as a “bright yellow light” that connects a person to the thing they are dedicated to.

When we talk about things that represent a lack of dedication, the prospect should see a different color. Again, this can either be in the physical environment or the color can be part of the descriptions used in speaking. *“As he walked away from his post, he noticed the green grass in the sidewalk.”*

Repeat the associations between colors and their respective feelings over and over again until you are confident that your prospect will feel dedication when they see the color yellow. Find a way to test this so you can be sure of the anchor before you need it. Strengthen the anchor if needed.

Anchors can be a powerful tool to make the process of persuading easier and more automatic. Naturally, this works better when you will be working with a prospect on multiple occasions, but it also works during a single meeting.

## **Persuasive Formulae: The Right Messages In The Right Order**

Now that you know the 5 phases of persuasion and know how to deliver any message you want to your prospect's subconscious mind, how are you going to know how to apply your new skills to get what you want from every prospect you encounter? What messages will create the desired motivation to accept your offer? In what order should you deliver those messages so that they will be the most effective?

While it may be true that different people will respond to different messages differently, there are some basic patterns that work for pretty much everyone. These are akin to archetypical patterns that are encoded within the human DNA, causing us to respond in predictable ways to an overall structure, regardless of how that structure is actually implemented.

In many ways, this is the same as creating rapport by displaying similarity and an interest in the prospect. Exactly how you do this is completely up to you as long as you follow the basic formula. It's also the same as leading your prospect into downtime. There are basic patterns that create the effect you want, and you have complete freedom to implement those patterns as you see fit for your particular situation.

The formulae that you will find here will give you an overall plan to follow without forcing you to be a carbon copy of someone else. Every human body is built on a similar skeletal pattern, yet every one of us is unique. There are an infinite number of ways to implement these formulae, and all variations work equally well. If there are any differences at all in effectiveness, they are in the effectiveness of the techniques used within the formulae, not the formulae themselves.

In sales and marketing, especially in the field called 'direct marketing' where products are sold directly to customers through the marketing materials themselves, many different formulae have been tried and tested. Only a couple of formulae have worked well enough to be considered an 'archetypical formula', and even these do not work 100% of the time. A sales letter is considered good if it persuades just 2% of the people receiving the letter to purchase the product being promoted.

I mention this in order to avoid leading you to believe that you will be able to persuade each and every prospect you meet with these formulae. As much as we'd like that to happen, it won't. What you CAN expect to happen when you use these formulae is that you will persuade your prospects more often than if you don't use these formulae. Your success rate will increase far beyond what it was before you studied this course and practiced the techniques.

In personal situations, where you are speaking directly to your prospect, your success rate will be far higher than a mere 2%. The closer connection you have with your prospect, and your ability to respond to your prospect's questions, moods, and attitudes give you a distinct advantage over the direct marketers. You can expect to achieve success rates of 30% to 70%!

Any of these persuasion formulae may be used for any persuasion process, from selling products and services, to seducing potential lovers, to getting people to vote a particular way on the next ballot, and even to leading your prospect through a personal transformation.

## **AIDA – Attention, Interest, Desire, Action**

If you are familiar with any of these persuasion formulae, then you've probably seen this one. It's the grand-daddy of all direct marketing formulae, and for good reason. It works.

The formula outlines a basic series of steps that many successful direct marketing pieces have used to sell many millions of dollars worth of products, services, and ideas. Yes, ideas. This persuasion formula works for more than just selling products and services, and can be used to sell ideas – ideas that move people to contribute funds for a worthwhile charity or vote for a particular candidate or ballot proposal. Ideas that motivate your kids to accept responsibility or motivate a potential lover to become attracted to you.

### ***Attention***

As the formula suggests, the first step in any persuasion situation is to get the attention of your prospect. Obviously, you are free to decide how to best do this in your unique situation. In direct marketing, this is usually done with a strong headline that either promises some benefit to the prospect, or creates a degree of curiosity about the piece itself, encouraging the prospect to read further.

In face to face situations, you gain attention with your appearance and your choice of opening lines. How you present yourself as you meet your prospect for the first time is as important as virtually any other step in the process of persuasion. Also, the first words out of your mouth create an impression on your prospect regarding what they can expect from you and the meeting with you. Make sure that your first impression is a good one that sets a positive context for your presentation.

With marketing pieces, your headline performs the same function as the opening line in a face to face situation, and the appearance of the marketing piece as a whole gets the same judgment from the prospect as the face to face salesperson's attire and grooming. Appearance matters, as you may remember from the Preparing to Persuade section of this course.

In no situation can attention be assumed. Even when speaking in front of an audience of thousands, you need to get the audience's attention. You might be amazed at how many people use the time in lectures and speeches to daydream, plan vacations, talk on a cell phone, or any of a hundred other activities. Even if they chose to be there of their own free will, they will quickly evaluate whether you are worth listening to or not. Get their attention quickly and keep it.

Some people get attention by making a joke, or telling a story, or giving a compliment. The best ways of getting attention are personal to your prospect, and give them a feeling that the time they spend with you will be a pleasant experience.

### ***Interest***

After you have your prospect's attention, your next step in this formula is to develop within your prospect an interest in you and/or what you are offering. No matter what action you want your prospect to take, there must first be a desire to take that action. And before there can be desire, there must first be interest. That's why this formula works as well as it does, because it follows the natural progression we humans take towards action.

In face to face situations, it's possible to discover what your prospect is already interested in and find ways to associate what you are offering with those pre-established interests. In marketing, this is impossible, but you can use information collected from previous prospect to compile a set of interests that will draw the greatest number of prospects into your message.

Think of this stage of the formula as finding the connections to your prospect's motivations. Once you've found the connections, you can use them to generate as much desire as it takes to motivate your prospect to take the proposed action.

In most cases, this step is implemented by mentioning facts and concepts related to what you are offering, and presenting them in a way that suggests that your prospect can be helped in some way.

How you do this depends mostly on where your prospect is on the Pleasure/Pain scale of motivation. If your prospect is motivated mostly to avoid pain, then the information you present will be about the pain that your prospect may be facing and how it can be avoided. If your prospect is motivated to move towards pleasure even if it means going through pain to do so, then providing information on the rewards that your prospect can expect will spark greater interest.

Other personality scales can be used to gauge other types of information that your prospect may be interested in and how they will respond to various presentations of that information.

### ***Desire***

Once you have established as many points of interest as you can, it's time to use your skills as a conversational hypnotist to turn up the heat on your prospect's desire. Depending on your prospect, this could be the desire to avoid pain, the desire to achieve pleasure, the desire for freedom, or any of the other motivating desires we've covered in this course.

Use emotional word pictures to give your presentation greater impact. If appropriate, use facts and figures to prove your case and make it more real to your prospect.. Use any technique that you choose to make your prospect's desires for the benefits of your proposed action as intense as you can. The more intense the desire, the quicker your prospect will take the action you offer.

### ***Action***

The last step in this formula is to direct your prospect to take the action you want them to take. Even if your prospect has a very intense desire to solve a problem or gain a benefit, they may still be lost as to what to do about it. You need to make sure that your prospect understands what action(s) they need to take.

In marketing, the requested actions have to be spelled out in minute detail. In face to face situations, you can use suggestive messages to direct your prospect to come up with the action plan on their own, which will increase the probability that they will follow through with it.

If you've set up the other steps correctly, this step practically takes care of itself.

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## **Problem, Agitate, Solve**

This is another common persuasion formula that comes out of the direct marketing world. In several respects, it is very similar to the AIDA formula without the Attention step, which is assumed. Also, it focuses on a problem that needs a solution rather than a benefit to be gained. Many fine marketing professionals swear by this formula, and it can be easier to remember in some cases.

As you will see, there are many similarities between this formula and the AIDA formula, with some changes in terminology. Because the steps are the same, the results are equally good.

### ***Problem***

In this formula, the first step is to identify the problem and to make sure that your prospect is aware of it. You still have to gain the prospect's attention, but that step is not addressed by this formula. You have to remember that one on your own, but then again, it's pretty obvious, isn't it?

I equate this step to the Interest step in the AIDA formula, since identifying and bringing the problem to awareness is essentially finding the connections that will motivate your prospect to take action. Once your prospect is aware that they have a problem, you can move on to the next step.

### ***Agitate***

Your prospect may agree that they have a problem, but they will not take action unless they are sufficiently agitated by the problem. This is the step where you create a driving emotional need to solve the problem, and is the same as the Desire step in the AIDA formula.

Again, you use everything at your disposal to give your prospect a rich, vivid experience of the problem that needs solving to the point where they are ready to do anything to solve it.

What you must keep in mind is that you need to avoid any association with the problem itself. If your prospect thinks that you are the source of the problem, or that you created the problem, then you have lost. You need to be seen as the hero riding in to rescue the prospect from the terrible problem.

### ***Solve***

Once your prospect is at a fever-pitch and ready to do anything to get away from the problem they have, this is the perfect opportunity to present your solution and be the hero.

This is where you present the offer that you want your prospect to accept, and you give your prospect as many (or as few) details as they need to make the decision to use your offer to solve their problem.

Again, if you have presented the preceding steps correctly, this step will practically take care of itself. A wise man once said *"If you have to close the sale, you didn't open properly."*

## **Connection, Desire, Justification, Lead**

This next formula is a little less well-known. In fact, I haven't seen it anywhere except in my own notes. In studying Dan Kennedy and his marketing wisdom, I ran across the subject of proof, and how you have to "prove beyond a shadow of a doubt" that your offer is a good one for your prospect. Working with this idea led me to discover a persuasion formula that works in any situation, no matter what you're offering.

One of the key differences in this formula is that there is no step that corresponds to "Interest" in the AIDA formula. This is because this formula has a more subtle approach and builds desire before the prospect even knows they have an interest in what you are offering.

### ***Connection***

In this formula, the first step is to establish a connection between you and your prospect. Naturally, you need to get your prospect's attention in order to build a connection, and that step is assumed. Focus on building rapport, using any or all techniques taught in this course. Also do whatever you need to set an appropriate context for the Justification step. A soft, easy approach is often the best approach in this formula.

### ***Desire***

Once you've build solid rapport with your prospect, use whatever techniques fit your style to shift your prospect into downtime and create a desire for what you will later offer to your prospect. Tell stories with rich emotional word pictures. Use lots of trance words and embedded commands. Direct your prospect's focus to elicit the emotions that will cause them to desire what you have to offer.

### ***Justification***

By this point, your prospect is practically salivating with desire. This is where you present your offer as a means to satisfy that desire. Few prospects will jump at the offer, even though it may be the perfect thing for them. They still have an internal need to be convinced that satisfying their desire with your offer is justified. They need to know that taking your proposed action is the right thing to do.

Here is where you bring out all of the supporting information that proves that your offer is safe, effective, popular, or whatever other criteria your prospect needs to know about in order to accept your offer.

### ***Lead***

Your prospect likes and trusts you (rapport, connection), has a strong desire for what you are offering, and has had the acceptance of your offer justified. At this point, the only thing left is to lead your prospect to take the proposed action(s) that will satisfy their desire.

## **Target, Confront, Struggle, Master**

This formula is sometimes known as the “Masculine Archetypal Pattern”. While this suggests that only men will respond to this pattern, we all have both masculine and feminine aspects to our personalities. The main difference is that men focus more on the outer world and women focus more on the inner world of emotions.

Overall, this pattern suggests that in order to feel satisfied with an outcome, there must first be a conflict to overcome. In practical application, these steps can be used in any story or description to create greater rapport and elicit stronger emotions. By using this formula in this way, your stories seem more real to your prospect and more satisfying.

Another alternative would be to use the steps of this formula to define a sequence of actions you direct your prospect to take in resolving a problem. You may have to persuade your prospect to take each step separately, using one of the other formulae to do so.

### ***Target***

The first step in this formula is to target, or identify, a problem to overcome. In some respects, this is similar to the Problem step in the Problem, Agitate, Solve formula. The problem could be a task to be done, competition to beat, an obstacle to overcome, a goal to be achieved, an error to be corrected, or anything else that will make life better once it’s done.

Generally, it’s better when the target is described in word pictures that can be easily identified with. For some prospects, this will be in terms of doing battle, or killing the monster, or finding the treasure, or even returning with the head of the evil villain. Descriptive word pictures will motivate your prospect to take the next steps with vigor.

### ***Confront***

To confront the problem is to meet it head on, or to accept the challenge. This is where your prospect will make the decision to take action, using the motivations gained in the Target step. Confrontation doesn’t take much time, but it is critical to take the first step into action.

### ***Struggle***

This formula works because it acknowledges that nothing in life is gained without some kind of struggle. You don’t get the job without going through the interview. You don’t get the girl without proving your value to her. You don’t get the big contract without satisfying the client’s fears and objections. The more difficult the struggle, the more rewarding the outcome.

### ***Master***

The successful outcome of any struggle is mastery of the situation and the elements involved. In self-development, it’s mastery of self. In relationships, it’s mastery of the relationship. In a career, it’s mastery of the skills and people involved. In a treasure hunt, it’s the returning with the pot of gold. Your prospect will need to see success in these terms.

## **Experience, Emotion / Insight, Metaphor**

The previous formula is called the “Masculine Archetypical Pattern”, and this one can be called the “Feminine Archetypical Pattern”. Again, although this suggests that only women will respond to the pattern, we all have a feminine side to our personalities.

Whereas men are focused more on the outer world and changing the world around them, women are focused more on the inner world of emotions and insights, and seek to change themselves instead.

This is why women have a richer, more complex, emotional nature than do men. For most women, an outer experience can lead to the realization of an emotion, which in turns leads to a deeper, stronger emotion, which can lead to an even more powerful emotion. Each emotion cascades to more powerful emotions and insights, led by metaphoric associations.

Men will also have emotional responses to experiences, and those responses could result in further emotions or insights, however, the cascading effect is not so prominent.

### ***Experience***

This is where everything starts, with an experience. The experience can be physical, such as getting a new job, falling to the ground, getting yelled at by an abusive spouse, or winning the lottery. The experience could also be internal, such as falling in love, feeling sad, being confused, realizing a new insight, or making a decision.

### ***Emotion / Insight***

In this formula, it is assumed that every experience leads to either an emotional response or an insight. Getting a new job can lead to the emotions of accomplishment, or pride, or even fear of the unknown. Falling in love can lead to another emotion which could be just about anything depending on the past experiences of the individual. When you are telling your prospect a story, they will usually understand that any emotion can come from any experience.

### ***Metaphor***

This part of the formula only comes up when you are telling a story to your prospect. When you mention a particular emotion that arises from an experience, you can make the experience of that emotion more vivid and real, thus eliciting the same emotion in your prospect by describing the emotion in metaphoric terms.

Again, it doesn't matter what metaphor you use, as long as it's appropriate to the emotion involved. However, some emotions have a wide range of appropriate metaphors. Love, for instance, can easily be described as a battlefield, or as an hundred instrument each playing a different tune. Anger can be described as a zone where all sensations fade away.

Whatever metaphor you use, it can be used as a new experience which leads to another emotion or insight, thus repeating the cycle all over again. Women generally go through several such cycles in their emotional responses to experiences, whereas men (in general) may go through two or three.

## **Persuasion Example 1: Marketing Materials**

Marketing is the process of making sales without direct face to face contact. In some cases, the sale is to be made directly from the marketing, and in other cases the prospect is led to contact a salesperson who completes the sale. Either way, the result is the same, a sale is made.

When marketing materials are created, there are many decisions that affect the overall effectiveness of the piece. The choice of graphic design, the choice of medium, the choice of distribution channels, the timing of the distribution, and quite a few others. Those are outside of the scope of this course, and I will assume that your marketing education includes other sources.

To apply your skills as a conversational hypnotist to the creation of marketing materials, you will use whatever techniques serve your purposes along the way. Techniques such as presuppositions, leading questions, ambiguity, stories, metaphors, and so on will be used throughout your piece to communicate the main messages you wish to deliver. Once you decide on a 'style' of communication that serves your purposes, these will naturally fall into place where you need them. This is also true in any persuasion situation.

### **Step 1 – Get Attention**

In marketing, you will need to start out getting your prospect's attention with a strong headline that gives your prospect a good reason to read your ad. That has to be the main goal of the headline, because if your prospect doesn't read your ad, they won't be persuaded to do anything. From there, you have to make sure that every part of your ad leads your prospect to read further until they have finished the whole thing. Joseph Sugarman calls this the 'slippery slide' approach, and it works great.

The best headlines are those that make a strong, irresistible offer. When you can make a strong offer that is difficult for your prospect to resist, the sale is halfway made. One book that I highly recommend is Mark Joyner's "The Irresistible Offer", as it goes into all the details on creating an offer that makes sales. Simply put, is it possible to make a sale with nothing more than your headline? If not, keep working on it.

After the main headline, most ads will include a subhead, which continues the concept of the headline and provides further incentive to read the rest of the ad. This can be done by creating curiosity, providing an additional benefit that is promised by the product, or creating an expectation that creates the desired context.

There are two types of people who read ads, those who read them word for word and those who only skim over the material. For those who skim over, you need to make sure that the parts they do read deliver all of the required messages to make the sale.

To do this, create a brief outline of the points you want to make in the ad. Each point should be only a few words each, making a strong impact and delivering a clear message. Write each point using hot words and metaphors to strengthen their impact. Choose one of the persuasion formulae outlined in this course, and use it to guide your choice of points to cover.

This outline will be used as section headings throughout your ad. If someone skims your ad, they will still get what they need to be persuaded. Hopefully, they will be so impressed, they will go back and read your ad word for word.

Photos and other images help to communicate messages quickly. When you can include images that convey the messages you want associated with the copy of your ad, do it. Captions to photos are read more often than just about anything else, so make sure that you place a carefully worded phrase there that will help persuade your prospect.

## **Step 2 – Create Rapport**

Creating rapport is the first phase of power persuasion. This is where you create a bond of friendship between you and your prospect. Rapport is established when your prospect likes you and trusts you.

Before you even start writing your first sentence, you want to have a plan in mind for how you will create this rapport with your prospects, the readers of the ad. Creating a sales letter that is worth \$50,000 isn't done in a single sitting. You want to plan out each stage of the letter for maximum impact with the target market. Really get to know who your prospects are, at least in demographic terms. Are they rich or poor? Young or old? Athletic or sedentary? What are they interested in? What roles do they play in life? The more research you can do, the better rapport you can create.

Rarely will someone want to read about the history of your company or about the people behind the ad, unless there is some news value or some other 'hook' that creates curiosity. Talk about what will interest your prospect, the reader; not what will interest you, the writer.

This is why the majority of good ads will start out pacing the reader, saying things that are undeniably true. The best approach here is to echo the recent news, especially the news that relates to your industry although that's not required. As long as you can offer a different perspective on events of the day, people will generally read your ad.

Using the news for your pacing statements isn't a requirement either. As long as you can make a series of statements that reflect what is most likely on your prospect's mind at the time they read your ad, you will create a degree of rapport with that prospect. You can talk about problems your prospect may be facing, or desires they have, or describe a situation where your product will be of service, in the form of a story where you can elicit emotions that serve your purpose.

Browse through the various techniques on building rapport for further insights into what you can include in your ad to create substantial rapport with your prospect. Keep these techniques in mind when you actually sit down to write the copy for the ad.

## **Step 3 – Set Context, Establish Value, & Create Urgency**

Your research into the nature of your prospects will also shed some light on the type of context that they will respond to. Are they leaders or followers? Do they trust the opinions of experts, or do they see themselves as the expert? Are they emotional people or logical ones?

With this knowledge of your prospects, peruse the list of context-setting techniques here in this course and choose the ones that you will use. Will you be the benefactor or hero to your prospect, offering either rewards or protection from something unpleasant? Will you use the “Drug Dealer” technique and offer a free gift up front to obligate your prospect to returning the favor in some way. Will you display evidence of your expertise and use the “Designated Driver” technique? Choose your strategy and map out a plan for implementing it in your piece.

While you’re deciding on how you will set the context of your marketing piece, you can also decide how you will establish the value of what you are selling. Your product’s value is it’s ‘context’.

By the same token, creating urgency is a matter of choosing a context in which to present your offer.

### **Step 4 – Writing the First Draft**

Now that you have a strategy mapped out for creating rapport and setting contexts, now is the time to write the first draft. Follow your plan, but write your piece as though you were talking face to face with a single prospect. Address your statements to a single person, the one reading your ad at a particular moment. One of the worst things you can do is to sound like you’re talking to a crowd of people all at once. Make it personal to one person.

Use whichever techniques seem most appropriate to you each step of the way. Use ambiguity to distract the conscious mind. Use quotes, stories, and metaphors to paint emotional word pictures for your prospect to respond to and elicit the emotions that will make them want to purchase your product. Include embedded commands, presuppositions, leading questions, and enough adverbs and adjectives to give life to your words. Pull out all the stops and give it all you’ve got.

Look at this first draft as a practice run. It’s not going to be the final piece, so don’t worry about how something sounds, or whether you’ve chosen the right metaphor or not. You just need to get a feel for how your overall strategy looks in application.

### **Step 5 – Evaluating the First Draft**

Give yourself some time between the writing of the first draft and the evaluation of it. Take a break. Go get some coffee. Come back to it the next day. Whatever it takes to gain some objective distance. Some copywriters will take some time and read through a magazine, and the competing ads to add the contrast principle to the mix. If your ads still seems good after reading competing ads, then you’ve got something.

Now, just read through it. Pretend you are one of your prospects seeing it for the first time. How does it make you feel? Do you feel a sense of rapport with the writer? Are the techniques used obvious, to the point where it distracts you from reading the ad? Does it make you want to whip out your wallet and buy your own product? Do you need more information?

I’ve never met anyone who liked their first draft, so there will most likely be problems to correct. Are they minor problems that can be adjusted by some tweaking of the copy, or are they

major problems that require going back to the drawing board and starting over? Do what you have to in order to get a good draft.

### **Step 6 – Evaluating the Final Draft**

Even if you think you've got the most persuasive sales letter ever written, you have to test it out on other people. The opinion of any one person is only worth so much. Even the best copywriters test out their work on other people before committing thousands of dollars to rolling out an ad campaign.

Show your final draft to as many other people as you can and get their honest opinions of it. Your friends will naturally tell you that you've done a good job and that they think it was well written. That doesn't count. Strangers will probably also tell you the same thing just to get rid of you. What you're looking for are the responses that ask how they can purchase what the piece is selling. Only then do you know you've got a winner.

Even after this step, a lot of marketers will follow up with another test, one where the sales letter is mailed to a relatively small number of prospects. The number of sales resulting from the mailing will usually indicate the success or failure of the sales letter. After all, the measure of a sales letter is the number of sales it generates. As you may know, direct marketers consider a sales letter a success if it persuades 2% of recipients to take the next step.

### **Conclusion**

Creating marketing materials involves a lot more than copywriting, although it's the copy that really makes the sales. It's possible for a well written marketing piece to fail, simply because the offer isn't strong enough or not enough people want the product.

But if you're promoting a good product wanted by the prospects who see your ad, the persuasion techniques you've learned in this course will help you sell as many as possible. This example will guide you in implementing the techniques to create powerful marketing materials.

## Persuasion Example 2: Inspire Trust & Respect

Trust and respect are two things that have been referred to in several ways throughout the course material, but it will be good to cover them directly, especially since they are so important in power persuasion.

Trust is one aspect of rapport, and all of the techniques designed to create rapport will serve to build trust. The “George Washington” technique is perhaps the single best way to inspire trust, as it shows your prospect that you won’t hold back the truth that may damage your position or image. Mirroring & Matching, and the “Politician” techniques are also excellent for instilling a feeling of trust into your prospect.

Beyond the rapport-building techniques, trust can also be created by eliciting the feeling of trust within your prospect. This is done by talking about trust, and describing situations where trust is a key emotion. Since your prospect has to experience the feelings associated with what you say to interpret your words (Pink Elephant Principle), they will experience the feeling of trust as you talk about it.

Furthermore, trust can be elicited by using the techniques of presuppositions, embedded commands, leading questions, and so on. By slipping the suggestion of trust into your prospect’s subconscious mind, they will automatically trust you more.

*“I know we just met and you may not **trust me now**, but if you’re like most people, I think you will **find yourself trusting me soon**.”*

*“Isn’t it great when you can meet someone for the first time, and you **find yourself trusting** them right away, because you just know that **this person is worthy of your trust**.”*

*Remember that **words in bold** are embedded commands to be given special emphasis, and underlined words are places where you subtly point to yourself.*

Respect can also be established through presuppositions and embedded commands, as well as stories, metaphors, quotes, and all the other delivery techniques. In addition, respect is gained when you can demonstrate expertise, authority, integrity, consistency, and the power to reward or punish.

In some situations, respect is gained or lost in the first few minutes of interaction. It’s almost like when two dogs meet, there is a silent inner battle to be the alpha dog, and whoever wins that battle will lead from then on. In these situations, respect comes in response to body language and strength of personality (usually determined by eye contact).

In all situations, and when any emotion needs to be elicited from your prospect, the use of the Pink Elephant Principle to cause your prospect to experience the emotion will lead to that emotion being associated with you. Whether that emotion is trust, respect, confidence, love, passion, or whatever, you can elicit it with these techniques.

## **Persuasion Example 3: Hypnotic Speeches**

Public speaking is the single biggest fear that adults have in this world. Most people would rather die than speak in front of an audience. But with a few magic techniques that you learned in this course, you can have any audience eating out of the palm of your hand.

### **Step 1 – Choose Your Objective**

Obviously, you will be able to give a better speech when you know what you're going to talk about. You don't have to write a word-for-word script, just outline the points you want to cover during your time on stage. To get the best overall plan, first decide what single most important outcome you would like to obtain from giving this speech. Do you want to inspire the audience to take a particular action? To generate a specific feeling that will motivate them to live their lives differently? To vote a particular way in the ballots?

### **Step 2 – Map Your Plan**

Once you've decided on the objective for your presentation, what points need to be covered in order to persuade your audience to take the desired action. You might now notice how the structure of a hypnotic speech is very much similar to a basic sales presentation. You may not be selling a product, but you are selling an idea. What will motivate your prospect (the listener) to buy this idea? What emotions will drive your prospect to want to take the proposed action? What progression of ideas and emotions will lead your audience from their initial position to the point where doing as you want is easy? Consider the various persuasion formulae and choose one that meets your needs.

### **Step 3 – Choose Your Techniques**

Now that you have a step by step plan to walk your audience from starting gate to finish line, which techniques make the most sense to use for each step? Opening with a story is usually a good idea, as it pulls in your audience and creates a downtime state in which you can apply your conversational hypnotic skills. Pacing your audience with undeniably true statements is also a good way to build rapport with your audience. Remember the five phases of persuasion, and use them all in the process of selling your idea to your audience.

### **Step 4 – Practice**

The best public speakers of all time became so because of many hours of practice, practice, practice. Even if you will only be making a short 10 minute presentation in front of your social club, you will have a better impact that could lead to better things by giving it professional attention. Every hour of practice will enhance your ability to give future speeches, so no amount of practice is too much. And since your practice will always improve your ability to speak even in a 1-to-1 situation, you have good reason to give it every minute you can.

For the absolute best results, get a camcorder and video-tape yourself as you practice. This will give you the opportunity to listen to your speech objectively and notice how well you communicate the emotions and make your points.

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## Persuasion Example 4: Seduction

Many people feel that it's our relationships with others that make life worth living. Life can be hard, and it's always good to know that you've got someone to go home to. But when you're single and without a partner, you need a plan to attract the person of your choice. That's where seduction comes in, as you persuade that special someone that you are *their* best choice.

It's a popular notion that seduction is solely about casual sex, and those who seek to seduce are akin to predators on the hunt. There are certainly those who fit that description, seducing one attractive stranger after another. However, the majority of those involved with seduction are merely trying to start a long-term relationship with one very special person.

The process of seduction is the same, and doesn't take much time when you apply your skills as a power persuader. When you consider how many people believe in "love at first sight", and the sudden transformation of friends into lovers, you realize just how ready people are to quickly fall in love, even if they've known you for years.

### **Step 1 – Choose Your Prospect**

Whether you are looking for a one-night stand or a lifetime relationship, your first step is to choose someone to seduce. Rarely is it a good idea to choose a partner based solely on their appearance. Even a one-nighter can be fraught with disappointments when personalities clash. The longer you want the relationship to last, the more you want to have in common with your partner. You want someone who likes to do the same things you do, who enjoys a similar level of physical activity, who matches you on an intellectual level, and sees the world the same way.

### **Step 2 – Prepare Yourself**

This may be a good time to review the section on Preparing To Persuade. To successfully seduce another person, you want to have all factors in your favor. Pay attention to your appearance, your mind set, your body language, and especially your charisma. These will go a long way to establishing a good first impression on your prospect and will positively influence the outcome.

### **Step 3 – Get Your Prospect's Attention**

In this example, I'm going to use the AIDA persuasion formula. You could choose another formula and get similar results. To get your prospect's attention, you have many options available to you. The two pathways that get the best results are humor and sincerity. Whichever you choose will set the initial context of the encounter.

Humor works because it shifts your prospect's state out of the ordinary and gives you the option to skip a lot of steps in the seduction process. The fun context created by humor is appreciated by any prospect who feels that their life is filled with too much stress.

Humor is more than just telling jokes, but can also include such things as a unique viewpoint on various topics, a fun carefree approach to life (i.e.- not taking yourself too seriously), and the ability to stay neutral even when being attacked.

Sincerity is almost the opposite of humor, in that the use of humor often involves exaggerating things out of proportion. Sincerity is deeply appreciated by prospects who feel that they can't count on the people in their lives.

It's possible to approach your prospect with humor to get their attention, and then shift into sincerity. This is the best approach when you don't know your prospect.

With either approach, you have complete freedom to include embedded commands, state shifting words, and other techniques to create an instant bond with your prospect. Embedded commands such as "you like me", "feel comfortable", "become interested", or "be attracted" all work very well in an attention getting opening line.

The following examples are definitely non-standard, which will grab your prospect's attention and make them want to hear what else you have to say.

*"Have you ever met someone for the first time and **instantly feel a close connection** that seemed to suddenly become irresistible?"*

*"Do you think it's possible for two people to meet in a place like this and **fall madly in love** with each other?"*

*"Please don't take this the wrong way, but when I notice someone the way I've noticed you, I just have to take the time to **get better acquainted**."*

#### **Step 4 – Find Your Prospect's Interest & Create Rapport**

Once you've got your prospect's attention, it's time to find one or more points of interest that you can use to turn up the heat of desire. This is where you get your prospect talking. Don't be afraid to ask lots of questions, since questions show a person that you are interested in them and value what they have to say. In NLP this is known as eliciting values. Find out what's important to your prospect. You will use this later when building desire.

This is also the phase in which you create rapport with your prospect through mirroring and matching as well as pacing your prospect with statements about what is obviously true. Talking about the room and table at which you sit may seem like mindless chit-chat, but it has a powerful effect on your prospect's subconscious mind. The more you get your prospect talking, the more you can pace their thoughts instead of the observable facts of the environment.

The goal of this step is to get your prospect thinking "This is someone I can trust."

#### **Step 5 – Build Desire**

Obviously, we are applying persuasion to a situation where emotions are the only thing that matter. How your prospect feels about you and the idea of connecting with you will

determine whether they choose to continue the experience with you or not. The stronger the desire your prospect has for you, the better.

At this stage of the seduction process, you have free reign to use any technique that you feel comfortable with to elicit the emotions of desire in your prospect. But before you go right for your desired outcome, you might want to build a solid foundation for it first. Get your prospect comfortable with you first, then create a sense of familiarity that will lead your prospect to feeling as if they have been with you many times before. After that, you can continue to shift them into downtime and elicit the emotions of attraction, destiny, desire, and even lust.

The general idea is to build from a foundation of comfort and relaxation to the highest level that will lead to your goal being realized. There are many pathways to your goal. Consider the following chain of emotions as an example.

1. Comfort
2. Relaxation
3. Interest
4. Familiarity
5. Attraction
6. Fascination
7. Emotional Connection
8. Desire
9. Passion
10. Lust

Not everyone needs to go through all of these stages. You can even use a completely different chain of emotions that includes other emotions. Whatever chain you use, start with relatively easy emotions that would be expected in the current situation and gradually move to more intense emotions that are closer to your goal.

As you elicit the emotions in the chain towards your goal, you will want to spend as much time as it takes to allow your prospect to fully experience each emotion. Telling your prospect stories about yourself and people you know is an excellent cover for the use of the Pink Elephant Principle, metaphors, and embedded commands.

Use your skills as a power persuader to make your prospect feel good about being with you and the idea of continuing the experience. Give your prospect whatever experience they need, based on how you've classified them on the personality scales and what they've told you. Continue to build the emotional fires of desire until you perceive that they are ready.

### **Step 6 – Moving Forward**

Depending on whether your prospect is a leader or a follower, this is where you either lead your prospect into the desired outcome, or suggest that they take the next step. If the preceding steps have been successful, then your prospect will gladly move forward with you.

If not, then you will soon find out what was missing. This does not mean failure, as you can always move back and pick up at an earlier stage, correcting the problem and trying again.

## Persuasion Example 5: Self-Improvement

Many times we would like to change some aspect of our own personalities. Perhaps it is a matter of increasing our self-confidence or motivation. Maybe it's a matter of changing a bad habit, such as smoking, procrastination, or foul language. However you'd like to change yourself, you have the perfect tool to make it happen. All you have to do is sell yourself on the idea of a new way of life.

This is actually easier than it may first appear. We've already covered the persuasion process and the various persuasive formulae that are used to sell an idea. In our first persuasion example, we even covered how to create marketing materials to persuade people you're not able to meet face to face. All we have to do is combine the concepts to create truly powerful self-improvement materials.

The basic concept is that you can change any aspect of your personality, including habits, by selling your subconscious mind on the idea that you are the type of person you want to be.

You could choose to create printed material that you place in visible spots around your house, such as on the bathroom mirror, refrigerator, front door, or various walls in the house. These will need to feature short, impactful phrases that your subconscious mind will notice and respond to as you go about your normal daily routine. I call such materials 'Not So Subliminals' since they use the concept of subliminal messages, but are in full view, open to inspection.

Another approach would be to create an audio recording where you give a persuasive presentation on the ideas you want your subconscious mind to accept and act upon. With an audio recording, you simply set aside some time each day to listen, and the recording reprograms your subconscious to accept the new behavior traits. A video recording can work just as well, and gives you the additional opportunity to use subliminal gesture associations you learned about here in this course.

As far as creating the recording, you will not be surprised to realize that you will use the same processes to create rapport, shift state, set context, distract the conscious mind, and deliver the persuasive messages. Because you can assume that your prospect will not be against the idea of being sold, you can also use overt persuasive messages to prove to yourself of the validity of the desired changes.

Record yourself talking about the benefits of making the desired change. Tell yourself about all of the wonderful experiences that you will have once the change has been made. Talk about the discomfort of not changing, and the resulting pain that could occur if the changes are not made soon.

The more you listen to your custom recording, the more you will find yourself naturally changing to become the type of person you want to be.

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## Appendix A: Hypnotic Power Words

These are words that generally evoke emotional responses from most prospects.

absolutely	complete	epidemic	happy
acclaimed	comprehensive	excellent	helpful
alert	compromise	exceptional	heritage
allure	confidential	excitement	highest
amazing	conquer	exciting	huge
appetizing	crammed	exclusive	hurry
applause	crazy	exploit	imagination
approved	critical	exponential	imagine
assured	crucial	famous	immaculate
astonishing	danger	fantastic	immediately
attention	daring	fascinating	important
attractive	dazzling	favorable	improved
authentic	deluxe	finally	income
automatically	destiny	first	incredible
barnburner	dirty	flourishes	in-depth
beautiful	disappear	focus	ingenious
billboard	discover	fortune	innovative
birth	distinguished	free	insatiable
blockbuster	dynamic	freedom	instant
bold	dynamics	full	instantly
bonanza	eager	generous	intensity
boom	easy	genuine	invaluable
booming	effective	giant	ironclad
bravo	electrifying	gift	irresistible
breakthrough	endurance	gigantic	kill
challenge	enhanced	greatest	largest
challenging	enormous	growth	latest
colossal	enterprising	guaranteed	leading

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legendary	pioneering	scarce	timely
liberated	popular	secret	today
lifeblood	power	sensational	trailblazing
lifesaver	powerful	sex	tremendous
lifetime	practical	shrewd	trick
lively	price-buster	simple	true
longevity	profit	simplistic	ultimate
love	profitable	sizzling	unbeatable
lucky	profitable decision	skyrocket	uncommon
luxury	promising	smart	unconditional
magic	proven	special	unforgettable
mania	quick	specialized	uninhibited
marvelous	rare	stardom	unique
masterpiece	rejuvenating	startling	unlimited
mega-watt	reliable	stop	unlock
millionaire	remarkable	strange	unmatched
miracle	reminiscent	strong	unparalleled
money	renewed	stubborn	unsurpassed
monumental	renowned	success	unusual
naked	results	successful	upscale
nest-egg	reveal	suddenly	urgent
new	revealed	super	useful
nostalgic	revealing	superior	valuable
novel	revolution	surefire	warning
now	revolutionary	surging	wealth
obsession	reward	surprise	win
opportunities	rich	surprisingly	wonderful
outstanding	right now	survival	yes
overwhelming	rock bottom	system	you
pay dirt	rush	technology	young
perfect	slash	tempting	
phenomenal	safe	terrific	
pioneer	save	tested	

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## Appendix B: Hypnotic Phrases

Here is a list of 40 hypnotic phrases that have a unique tendency to automatically focus your prospect's mind on what you want them to think, feel, imagine, etc. Many of these phrases are based on presuppositions and use the Pink Elephant Principle to experience what is said in order to understand your message. By slipping these and other similar phrases into your communication, you multiply your persuasiveness.

The general rule of using these phrases is to insert an embedded command or a description of something you want your prospect to imagine. You can even combine multiple phrases within a single sentence to stack the effects on top of each other, thus making your suggestions staggeringly effective.

### **Presupposition Phrases**

Find yourself...

As you...

When you...

While you...

You might...

You could (certainly, easily, quickly, etc.)...

It's like you're...

Some people can...

A person (can, could, should, etc.)...

Some people (can, could, should, etc.)...

It just makes sense to...

I invite you to (notice, realize, picture, imagine, etc.)...

I like how you...

I don't know how you...

### **Questions to Direct Focus**

Have you ever...?

Would you ever...?

How would you...?

I'm (curious, wondering, etc.) if you...?

What would it be like if...?

Can you imagine...?

Do you think it's possible that...?

Could you...?

How do you...?

Don't you...?

Aren't you...?

What will you do when...?

Would you be (curious, surprised, excited, etc.) to know that...?

Are you (curious, surprised, excited, etc.)...?

What is it that...?

Who would...?

If you were to...?

If you could...?

### **Persuasive Judo**

You shouldn't...

Try not to...

You don't have to...

It's not necessary to...

I wouldn't tell you to...

Don't... (think, say, feel, hear, etc.)

You can't...

You won't...

You aren't...

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