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The Cleveland institute Trust  
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**Social Engineering Technology™**  
*Featuring: The Cleveland Method™*

**Master Practitioner Review**  
Plus Social Influence Skills

Your Key to: Personal Change, Personal  
Success and Prosperity

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Trainer

# *Eliciting and Utilizing Criteria*

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## How to elicit and use criteria

Remember the key question to ask is:

**What's important about \_\_\_\_\_ ?**

Generally you'll ask about 3 times to establish an order of importance.

{Block? Ask "so what's the point?"}

3.	_____		
2.	_____	Name	_____
1.	_____	Subject	_____
3.	_____		
2.	_____	Name	_____
1.	_____	Subject	_____
3.	_____		
2.	_____	Name	_____
1.	_____	Subject	_____

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2. \_\_\_\_\_

1. \_\_\_\_\_

3. \_\_\_\_\_

2. \_\_\_\_\_

1. \_\_\_\_\_

3. \_\_\_\_\_

2. \_\_\_\_\_

1. \_\_\_\_\_

# *Pacing and Leading*

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Recall that the basic pattern for Pacing and Leading is:

**Pace, Pace, Pace, Lead**

**Pace, Pace, Lead**

**Pace, Lead**

**Lead, Lead, Lead . . .**

Usually you won't use this entire pacing and leading pattern unless you are giving a speech or have the ability to speak uninterrupted for a bit.

Here are some examples of this pattern:

1. As you sit there, listening to the sound of my voice, thinking about the ramifications of what I'm saying, you'll find yourself starting to think, "you know, he's really got a point". And as you start to think that, and I continue speaking, you'll become convinced that in fact what I'm saying is right. As you make that decision now, you'll quickly move forward to several times in the future when having made this decision was a great thing to do. Then you can see your future, full of all the bright and powerful results that you'll continue to have and all because this makes so much sense.
2. As you read each word of this letter, letting your eyes move rapidly or slowly across the page, you'll find yourself becoming excited about taking action to change your life. This realization, becoming more and more important to you by the second, is true for the many reasons that it has been for this long. And since this is true, you'll find yourself getting more and more compelled to take the action I'm going to suggest you take at the end of this letter.

This pattern will usually be used in the simpler and less wordy variety. The easiest way to think about this is in the:

**Cause and Effect Pattern**

**X causes Y**

Usually the X is a Pace and the Y is a lead. Here are some examples of this pattern.

1. Listening to me causes you to get this material.

# *Cause and Effect*

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2. Thinking that you might object to what I'm saying, causes that thought to disappear.
3. Looking at me that way creates deep bonds of trust in a way that enables you to put me in the location of a mentor in your mind.
4. Having strong feeling about what you're hearing, even if you're not yet aware of having them, justifies your continued allegiance to our program.

## **Implied Cause and Effect**

### **As X, Y**

This pattern is somewhat more subtle than the cause and effect pattern. Once again the "X" is usually a pace and the "Y" a lead. Here's some examples:

1. As you apply yourself to learning these patterns, new ways to organize them will become obvious to you.
2. As you find more and more ways to succeed in your business or profession, you'll incorporate not only good time management skills but an increased drive to do even more than you ever thought possible before.
3. While you experience the power of my words, your unconscious is linking your success to the necessity of continuing to do business with me. (Not a bad sentence huh?!)
4. During your employment here, you'll find yourself thinking and putting into effect more and more ways to profit our company.
5. Since you naturally experience trance on a regular basis, you understand how to go into one when ever you'd like to - NOW, you're unconscious can create that experience in a new and interesting fashion to let you become aware of some of the more effective uses that you can put your trances to work

# *18 Most Powerful Words*

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## **Naturally, Easily, Unlimited**

Remember that anything that comes after one of the 18 most powerful must be accepted as true in order to make sense of the sentence - and naturally, this is what makes these patterns so powerful.

1. Naturally, the power of these types of language patterns effects even the most trained person.
2. As you continue to easily find me more and more desirable. Naturally you'll start to visualize us together in just that way that pleases you while creating long term commitment in your mind.
3. While you consider the full scope of the unlimited potential your unconscious contains, you'll either slowly or rapidly become aware, from among all those potentials, of the one or two that will take you to a whole new level as a result of this discussion.
4. Have you discovered just how easily you begin to think just like I've been suggesting?
5. Are you naturally or automatically finding your unconscious and your will going along with the concepts I've been discussing - or is your will already searching for applications you'll soon find yourself engaged in just as I've suggested.

## **Aware, Realize(ing), Experience(ing)**

1. Are you aware of the decision that has been lurking underneath the surface that will compel you to get involved with all I'm teaching now?
2. Do you realize the potential for advancement this job offers you?
3. Do you realize how much pain you'll be experiencing if you don't do what I've suggested?

## *18 Most Powerful Words*

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4. Are you experiencing a growing excitement - perhaps one that you can't quite explain or have no justifiable reason for - but that none-the-less persists anyway?
5. As you start to think about what you'll be experiencing as you go into a trance, I'd like to focus your conscious mind on some pleasant event that it can recall, becoming completely absorbed in that event, while I speak with your unconscious MIND - Because by now, you're starting to experience the pulling sensation to go to the next level of experience profound trance now so that you uncover your need to support me by doing all that it takes to enroll people in my upcoming courses and really work to make me happy so that you can continue to enjoy success in the way that's most meaningful to you.

(OK, so I'm going off the deep end a bit, but thought you'd like to see how it could be done.)

### Before, During, After

1. Before you become aware of your decision to join today, I'd like to discuss some of the specific benefits that apply to this membership.
2. During the time you're sitting in this audience or while you're remembering sitting in the audience, your unconscious will be organizing your experience of all of this to not only cause you to be incredibly impressed it will also show you why you need to continue your study with my home study course and extended personal training. Before we make your conscious mind feel good about that as well, I'd like to teach you two specific ways to make your prospects feel good about you and what you are presenting as well. Would you like to learn that?
3. After you realize and experience the growing desire in you to purchase the entire line of martial art video's in my ad, you'll all of a sudden expand that desire to train with me personally as well.
4. Are you aware of experiencing the necessary thoughts that precede you having incredible joy as you sign this earnest money agreement now? Oh, and by the way, did I tell you that the owner can close as early as 45 days if you want to?

# *18 Most Powerful Words*

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## Among, Expand, Beyond

1. Can your thought expand to realize the potential that this offers you to create the kind of success you've always wanted to have?
2. Beyond anything you currently understand and recognize, you really are getting the help you desperately need here. Have you started to become aware of it yet?
3. Do you realize that among the people here in this room, you may be one of the leaders who recognizes this opportunity and makes millions with it? Do you?
4. Among the reasons why you realize that purchasing this course is the proper next step, NOW, one will stand out that, as you expand on it's implications in your mind, you'll realize why you are getting even more motivated than ever before.

## Because . . .

While I did label the word "because" as one of the 18 most powerful words, I didn't put it into it's own category. For our review, I want to really call your attention to it, however, because it has quite an impact on the listener. As you know, it falls into the category of cause and effect words.

This is one of the best words to put after what you are requesting. It doesn't even matter if what you say after the word because makes much sense. In fact, sometimes it helps for what follows the word "because" to be less than logical. This is because once you have made your point (al la Polya and plausible reasoning), if you keep adding reasons for your argument, beyond what it takes to substantiate your argument, it'll only take one counter example to break your argument.

1. Could I please cut into line because I have my car parked in a no parking zone outside.
2. I'd like you to go ahead and enroll in my next course because of all the reasons your unconscious is identifying right now for you.

# *18 Most Powerful Words*

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3. I'll buy the car if you give me a \$2500 discount because that will make my payments come out right for me.
4. That's a good idea, because it forces you to look at the different perspectives involved and still come to the conclusions I suggested.

## Quotes

You can use the quotes pattern to say something to someone that you might not ordinarily get away with saying. Or, you can also use it to hide suggestions effectively.

1. I was in a situation once just like this. The trainer came over to me and said, "you really want to take this course don't you"? I said that I did. He said, "well, just go ahead. I know enough about what you're looking for so that I make sure personally that you'll get it, OK?" So, I did it.
2. If I were in my shoes, I'd tell you to be quiet and stop interrupting or else.
3. A client told me of an employee who had a friend who came into a situation just like this and he said, "look, do this for all the reasons that are important to you, not just because I want you to" - and the man looked back at her and said, "well, when you put it that way, it makes sense, doesn't it?"
4. A famous man once said (point to self), "following the leader is silly unless the leader is shown to have fore sight and skill in accomplishing the goals he sets not only for himself, but for the group he is leading (point to group) as well.
5. A friend of mine once experienced a difficult break up and she was skeptical about getting involved in another relationship quickly as well. But like she said, "I really like you and if you don't take chances in life, what will you gain?"

You can use this pattern to install any suggestion in another person that you want. Your commands can support what is perceived by the conscious mind as the message, or they can present a different message altogether. Either way is effective!

# *Hidden Directives*

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Here are the keys to effectively create Hidden Directives.

1. Pause before and after the directive.
2. Change your tonality (generally deeper) to set the directive off.
3. Change your volume either louder or softer to set the directive off.
4. If desired, gesture along with the command to mark it stronger.

Keep in mind:

- A. Use lots of commands in your language.
  - B. Let your commands flow in sort of a rhythm.
1. As you listen to what I say, letting your mind focus on what I'm saying, you'll start to discover a powerful connection between us. It's as though your focus begins to narrow down, so you see me, zoomed in on perhaps my face. And as you listen closely considering what you're hearing with agreement while your unconscious just takes it all in as specific instructions for it to follow, you, enjoying the sensations more and more, find yourself thinking and acting in ways that support all your unconscious is hearing - NOW. this not only becomes fun, but the feeling of needing to continue to hear the next idea, the next suggestion is simply understood as a natural response, a welcomed one, as you become more and more relaxed.
  2. By now Jack, you're understanding more and more my position. And have you noticed that simply understanding it gives it more and more credibility?
  3. I won't suggest that you buy this car or that you buy it today, because your decision to buy it will become obvious in a personal way to you. And you don't need to let me in on what it is - NOW do you?
  4. So listen, STOP, and start to understand how to just listen in an unconscious way, a way that enables you to bypass resistance to what I'm saying. AND, while you're unconscious locks on to this, it's time I ask you how I can help you tonight?

# *Misc. Patterns*

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## Conversational Postulates

Asking a question where you really don't want an answer, you want a behavioral response.

1. Is this a good time to begin your trance?
2. Does anyone {else} want seconds? (where you do)
3. Is it possible to make it cooler in here?
4. Are you aware of how change takes place naturally as we talk so that you're already starting to feel much better and accomplish your outcomes with far greater speed?

## Hidden Questions/Softening Questions

The three questions to use here are:

1. I'm wondering whether. . .
2. I ask myself if. . .
3. I'm curious as to. . .

I'm wondering whether you've already been able to stop and go inside and start hearing what you need to hear to fall madly in love with me now.

# *Misc. Patterns*

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## Single Binds

The format for this is: **The more you X, the more you Y**. Generally, the X is a pace and the Y is a lead.

1. The more you understand, the more you want to participate.
2. The more you disagree with me, the more in agreement you are becoming.
3. The more you naturally utilize the suggestions I'm giving you at the unconscious level, the more aware you become of the success you are looking for in your life.
4. The less you think about what you're hearing, the more you'll find yourself in agreement with all I'm saying - unless thinking about it causes you to agree even faster. (this is basically a double bind)

## Double Binds

The format for this is: X or Y where either one is the same only worded differently.

1. I'd like you to go out with me this Saturday night and let's go dancing, unless you prefer a more quiet evening. Then we could just go to a movie. Do you have a preference?
2. Whether you are aware of naturally going along with all I suggest or you actually have to convince yourself that each of the points I've made fit into the way things are, I really won't know. You'll discover that soon enough for yourself I'd imagine.
3. After the next pattern I teach, you'll either discover that instantly, you get how to use these very powerfully, or an idea or two will pop into your head that perhaps you haven't thought about for awhile that'll enable you to find even more success with the application of these patterns.

# *Specific Questioning Tactics*

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## Distortion

There are three types:

1. Lost Performatives - when you talk like everyone has the same model of the world as you do. As in - "A salesperson just isn't what they could be without these patterns".

The challenge is: According to Whom - or - Who Says?

2. Mind Reading - When one person claims to know what another is thinking without having direct sensory evidence of it. As in - They don't understand me.

The challenge is: How do you know?

3. Cause and Effect - A statement that some action by one person makes another person do, think or feel something. As in - "When I get threatened by a person, I have to yell at them."

The challenge is: How does X cause Y

## Generalization

1. Model Operators - These express the rules we live by.

A. Necessity - Have to, Ought to, Should, Need to, Must

B. Possibility - Impossible, Unable, Possible, Probable

The challenge is: Just suppose you can. . . or What would happen if you did or did not.

2. Universal Quantifiers - words like, all, every, never. As in, every one in this room is capable of tremendous success.

The challenge is: say the UQ (Universal Quantifiers) back to them in an exaggerated way. Like, EVERY ONE? or reverse what is said and put it in their words.

# *Specific Questioning Tactics*

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## Deletion

1. Nominalization -turning a process into a thing. As in - That decision is a limiting one.  
{^ also a generalization ^}
2. Unspecified Verbs - Descriptions that don't supply enough information. As in - That was a boring book.  
  
Challenge - How specifically \_\_\_\_\_ .
3. Lack of referential index - when the speaker deletes who is being referred to. As in,  
Everyone wants training this good.  
  
Challenge - who specifically or what specifically \_\_\_\_\_ .
4. Simple deletion - a catchall category to recover any other deletions. As in, This is difficult.  
  
Challenge - Who(m) or what specifically \_\_\_\_\_ .

# *Specific Questioning Tactics*

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## Time Released Suggestions

The basic idea is to take a suggestion or a commitment to something, then bring up a future event and tie the decision or suggestion etc. to that future event. Thus the future event reinforces the initial suggestion or commitment or decision.

List some examples of this here:

- 1.
- 2.

## Military patterns

1. What would happen if, because
2. When would now be a good time
3. Just suppose

# *Social Influence Reciprocity*

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## The Six Principles of Social Influence

1. **Reciprocity**
2. **Scarcity**
3. **Authority**
4. **Consensus**
5. **Consistency and Commitment**
6. **Liking**

### Reciprocity

**The Rule - When you give someone something - no matter what it is - people feel a need to give you back something - of like kind. This is the way society keeps things in balance.**

By being the first to give, you can set the tone for the way you want to be treated in any relationship.

The three rules of Reciprocity:

1. Be the first to give service.
2. Be the first to give information
3. Be the first to give concessions

# *Social Influence*

## *Reciprocity*

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### Chinese Stratagems of Interest

#### **Strategy 10 - Knife Hidden Under the Smiling Face**

By inspiring trust in an opponent, they will let down their guard.

An example is Pearl Harbor. Right up to the last minute, Japanese diplomats did everything they could to assure the U.S. that they wanted peace. At the last second, they showed the knife behind their smile (assurances of peace).

As Chin-Ning Chu says in The Asian Mind Game. "Beware of smiling faces and effusive displays of friendship at the negotiation table.

You see this used by Asian people (no offense or slight meant to anyone of Asian Culture) often when they come to America and call Americans "friend" while looking at a car to buy etc. Then when it comes to the negotiation, they expect that they be given an extremely good price because of their "friendship".

#### **Strategy #17 - Trade a Brick for a Piece of Jade.**

This is the strategy of convincing someone that your "brick" or to apply it to the principle of Reciprocity, your favor or information or concession, is worth far more than it is actually worth. Depending on how you frame what you do, you may well be able to get more for your favor than it may ordinarily be worth.

Each year Asian countries send delegations to the U.S. to purchase grain. They purchase it from one major broker. They then travel to each of the brokers offices in the different states for "publicity opportunities". This way, politicians in each of the states or local territories can take credit for bringing all this business to their area, thus making the politicians look good.

This gets the Asians "brick", or price they pay for the grain, the value of Jade, or political influence in the U.S.

#### **Strategy #30 - Provoke Strong Emotion**

The ability to provoke strong emotion in another gives you the ability to control them. Consider state elicitation and Anchoring. The ability to get a soldier to face death without fear or die for his country is dependent on how well his anger and hatred are aroused and directed. Consider the

# *Social Influence*

## *Scarcity*

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"Red Army". And all the images that come to mind that we were programmed to believe in connection with the words, communist or Russia etc.

Use this strategy to elicit strong emotions from the person you are doing something for, thus creating additional value on your side that soon they'll have to reciprocate for.

### **Scarcity - The Rule of the Rare**

**The Rule - As objects of value become less available, they increase in value.**

Genuinely scarce information is far more valuable than easy to get or readily available information.

A lot of information or services we provide is unique or exclusive or not readily available to the public. Make sure and point this out in your dealings.

The Three Principles of Scarcity:

1. Emphasize genuine scarcity
2. Emphasize Unique Features
3. Emphasize exclusive information

### **Asian Strategies of Interest**

Strategy #31- The Beauty Trap

Often to get what they want, a woman will be offered to "sweeten" the deal. Since beauty is basically a rare commodity, and can't often be had when ever desired, it possesses power that can be wielded. By offering beauty in the form of a woman, they are potentially supplying a "scarce" item of pleasure at a time when it may most be valued. This also plays on reciprocity.

# *Social Influence*

## *Authority*

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### **Authority- Showing Knowing**

**The Rule - It is believed that authorities will provide us with real, accurate, necessary and dependable information.**

We need to accept that information and act on it if we are to be successful or correct or legal etc.

We are conditioned to accept the power of authority from birth. Here are some examples: The doctor rushing into the emergency room and ordering everyone to stand aside so that he can determine what is needed - red flashing lights in your mirror - a police officer directing traffic or a person that allows children to cross the street by holding a flag and directing traffic - The necessity of submitting to the state for a drivers license, marriage license, business license etc., a judge giving a ruling, etc. These have all been conditioned into us either via direct experience or through television, movies, the media and/or stories conveyed to us by credible others.

The four principles of authority:

1. Establish your position through professionalism
2. Establish your position through knowledge
3. Establish your position through your credentials
4. Establish your position through admitting weaknesses at the outset

### **Asian Strategies of Interest**

Strategy #18 - Defeat the Enemy by Capturing Their Chief

This strategy, while not directly allowing us to create authority, does point out the power of authority. This strategy also applies to several other rules of social influence such as reciprocity. The key here is to discover what the chief wants then give it to him or her. This ability is based on your ability to understand the chief. Remember meta programs, criteria etc.

# *Social Influence*

## *Consensus*

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Guard against your own "capture" by someone else exerting authority over you.

"Know yourself, know your opponents; one hundred battles, one hundred victories". Sun Tzu  
Bing-Fa

### **Consensus - People Proof, People Power**

**The Rule - When people don't know what to do in an unfamiliar situation, they look to others actions and behaviors for an answer.**

When other people, especially groups of others, or important (authority) others do something, we tend to believe that it is the right thing to do. Our country is based on the rule of the majority. As kids, we voted to determine our activities - and the majority ruled.

Letting the people you want to influence know that others like them are doing what you are suggesting.

The three principles of Consensus:

1. Direct people by providing information on trends and similar mass movements of others.
2. Direct people by showing examples and evidence of others past successes.
3. Direct people by using testimonials

### **Asian Strategies of Interest**

See Strategy #7 - Create Something From Nothing under Consistency and Commitment.

Strategy #6 - Display Your Forces in the East and Attack in the West

# *Social Influence*

## *Consensus – Consistency ...*

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This strategy, while again, not directly showing how to create Consensus, definitely shows the power of using it.

The power of this strategy comes from the fact that if "consensus" holds that you are going to do one thing (your feint), people will believe and act accordingly. Thus they are genuinely surprised when your "attack" comes from the West.

## **Consistency and Commitment**

**The Rule - Consistency of behavior, thoughts and words is very valuable and we strive for it.**

This enables us to change our behavior to get what we want because we "know" that others behavior will be consistent. When others don't act with consistency, we perceive discomfort and anxiety.

After people purchase tickets at a race track, they believe that their horse has much higher chances of winning - where before purchasing the tickets, they only believed the horse had an average chance of winning. They act with consistency with their commitment (ticket purchase).

The five principles of consistency and commitment

1. Start small and build. (pacing and leading)
2. Start with existing commitments
3. Start from public positions - what they've already admitted to
4. Start from voluntary commitments
5. Elicit and utilize criteria

# *Social Influence*

## *Consistency & Commitment*

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### **Asian Strategies of Interest**

#### Strategy #7 - Create Something From Nothing

Among other things, this strategy shows the power of pacing and leading.

In A.D. 755 An Lu San's army attacked a city in the Henan Province (no, I don't know where that is). This army's forces were superior to the Emperor's forces inside the city. The city was commanded by Zhang Xuen, and he decided he would defend his city to the last man.

The cities commander ordered many thousands of straw men to be made by the inhabitants of the city. The straw men were dressed like soldiers and then tied to ropes and lowered over the city walls.

An Lu San's soldiers thought these were real soldiers preparing to attack, so they fired hundreds of thousands of arrows and the them.

Zhang's soldiers pulled the straw men back up, taunting An Lu San's soldiers and thanking them for all the arrows.

After a little time passed, Zhang ordered five hundred real soldiers to be lowered over the walls. An Lu San's soldiers didn't shoot because they thought it was another ploy to make them waste arrows.

The real soldiers proceeded to charge the enemy outside the city and defeated them.

Another example of this is during the Korean war the Americans and the Chinese often faced each other from their respective positions for long periods of time.

The Chinese would rattle empty cans at night to make noises to upset and disturb the Americans.

After a time, the Americans would grow used to the noise. At this point the Chinese would attack using the cover of banging cans.

# *Social Influence*

## *Liking*

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### **Liking**

**The Rule - People trust and are influenced by who they like.**

The four principles of liking:

1. Use all the Rapport principles you've learned
2. Find areas for genuine compliments
3. Discover similarities between you and the person you're influencing
4. Find opportunities for cooperation

### **Asian Strategies of Influence**

See Strategy #31 - The Beauty Trap - on page 17, Scarcity