



# Welcome to The Power of Hypnotic Persuasion

## The Hypnotic Secret David Knight Hypnosis

*David Knight*  
HYPNOSIS

The British Academy of Hypnosis  
Part of the Knight Hypnosis Group  
[www.DavidKnightHypnosis.com](http://www.DavidKnightHypnosis.com)  
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**Welcome.**

Welcome to the mind persuader programme. The aim of this programme is to give you an understanding of how The Persuaders have the ability to tap directly into your subconscious mind taking control of your every thought! Don't under estimate the power of the hypnotic media and how they can persuade and even manipulate us all.

The following programme will teach you the secrets of the mind and you will discover exactly how the mind works and how it takes its commands. Understand this and you will see how it is possible to persuade.

This manual is powerful reading and will give you the secret keys to persuasion. These secrets will take you from being one who is persuaded to one who has the ability to persuade.

Persuasion is neither good nor bad. Persuasion when used correctly can be for the good of all. Persuasion becomes manipulation when you use it for the bad of your intended target.

Use the new skills that you will learn to prevent others persuading you and allow yourself to become a persuader of good.

Yours sincerely,

*David Knight*

David Knight. B.A.Hyp.

The Mind Persuader.

# **The Mind Persuader Program Contents**

## **Chapter One – How Persuasion Works**

The Art of Persuasion – Page 5

The Rules of the Mind – Page 9

The Mind – Page 10

The Power of Hypnosis – Page 24

Learned Behaviour Programming – Page 26

The Mind Filters – Page 30

Our 5 Survival Motivators and 20 Desire Motivators – Page 34

Covert Mind Persuasion – Page 38

Covert Persuasion and Sex– Page 47

Secret Persuasion Chemicals – Page 52

The Survivor – Page 58

## **Chapter Two – How to Persuade**

6 Secrets of Persuasion – Page 62

16 Action Steps That Persuade – Page 70

The Power of Anchors – Page 89

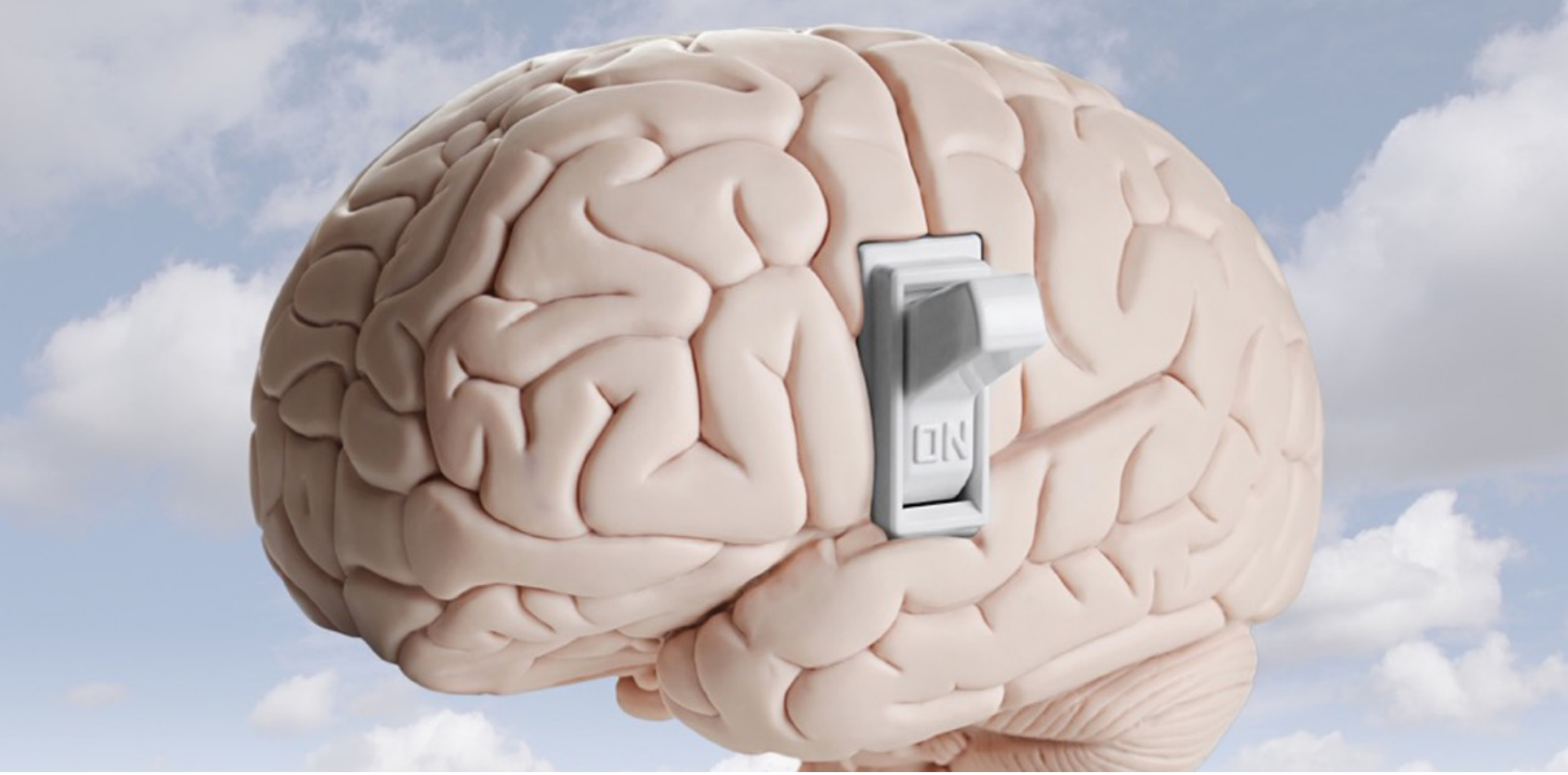
14 Master Keys to Persuasive Selling – Page 94

Persuasive Public Speaking – Page 112

Feedback through Body language – Page 120

The Summary – Page 129

The Quantum Gift – Page 131



# The Power of Persuasion

## Part One

### How Persuasion Works

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## **The Art of Persuasion.**

Let's start by looking at what persuasion is and the difference between persuasion and manipulation.

If you start to manipulate people, you will be aware of what you are doing and so will they.

Manipulation is manipulation where as persuasion is very different. Persuasion is simply leading a person down a path to their most logical conclusion, which happens to be one that you also share.

Persuasion is simply presenting information in a way that silently helps people match their expectations to a required outcome.

When children use those cute eyes and tone of voice to persuade their parents to buy them ice cream they have passed their first exam in the art of persuasion. As we get older, our persuasive powers may become more sophisticated but the approach remains the same.

We pull heartstrings, assert logic or, if we're particularly ruthless, drop into the conversation a killer fact to send our opponent's resistance into smithereens.

The ethics of this verbal magic are frequently questionable but the power of their secrets are indisputable. Persuasion can be manipulative and brainwashing. Persuasion can also be used to encourage you to buy products, from cars to soap powder.

The fact is, persuasion is powerful but when this power is directed towards noble ends the effects of its strength are awesome and unquestionable.

Whenever you are communicating with a person each word you use could be seen as a form of persuasion.

Simply saying “good morning” to a friend could be suggested to be persuasion. Are you simply communicating with them or suggesting that it is a good morning or using the words in such a way that you are telling them that you are too busy to talk.

It’s not always just what you say but it is always the way that you say it.

You may think that the ability to persuade people will come from learning complicated hypnotic language patterns or NLP techniques to subliminally persuade. And, while those techniques do work, they require a lot of practice.

I prefer to do things that we are naturally inclined to respond to and don't question. Before I go into these advanced tactics, one of the most overlooked subliminal persuasion techniques is your persona. Your persona is a combination of many things, how you look, how you talk, how you sound, how you dress and how you feel about persuasion.

Human beings are always evaluating others and when they see another human being they tend to make an assessment of that person within seconds. Right or wrong the decision is made and it is then very difficult to change their perception. So if you are going to persuade effectively you need to keep a few things in mind.

Everyone likes to talk about themselves. You've probably heard that the best sales people are those who listen most. That’s not quite true. The most effective persuaders are those who ask powerful questions that draw people out and get them to keep talking and revealing more about themselves.

Have you ever had an experience where you were talking to someone and at some point in the conversation you realise that they have done all the

talking and haven't really asked a thing about you? That is exactly what you are shooting for. You've not only created deep rapport (a subliminal persuasion technique) but you've conditioned them to tell you a great deal about themselves. Conditioning the person you are persuading is another subliminal technique that we'll talk more about later.

## **The beginning**

You will find that this program is unlike many of the persuasion programmes available on the market. The reason for this is that as a Master Hypnotist I would like to teach you how the mind works and the exact rules that it follows and from these rules you will learn how and why words can be so powerful.

Once you understand the way that people think you will become a master of the mind and a master of persuasion.

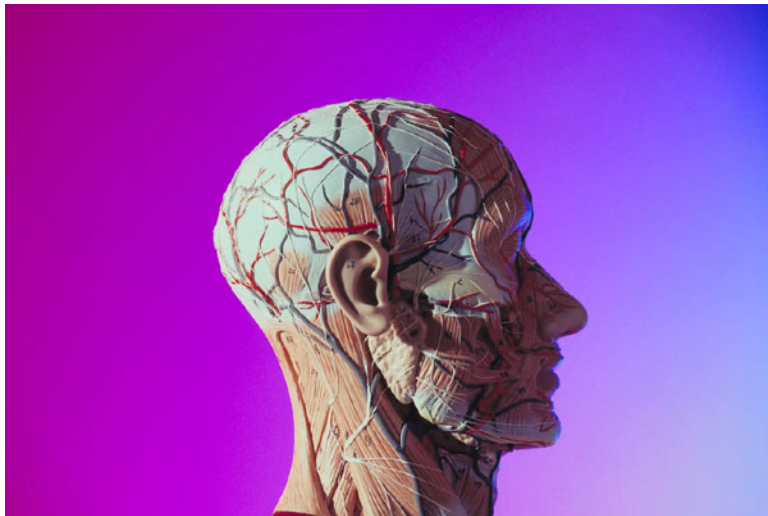
And so we start the programme by looking into the way that our minds work, the way that we think and why we make the decisions that we make.

Over the page we start by looking at the rules of the mind. These are the rules that the mind always follows and an understanding of the following pages will benefit you tremendously.

Enjoy the journey you are about to take. To make the journey through this manual as simple as possible it has been broken down into some very simple steps. Take time to understand each step along the way and the whole program will simple come together.

## **The rules of the mind**

The human brain works in two basic ways and is split into two halves. The conscious and the subconscious, the left and right hemispheres. Left hand side the conscious and the right hand side the subconscious. The left-brain controls the logic and the right brain controls the dreamer state. The left hand side of the brain controls the right hand side of the body and the right hand side of the brain controls the left hand side of the body. Except in left-handed people where the above may be reversed.



The left and right hand side of the brain are linked together by the cortex and in the front of the cortex is a little black box we call the gatekeeper. This gatekeeper controls our judgement and the information that we allow to flow into our subconscious minds.

When we are young our minds are open allowing information freely into our subconscious minds. This allows us to grow and learn quickly. As we are young we believe all that we are told but then as we create judgement through this gatekeeper then we begin to control and judge what we allow into our subconscious minds.

Over the page we will look into these two minds in more detail.



You may be thinking that this program is going too deep and too fast. Don't worry; as you work your way through the program all will become simple and clear.



Persuasion becomes like electricity. You don't have to know exactly how it works for it to work. Just push the button and it comes on. However to become a total master of the mind understanding its workings will be of benefit to you.

## **The mind**

What is mind? What is consciousness? There seems to be no single answer that explains the phenomenon of mind. The contemporary views of philosophy, psychology, neuroscience, quantum physics and cybernetics all come up with different interpretations of mind and consciousness.

It is a bit ironic that something we claim to possess is so hard to explain. If we should one day understand the chemical and electrical processes in the brain completely maybe this would explain mind. But would this understanding account for all faculties including intelligence, consciousness, emotion, spirit and will?

So we cannot understand the mind completely but let's look at what we do know. OK, so we know we have at least 2 minds.

### **1. The conscious mind.**

The conscious mind equals 12% of our total physical volume of the brain and it has control of the nervous system and voluntary action of the muscles.

It accepts or rejects all its information on its own reasoning power, which it has built up from proven knowledge, education and deductions from its own senses.

The conscious mind is the thinking mind. It is the mind you are using right now to read and understand this. It is you; it is the "I"

## **2. The subconscious mind and its functions**

This equals 88% of the brain capacity and has control of the Autonomic Nervous System. Muscles, organs and glands and all other operations that occur automatically are all controlled by the subconscious brain. This brain acts automatically. It cannot argue or reject anything that it is told. It can only work on its present understanding.

This is the secret to the power held by hypnosis and the skilful application by its master. It is 88% of the physical volume of the brain.

The subconscious mind works like a computer. The subconscious mind inspires, guides and is a permanent storehouse of memory. Our mind remembers everything we see, feel and experience but to recall is difficult. It is said that the subconscious mind has a memory capacity of 70-100 trillion images because all our feelings, emotions and experiences are stored within us as an image or sound. Just as a computer digitises everything, our brain does the same.

The subconscious mind never sleeps, never rests and is always on duty because it controls our heartbeat, circulation of blood, regulates digestion, assimilates, harmonises and eliminates. It controls all the vital processes and functions of our body and knows the answers to all our problems. Thoughts are conveyed via the conscious mind to the subconscious by impression made in the brain cells like an image or a movie. It uses every bit of information gathered in our lifetime and draws all the energy and wisdom within us to bring solutions to our problems.

The conscious mind is always very busy and most people can only do one or two things consciously before they begin to make errors. The subconscious mind however can do many hundreds of things at one time with amazing precision and accuracy.

We believe that maybe only 1% of our conscious mind is free at any time but maybe 99% of our subconscious mind may be available.

Now you can see how powerful the subconscious mind really is!

When you work with your conscious mind everything becomes much harder. Let's look at a few examples of this.

Sports are often done subconsciously. Try to swing a golf club consciously and you are heading for failure on the golf course. Look at a pianist who is so much a part of their music, often they don't even know what notes they are playing and even how they are playing them!

Here's a little test for you know. Make sure you have space around you and then put your arms out as if you have just sat in your car and taken hold of the steering wheel. Now imagine that you are parked and go through all the actions as if you are going to pull out of the parking space and drive away.

Did you try it? If you did, did you start the engine, did you check behind you? Did you check your mirrors? Did you release the clutch OK?

Consciously driving is almost impossible and yet when you just get into your car you just drive off without giving it a second thought.

When you do things consciously it is hard, slow and mentally draining!

If you are in a job that you don't like or have to think consciously about decisions you come home mentally and physically drained. Do things that you enjoy doing or pass all the work over to your subconscious mind and you will always achieve much, much more and still be full of energy!

Perhaps a good way to explain the conscious and subconscious mind is to think of it as a computer.

You are the most powerful and advanced computer ever created. Your conscious thoughts are like the keyboard on the computer imputing all of the information.

Your subconscious mind is like the hard drive on the computer. It is the place where all the information is stored.

By understanding these computer systems and the software a person is running you will understand how persuasion is possible.

Discovering that the subconscious mind is all-powerful and follows instructions exactly, instantly and with precision will help you in your quest for persuasion.



## **The mind programmes**

Now we know about the conscious and subconscious let's look at how the mind follows 8 simple mind programmes. These 8 programmes explain the software that the conscious and subconscious are running.

These mind programmes are like the running software installed when you buy a new computer.

***Programme 1. Every thought causes a reaction.***

All your thoughts have a reaction in your body and will affect the functions of your body. Let me explain.

If you are worried about something worry thoughts trigger changes in your stomach that could lead to ulcers. Anger thoughts can stimulate your adrenal glands and the increased adrenaline in the blood causes tremendous body changes.

Anxiety, excitement and fear can change your pulse rate.

In persuasion terms this means any ideas that have emotion will almost always reach the subconscious mind and cause some effect based upon previous reactions. So the same affect will always cause the same reaction, as the subconscious mind cannot reject the information.

**Programme 2. *Expectation will turn to reality.***

We know that your brain and therefore your nervous system responds to mental images. This is the same if the image is self induced or induced by the outside world.

Everything you see or hear becomes the blueprint of your future and the subconscious mind has every means at its disposal to carry out its plan. If you worry you form a blueprint in your mind and even though you do not want to worry, it is too late and your subconscious mind now has the information to act upon and will now start to automatically set about the worrying process. So thinking about the things that you do not want will almost certainly bring them your way.

Some people suffer from chronic anxiety, which is simply a subconscious mental expectancy that something terrible will happen to them.

Yes, you guessed it because they expect something terrible they get themselves in a situation that something does happen and this reinforces the blueprint and the whole thing goes round and round again.

On the other hand we all know of people who have the magic touch. Life only showers them with happiness and good fortune.

We call them “lucky”.

It is not luck it is self programmed expectancy. These people only expect success and with that positive mental attitude success is all that they receive.

The world holds no boundaries only those imposed on it by the lack of creativity within your own mind.



Our physical health is largely dependant on our mental expectancy. Physicians recognise that patients who expect to remain sick, lame, paralysed or even to die usually get what they have asked for. You can try this one out next time you see a friend tell them that they look poorly and ask them if they are feeling well. Ask other people to question your friend's health and by the time the third or fourth person has asked them, your friend will start to doubt his own health and start to feel unwell!

In the world of persuasion programming, programme two says that the subconscious mind will be programmed by belief and expectation.

***Programme 3. Imagination is more powerful than knowledge.***

Reason and logic can easily be over ruled by powerful imagination. Strong beliefs and emotions such as anger, hatred, love and religion cannot usually be altered by reason. Yet by using strong and clear imagination these feelings can be altered amended and if necessary removed.

In the world of persuasion the master of the mind knows the power of asking a person to imagine with passion and create pictures in the mind!

***Programme 4. Only one idea can be held by the mind.***

You can not be happy and sad at the same time it is either one or the other so we can see your mind can only have one feeling at this present moment in time. The future can change and the state of your mind can change and you can remember all the different states and feelings, but at any given time your mind has only one state and it cannot be cheated, but it can be changed.

If you try to cheat it, it will not work. You could say that you are honest whilst you are being dishonest but all that dishonesty is registering on your blueprint and creating the world in which you live.

The Mind Persuader knows that only one idea is held in the mind at one time and judges the time to guide their subject down the right pathway.

***Programme 5. An idea placed in the subconscious mind is there until it is replaced by another idea.***

Once an idea is placed in the subconscious it tends to remain there. The longer the suggestion is held the stronger it becomes and the more opposition there is to removing it.

This is how thinking habits are formed. (Both good and bad.)

We all have habits that we do and these habits stem from habits of thinking which come from the blueprints we have made and so it is obvious that in order to change the things we do, we must first change our thoughts.

We all recognise facts which are true, we accept that the sun rises in the east and it sets in the west. Our blueprint tells us that this is true and it is therefore accepted by our mind. However thoughts that are not true are also delivered directly to the subconscious mind where they are also registered as fact.

Thoughts like, when times are poor they must have a drink of whiskey or they need a cigarette to steady their nerves and help them think straight. This becomes a fixed habit of thought and the longer it goes on the stronger it grown and the stronger the opposition to replacing it.

The Mind Persuader knows that once a thought is placed in the subconscious mind it will be held in that mind growing stronger as long as it is not questioned by opposing thoughts and ideas.

***Programme 6. A symptom emotionally induced will tend to cause physical change if persisted long enough.***

Medical experts will acknowledge that more than 70% of human ailments are functional rather than physical.

What this means is that a physical part of the body has been disturbed by a reaction from the nervous system caused by negative ideas from the subconscious brain.

Your mind controls everything that you are and so by controlling your mind you can be what you want to be.

Mind Persuaders know that suggestions placed that cause emotions will consist of more power. These must be presented in a way that does not oppose any other thought or emotion.

***Programme 7. Suggestions upon suggestions allows strength to grow.***

Basically speaking this means that once the first suggestion has been planted the same suggestion will be accepted easier the second time around as there is less opposition and the suggestion will grow stronger. Suggestion acts upon suggestion.

Mind Persuaders know that the power of repetition and branding. Constant suggestions presented to the mind will have the power to persuade.

***Programme 8. The greater the conscious effort the less the subconscious response.***

In persuasion will power does not exist. If you suffer with insomnia you will have discovered the hard way that the harder you try to go to sleep, the more awake you become.

The rule when working with the subconscious mind is take it easy. Work to develop the positive mental expectancy and all the problems will be solved.

Mind Persuaders know that persuasion must be gentle and caring; the subconscious is a feeling mind and accepts caring suggestions with greater ease.

From these 8 simple mind programs you should begin to see how the mind works and how it controls the body and how the master of persuasion will follow these mind programs to present persuasive suggestions to the subconscious mind. These suggestions are represented as thoughts which then take root in the mind allowing the persuasion to be strong, powerful and long lasting.

When suggestion is presented correctly it has the power to become permanent!

## **A summary so far**

Firstly we see how your conscious and subconscious mind works and we see that the power of mind is held in the powerful subconscious. We also see that the subconscious mind will just act and respond without the power of conscious thought. True Hypnotic Persuasion begins when you have the power to communicate directly to the subconscious mind.

Now from the rules of the mind we see that the mind is very predictable in the way that it works.

Knowing the predictability of the mind we know that if we can bypass the thought processes of the conscious thoughts and access the subconscious mind then we can almost program the subconscious thoughts like programming a computer.

Now you begin to discover the secrets of powerful persuasion. Subtle, non-intrusive, subconscious persuasion with massive power!

Now you see how powerful this program can be. Persuasion must be persuasion for a win - win situation and should never be used as manipulation.



## **The Power of Hypnotherapy and Stage Hypnosis**

We can see the power of the process in action when we look at the power of Hypnotherapists and Stage Hypnotists.

### **Hypnotherapists**

Hypnotherapists know that through their powers they have the ability to change the gatekeeper of their subjects.

From the time we first become conscious beings until about the age of six; our subconscious mind is wide open to receive those suggestions and influences that establish our self-esteem and habits. At about the age of six we develop what Hypnotherapists refer to as the critical factor of the conscious mind. You might think of this as a gatekeeper who stands between the conscious mind and the subconscious mind and who decides what suggestions and influences get let in.

Unfortunately, when we experience trauma, the gatekeeper doesn't do a very good job at keeping the negative influences out. I imagine him being knocked over by an experience, and in a daze, unable to do his job. While he's collecting himself, in goes the negative suggestions that have a hand in shaping us.

Positive suggestions—suggestions for healthy change are another story. The gatekeeper has his wits about him and scratches his chin. He evaluates the suggestion, analyses it, and takes his time as he decides if, indeed, the suggestion is a good one. If the suggestion is allowed into the subconscious mind, the good news is that the subconscious will accept it and feel it, and it goes into the computer forever.

Hypnotherapy is powerful and fast.



## **Stage Hypnotists**

Stage Hypnotists know that there are ways of bypassing this gatekeeper in seconds allowing powerful hypnotic suggestions to be planted in to the subconscious mind. Making changes in a person within seconds!

There is no possible way that this programme could begin to teach you all the secrets of hypnosis but you can see that the Masters of Hypnosis hold the secrets to powerful subconscious mind programming and persuasion.

## **Learned Behaviour Programmes**

Before I begin teaching you the powers of persuasion it is important for you to understand exactly how the mind works, how we view things and how we base our decisions depending on our views or programs that we run.

Already you have discovered the programmes of the mind and the secrets of the conscious and subconscious minds and how the masters of persuasion are using techniques to change the way that their subjects or victims view their world around them.

Next we begin to understand how people view the world around themselves through their learned behaviour programmes and what influences people and the decisions that they make. When you begin to understand these principles you begin to see how people make their decisions through the programmes they are running just like a computer. Knowing this information is like being able to read someone's mind! Know what programs they are running will tell you what they are thinking and then you know how to persuade them!

Learned behaviour explains how and why we develop our character and how we create all our habits.

**“Our future is created from our past.”**

## **Why We Need Learned Behaviour Programming**

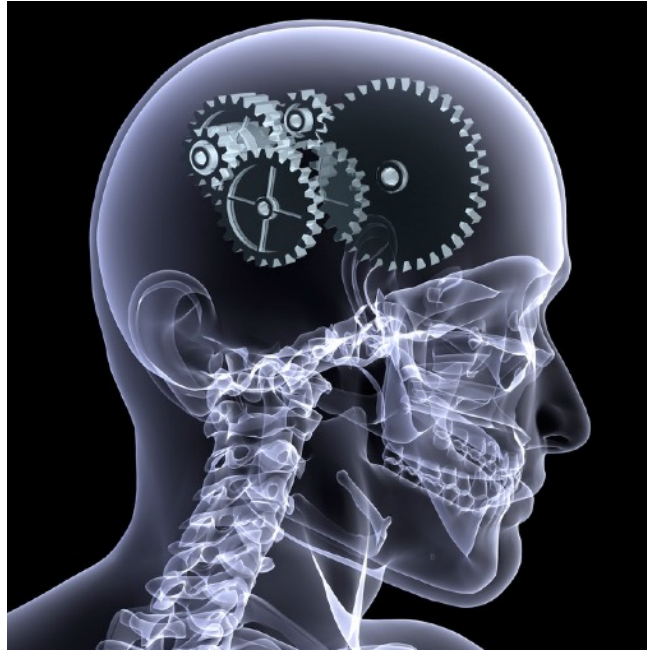
Try to imagine how it would be if we did not have the power of programming and habit and that at every turn we were obliged to look, feel, smell or see an object or situation as if it were for the very first time that we were looking, feeling, smelling or seeing it: we would obviously tie up much mental energy, waste valuable time and, above all, incur the inevitable waste of repeating the same mistakes over and over again by selecting behaviour that, on some similar and previous occasion, had already proven to be inadequate.

Fortunately, our brain has the capacity to remember sensations, to recall situations, we are able to reason in conjunction with our memory about what we should best do and then retain knowledge of whether our resulting reaction should be judged, in hindsight, as being satisfactory or inappropriate. This capacity to review is at once means action. We can do all of this mental process in a fraction of a second as if by intuition or, in less urgent circumstances, over a period of time by a process variously known as contemplation or as worry.

Acquired memories, intricately interwoven, assert themselves as patterns of behaviour we call programs. As much as seventy to eighty percent of our waking activities are programme driven. Such patterns of behaviour, or rehearsed responses may be created in an instant or can be the result of prolonged repetition.

***70% - 80% of our waking activities are program driven!***

## The Power of Behavioural Programming



So what does this learned behaviour programming do for us? Well, put simply, they precondition what we learn and what we do. They become a screen through which both incoming stimuli and outgoing response are filtered and contained. The things that we see, or indeed sense in any way at all, are not permitted to impinge directly upon our consciousness without first being screened, sorted and interpreted.

In many instances, as for example in vision, the sensing nerves themselves transliterate information prior to passing on the perceived messages.

These learned behaviour programs become a measure of how we view things.

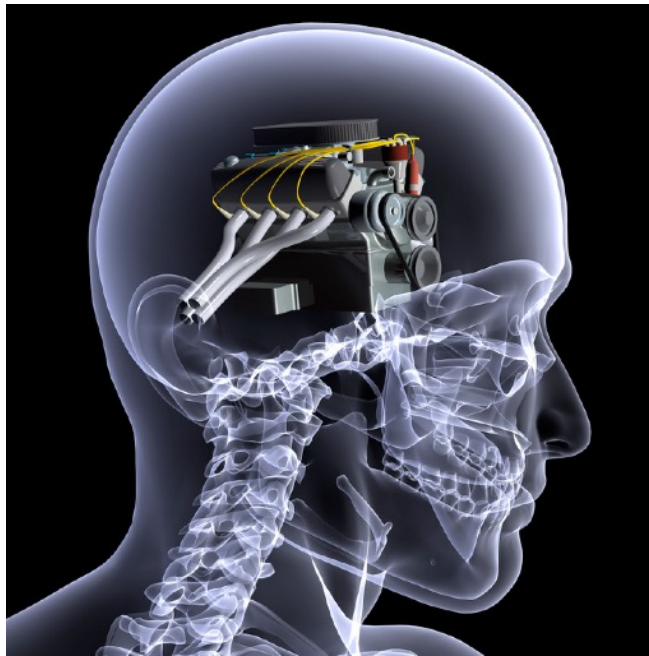
Whatever the source, all incoming information is promptly processed within our brain and is minutely compared with and contrasted to all of our in-house knowledge, memories, fears and expectations. Significantly, in this process of cross referencing the individual pattern pieces may be completely severed from any association with either the age or the origin of the memories being so freely yet unconsciously called into play. Again, all this before the information gets to be the subject of any conscious discrimination.



This screening provides a powerful editing function that ensures a necessary stability and continuity of behaviour. A common interest fostered by communal contact, allows much of our mental screening to be in sympathy with that of fellow group members and this, indeed, is very much what it is meant to achieve for us. We are, after all, social animals. Unfortunately, this same screening process also reinforces prejudice by removing much of the innocence from new experiences.

## **The Mind Filters**

The filters that we create for ourselves continually and consistently delete, generalise, distort, interpret and indeed may even enhance the information that we eventually consciously process and subsequently act upon. When further converted by internal mental representation and tempered by physiological condition, our behaviour is likely to be very far removed indeed from being a naive response to stimuli but is, instead, rather more an expression of our values, beliefs, past decisions and associations.



**We do; of course, get very attached to these learned patterns for in a very real sense they are the real us, our character!**

We can feel uncomfortable or even downright miserable when our accustomed behaviour is thwarted, questioned or changed for us. Moving house, losing a job, leaving friends behind all these things upset us because our familiar and trusted ways of doing things are brutally confronted with change.

The fact is, people don't like change.

All such learned patterns are logical groupings of recognition. Programmes or actions that have actually worked for us in a previous, given set of circumstances.

They are perfectly valid reactions in a particular context.

If something happened in the past and then the same situation occurs in the future learned programming allows you to respond in the same way that you did the previous time allowing you to achieve the same outcome the second time around.

When we do need to change, however, the process of reform can be a little troublesome. Since nothing is forgotten, **the slate is never completely rubbed clean**, if that makes sense.

Old programmes can remain hidden beneath the chain of our perception either because they simply have not been sufficiently invalidated for all occasions or, more often, because they have been knit into a complex pattern that, overall, is still valid for us.

For this reason it is important to recognise that our reactive behaviours are not simply educated reflex actions but are highly complex interactions involving massive amounts of stored and unconsciously accessed information and programming.



## **Learned behaviour programming and the mind filters**

The mind programs are the software rules that the mind follows. Now you see that the learned behaviour programs come from all that we experience in life. These experiences are like filters placed on the mind. These filters explain why 2 people can experience the same event and yet get different perspective of the event that has happened.



Understanding the mind programmes, the learned behaviour program and mind filters allows you to understand that we all follow basic rules and yet we often see the rules from a different view.

The mind programmes are like the software, which comes installed on a new computer. However unlike computers we have the ability to think for ourselves and create thoughts or filters, which slightly alter the mind programmes or the way we allow the mind programmes to work.

Understand the mind programmes well and the way that learned behaviour creates new filters and you will be holding the keys to unlocking the power of the mind.

Don't worry if the secrets of persuasion are not clear to you just yet. As you continue through the program the jigsaw pieces will all fall into place and you will become a Mind Persuader.

Over the page we will look at what motivates us and you will begin to understand why we do the things we do.



## **5 Survival Motivators and Our 20 Desire Motivators**

Now we understand about how the mind works lets begin by looking at why we act the way that we do.

I believe that there are 5 main survival motivators in life.

These are the main 5 things that motivate us most of all.

### **Sex - Pleasure - Food - Pain and Death**

We do things because we are motivated to survive. These are survival instincts. They are built into our subconscious mind, the powerful mind.

**We are programmed to survive and so anything that helps us to survive is good and easily accepted by our subconscious minds.**



Many psychology researchers claim that our basic desires can be boiled down to these three or four powerful instincts. But new research suggests that people are a bit more complex than that. After conducting studies I believe there are also 20 Desire Motivators.

These are the reasons that people do things:

**Power, Money, Love, Greed, Fear, Independence,  
Religion, Curiosity, Acceptance, Order, Saving,  
Honour, Idealism, Social Contact, Family, Status,  
Vengeance, Physical Exercise, and Peace.**

With the 5 Survival Motivators these 20 Desire Motivators are the reasons that people act the way they do when they are presented with information. In other words these are the things that make someones world go around.

## **The Story So Far**

From the information that you have read so far you should now begin to see the true secrets of persuasion and how a persons mind understands information that is presented to it and then how people are motivated to take action on that information.

You see people will take action on something if it fits into their desires!

**Build desires into your persuasion techniques and you will have persuasion that people will want to follow.**

Are you beginning to see how easy it is?

**Let's have a recap.**

**The mind is pre-programmed for survival through the mind programme rules. These rules are automatic and the same for everyone. We then have the ability to learn through learned behaviour programming. This creates a series of filters that are different for everyone. These filters create our personality and character.**

**Through the power of learned behaviour programming people make decisions in the future based on decisions taken in the past and the outcome that occurred. See how people acted in the past and you know how people will react in the future.**

**The true ability to persuade comes from allowing a person to come to his or her own conclusion about any given situation. You know how people will think and you can learn how they are motivated. Their motivation is through their 5 Survival Motivators and their 20 Desires Motivators.**

Hypnotherapists and Stage Hypnotist know that through their techniques they have the ability to bypass the gatekeeper and gain access to the subconscious mind.

Remember the subconscious mind never judges it just accepts the information.

The Mind Persuader knows that they too have access to this powerful subconscious mind by bypassing the gatekeeper through words of persuasion.

**These words are words that fit into the learned behaviour programs and slip through the mind filters landing directly into the subconscious. The Mind Persuader knows that these words are linked with the 25 programmes of desire.**

You see when the words fit with the mind programmes they are not questioned in any way. This gives you incredible persuasive power in any situation.

## **Covert Mind Persuasion**

In this section of the Mind Persuader Programme we look more into the modern association of persuasion where the receiver judges the words less critically thus allowing them access to the subconscious mind.

Changing someone's manor this way is the true meaning of covert mind persuasion. Covert means that the person who is responding to your suggestions is not aware of this fact.

Persuasion is about passing messages directly to the subconscious mind without the message becoming scrambled or changed by the filters of the gatekeeper. Bypass these filters and your covert message will be acted on with power.

**Covert persuasion is simply a message that does not  
attract attention!**

Is it right for us to be using covert persuasion on others? Well I suppose the answer to the question is that it depends on what you are using it for. I trust that you will only use these techniques for the good of everyone. Remember what goes around comes around!

## **Understanding covert persuasion**

Covert persuasion is as simple as planting thoughts directly to the subconscious mind allowing these thoughts to alter or influence an outcome. Remember the sub conscious mind is the storehouse of all memory and emotions and it is the place where 99.99% of all your experiences take place.

Knowing what these words are and how you should use them will give you the powers to persuade.

If I say to you imagine a black cat. Well I have nicely planted a picture of a black cat in your mind. Even as you read this the black cat is there. You see covert hypnosis does not have to be spoken it could also be written.

Now if we look at words such as don't or won't we see that these words are not recognised by the thought processes.

Now if I say don't imagine a black cat. It is too late! The black cat has just appeared again.

You are about to learn all the secrets of covert persuasion but please remember you should be using covert persuasion only in situations that are beneficial to your subjects needs. You should not be using covert programming against people or for your own gains. It is however OK for you to gain if your target is gaining more. Ensure you are creating a win, win situation.





People often think of covert hypnosis as being like a game of chess where one will overcome the other. One the victor and one defeated.

The real master of persuasion is a master who creates a situation where everyone wins.

The win, win situation is vital in creating a long-term partnership with your intended target.

**“They don’t care how much you know,  
until they know how much you care.” Zig Ziglar**

## **Where covert persuasion begins**

We know about the conscious and subconscious mind and we know that through the power of persuasion we can gain access to the subconscious by bypassing the gatekeeper.

The gatekeeper is made up of hundreds of filters, which are our beliefs. Everyone's beliefs are slightly different, created by the filters which we have installed in our thinking software, our brains!

These filters are in effect are our character.

The filters are the things that we learn, the things that we believe and the attitudes that we create towards everything that we experience. As we grow and change we are continually creating and changing our filters.

**Covert hypnosis begins as you begin to work out your targets subconscious filtering system. When you understand their filtering system you can present ideas to them that will float past the gatekeeper instantly being accepted in the subconscious mind of your target.**

## **Increasing the power of covert persuasion**

There are certain things that you can do which will help boost the power of covert persuasion. 3 are listed below.

### **Authoritative figure**

Being an expert in your field or when people see you as an authoritative figure will give you a massive advantage when using covert persuasion. People are less likely to question the words from an expert, as they know that this person knows what they are talking about. After all they are the expert why should we know better!

### **Distract the mind**

You can use hypnotic techniques and hypnotic language along the way to help distract the mind. Distracting the mind allows you to change the mind code achieving faster results. These distracting techniques are known by the masters of hypnosis. If you cannot distract the gatekeeper then bypass the judgement part of it with persuasion.

### **Remove or avoid resistance**

No resistance means that there is no disagreement with the view that your target is heading towards. When the target is happy with the way the covert persuasion is heading then the job is as good as done.

**Perception is the law. What we believe to be true is true.**



### **Unconscious communication**

OK let's take a look at unconscious communication. This is our ability to communicate with others without words.

Have you ever met someone and within seconds you just seemed to bond with them. Or have you ever met any one and within seconds you have decided that you don't like them at all. This is the power and speed of unconscious communication.

Unconscious communication will include areas such as body language and facial expressions along with gestures and actions you make, the clothes and jewellery you wear and even the smell of your perfume or aftershave.

## **Values and needs**

When you are assessing your target you should be assessing their values and their needs. You are assessing what they believe to be valuable in their life. If they see an area in their life that is valuable to them and then if you have a product or a service that will help fulfil that value then they will bite your hand off to get that product or service.

**Remember our 25 Motivational Desires as your targets values and needs will fit around these desires.**

**Sex, pleasure, food, pain and death.**

**Power, independence, curiosity, acceptance, order, saving, honour, love, money, idealism, social contact, family, status, vengeance, romance, greed, fear, physical exercise, and peace.**

Evaluating your target is easy and within a few short questions you will know if your target is ready to accept your suggestions and do a deal with you.

This situation is the same in the therapy room as it is if you are a double glazing sales man.

The first evaluation question would be structured to assess what is most important to them about the service or product that you have to offer.

It could be something like:

**“Why** is stopping smoking important to you?”

Then check your answer with a second assessment question like

**“What** do you feel would be the biggest benefit to you stopping smoking?”

The third assessment question would be along the lines of;

“**How** will you know when you are a non smoker for life?”

The fourth and final evaluation question would be:

“**If** I can give you Y would you z?”

In other words

“If I can stop you smoking would you be prepared to pay £200 and give me 3 hours of your time?”

Then complete the cycle by answering any future objections.

“Is there anything else important to you about stopping smoking?”

## **Why – What – How – If - Is**

Using why, what, how and is, is the same in all evaluation situations.

Lets say you are selling a sewing machine.

“**Why** is having a sewing machine important to you?”

“**What** is the most important feature you are looking for in a sewing machine?”

“**How** will you know if you have bought the right machine?”

“**If** I can supply you this week with a machine that will do all of that for a price of just £140 would you do a deal with me?”

“**Is** there anything else about a sewing machine that is important to you?”

### **Assessing their needs. A drill or a hole?**

When you are assessing people's values and needs remember people will have very different thoughts.

Values could be things like: love, happiness, peace, family, health, financial freedom, friends, life, fun, comfort or more free time.

If your product or service will help them in achieving their goals then you are of service to them!

If you are selling a DIY drill or a drill bit the target doesn't really want to buy a drill from you so don't try to sell them a drill. In this case what the target may need is a hole. With a hole your target can put up the new shelves his wife has been nagging him about and that way he gets to have a peaceful Sunday off work!

See it is the hole in the wall that is important because happiness in the family is quite high in his values.

Now we have a win, win situation.

If you follow the Why, What, How, If, Is; then you will always find what the values are and how your product or service will benefit.

**You don't have to just ask these questions one after the other. Just subtly bring them into your conversations.**



### **Covert Persuasion and SEX!**

Great! Even late on in the programme I have got your attention!

Sorry here's the bad news, this part of the program is not about using covert hypnosis to get sex! Instead it is about our natural desires that motivate us to live. Earlier we found that there are 20 desires but these are generally broken down into desires for survival.

The desires for survival include our desires for food and water; the desires for health and shelter and of course our desires to multiply!

Persuasionists are different from most animals that roam the planet. To get to this level of persuasion you have had to go out from your normal levels of comfort and break through new barriers. A Persuasionist is someone who is driven by his or her desires for success and has a desire to win.

Although you are different from others, other people also have desires. Natural desires, desires for food, love and sex.



Incorporate these desires into your covert hypnosis and you are working with a winning formula.

Ask yourself what sells products more than anything else?

The answer of course is SEX!

It may be a beautiful sports car that is being sold but the half naked woman draped across the bonnet was the thing that caught your eye!

Sex is natural and it is built in! We cannot change the way we feel about sex easily and hey! Why would we want too!

Is your product or service sexy? If it is in any way, use it!

Are you sexier when you stop smoking?

YES of course you are so use it!

Can you make some sexy clothes on your new sewing machine?

Course you can! Use it!

The fact is that simply placing a picture of a sexy woman on your sales flyer, poster or web site will drive up sales dramatically when it comes to the guys buying your product. It's a fact so use it, it works!

Attitudes towards sex change slightly from person to person but there is another angle to the sex theme that people always agree on. If you have children that you would do anything you can for them. The fact is that some women are more motivated sexually by the thoughts of having children. It's the maternal instinct in the women that is more powerful than a sexual one in the guys.

“How will your children feel about you becoming a non smoker?”

“What will the children think about the new sewing machine?”

We love our kids and so does covert persuasion.

If you think that using children covertly is cruel just look at all the adverts on TV and what do you see! Sexy men and women, smiling kids and even the good old faithful puppy dog with its sad eyes!

Covert persuasion is all around you and now you know why.

It works.

## **Covert persuasion and food!**

The same is with food! It is a natural programme running in our minds and if you can slide food in, use it! Food is a comfort thing and we all need food to survive. It's one of our 5 Survival Desires!

And you can use food in many different ways. How about...

If you stop smoking your food will taste better! Use it.

You can of course feed people whilst you are discussing business. You are naturally taking care of someone's' desires!

Did you know that sales conversion rates are higher in restaurants than across the office desk! It's true and you now know the reason why.

People are comfortable around food.

You can use these desires covertly in the way that you make statements.

You say

“Wow, when you stop smoking your husband will love your big smile!”

She hears

“If I stop smoking we will be making babies all night!”

## **Very powerful covert statements are yours when you use the concept of selling desires instead of products!**

Just look around at all the products on the shelves and you will see how covert persuasion is taking place all around you right now.

UK Men's magazines like, NUTS, FHM and LOADED are full of sexy ladies just waiting for you to buy their products.

## **The secret mind chemicals**

On a typical day in the brain, trillions of messages are sent and received. The messages that are happy, upbeat messages are carried by the brain's "HAPPY MESSENGERS" (technically known as Biogenic Amine/Endorphin System). Other messages are sombre and quieting. They are carried by the brain's "SAD MESSENGERS". Most nerve centres receive input from both types of messengers. As long as this input is balanced, everything runs along on an even keel.

Stress, however, causes problems with the brain's Happy Messengers. When life is smooth, the happy messages keep up with demand. But when too much stress is placed on the brain, the Happy Messengers begin to fall behind on their deliveries. As the stress continues, the happy messages begin to fail. Important nerve centres then receive mostly SAD MESSAGES, and the whole brain becomes distressed. The person enters a state of brain chemical imbalance known as; OVERSTRESS.

OVERSTRESS makes people feel terrible. With SAD MESSAGES overwhelming the happy messages, a person feels "overwhelmed" by life. People complain of being tired, unable to fall asleep or to obtain a restful night's sleep. They have plagues of aches and pains, lack of energy, lack of enjoyment of life. They feel depressed, anxious, or just unable to cope with life.

Everyone inherits a certain ability to make and use Happy Messengers in the brain. As long as you can make enough Happy Messengers to keep up with the stress in your life, you will find stress to be fun, exciting, enjoyable, challenging. In fact, without it you would be bored.

However, when the amount of stress in your life is so great that you begin to run out of Happy Messengers, then bad things begin to happen. You may have sleep disturbances, aches and pains, lack of enjoyment of life and even panic attacks.

The amount of stress that you can tolerate before your Happy Messengers malfunction is referred to as your "Stress Tolerance". Your Stress Tolerance is set by your genetic inheritance. Most of us have inherited sufficient Stress Tolerance to allow us to weather the stresses of daily living. We still feel well and enjoy life. Yet, each of us, at some time has experienced short periods of brain chemical imbalance.

The night you couldn't sleep before your big test at school, or your important job interview, or your fabulous date.

The sadness and crying you may have felt when a friend or relative passed away, or a girlfriend or boyfriend left.

The chest pains or the headaches that you may have thought were heart problems or migraine, but your doctor said came from too much stress and strain.

There are three Happy Messengers: SEROTONIN, NORADRENALIN, and DOPAMINE.

## **Serotonin: The happy messenger**

### SEROTONIN LETS YOU SLEEP

The Happy Messenger, Serotonin, must work properly in order for you to sleep well. Serotonin is responsible for making sure that your body's physiology is set for sleeping. If Serotonin does not do its job properly, you will not be able to obtain a restful sleep, no matter how hard you try.

### SEROTONIN SETS YOUR BODY CLOCK

Inside every one of our brains is a very accurate "Clock". This time keeping apparatus functions like the conductor of a symphony orchestra. Just as the conductor of the orchestra keeps all the various instruments playing in rhythm, so the Body Clock keeps all the various functions of your body coordinated, and moving to the same rhythm.

The Body Clock is located deep in the centre of the brain, in a little group of cells known as the Pineal Gland. Within the Pineal Gland is a storehouse of the messenger Serotonin, which is the chemical "mainspring" of the Clock. Each day the Serotonin is chemically converted to a related compound, Melatonin; and then the Melatonin is converted right back to Serotonin. The whole cycle from Serotonin to Melatonin and back to Serotonin takes exactly 25 hours and this forms your Body's Clock.

The Body Clock is essential for the proper harmony of your body temperature, stress fighting hormone, and sleep cycles. In order to fall asleep easily, sleep soundly, and awake refreshed, your Body Clock must be functioning properly. The Happy Messenger, Serotonin, is the "mainspring" of the Body Clock. If stress causes Serotonin to fail, the Body Clock will stop working. You will not be able to obtain a restful sleep, no matter how hard you try. The link between serotonin and sleep is one reason why some people feel tired after eating a high-carbohydrate meal. It also helps to explain why foods high in carbohydrate are often described as "comfort" food.

### **Noradrenalin: Giving us energy**

I am sure you have all heard of "Adrenalin". When you are frightened, Adrenalin is released into your blood stream by your adrenal glands. Your heart beats faster; blood flow is shunted away from your skin and intestines and towards your muscles. Perspiration appears on your palms and forehead. You are ready for "fight or flight". A cousin of Adrenalin, named Noradrenalin is one of the Happy Messengers. Noradrenalin has many important functions in the body's nervous system. The one that most concerns us here, however, is the role of Noradrenalin in setting your energy levels. Proper functioning of Noradrenalin in the brain is essential for you to feel energized. Without enough brain Noradrenalin you feel exhausted, tired, droopy and without energy. You just don't feel like doing anything. You just want to sit.

People with Noradrenalin failure become progressively more and more lethargic. They do not seem to have any energy to do anything. Running your brain with low Noradrenalin is akin to running your car with a failing battery. Sooner or later, it just won't start.

## **Dopamine: Your pleasure and your pain**

As you probably know, morphine and heroin are the most potent pain relieving and pleasure producing medications known to man. They are so potent in fact, that they were long believed to mimic some unknown, but naturally occurring, body chemical. A recent technological advance has led to the remarkable uncovering of natural morphine-like molecules that are, indeed, made in each of our brains. Collectively, these substances are known as ENDORPHINS, and they are responsible for regulating our moment to moment awareness of pain.

Now, our third Happy Messenger, Dopamine, seems to be concentrated in areas of the brain immediately adjacent to where the major Endorphin releasing mechanisms lie. When Dopamine function declines, Endorphin function also declines. Hence, when too much stress causes failure of Dopamine function, it also causes loss of your body's natural "pain killer".

Dopamine also runs your body's "Pleasure Centre." This is the area of your brain that allows you to enjoy life. When stress interferes with your Dopamine function, the Pleasure Centre becomes inoperative. Normally pleasurable activities no longer give any pleasure. With severe Dopamine/Endorphin malfunction, life becomes painful and devoid of any pleasure.



## **Why the happy chemicals?**

### **Here you find the BIG secret to persuasion!**

The reason for all this information about these happy chemicals is because when you feed someone's 25 desires these happy chemicals are released into their blood stream making your subjects desire your product or service!

Stimulate the desires and allow the happy messengers to do their work.

Now you have the secrets to getting your subject begging to buy from you.

Lets face it, how many times have you done business with someone you like, someone you feel comfortable around! The answer is, all the time!

The technique to persuasion is simple.

First find the secret hot buttons that stimulates the persons 25 desires and then second simply show that your product or service will satisfy one or more of those desires! The more desires satisfied the better.

Providing your suggestions do not ring any alarm bells to wake up the gatekeeper your persuasive words have been registered!

Simple and powerful!

Let's look at this more over the next few pages and introduce you to more techniques that will help stimulate these desires.

Remember, the more desires you stimulate the greater the persuasion.



## **The Survivor Desire**

Earlier in the training programme we also looked at our desires for survival and we look at them again now in covert hypnosis because again this gives you another tool to use when selling yourself, an idea, a product or a service. People are programmed to survive.

When you offer a product that is limited in stock or availability people are naturally competitive and have a desire to be ahead of the rest and never want to be left out of things that are happening.

Introducing the limited availability or time limit will engage the survival mind codes and get your target motivated to buy.

When you use these techniques they can be quite subtle and do not need to be forced down somebody's throat. Remember you have by passed the judgement factor by establishing your targets most important benefits and so they want to but from you already. When it is limited in number then they need to buy from you fast.

## **Social logic**

Today people enjoy the integration of others. The city life style, the bars, the café and the parties. People like to be a part of something and they feel safe in groups. This gives a subconscious filter of social logic.

This social logic filter says that if others are doing it, I should be doing it too!

This fact proves itself when you look at the power of personal recommendation. If your best friend has bought one you should buy one and fast if there is not enough for everyone!



Status also falls into this area. Some people are motivated by status and some people are not. Does your target like the thoughts of wearing designer clothes and driving a BMW?

“Being a non smoker is certainly more socially acceptable.”

“This is the most popular sewing machine on the market.”

You can sell anything through the power of social acceptance.

**Nobody likes to be left out of the deal.**

## **Self-motivators**

There are some people of course who do not fit into the social logic stereotype. These people are self-starters self motivated and will be motivated by thoughts of being different to the rest.

They reach out on a limb because they know that this is where the fruit is. Recognise this in your target and it will help you seal the deal!

They are resistant to following the rest of the herd and believe themselves to be self-reliant and self-sufficient.

Consider the product or service that you have and look at how you will sell to people on both ends of the spectrum.

Recognise the filters that people have in place and respond to these filters with the words that you use.

Now you begin to see what motivates people. You understand how and why people base their decisions and now you know how you can use this information to persuade!

The following chapter will give you all the information and tools you need to become a pure master of persuasion!



# The Power of Persuasion

## Part Two

### Becoming A Persuader

The British Academy of Hypnosis  
Part of the Knight Hypnosis Group  
[www.DavidKnightHypnosis.com](http://www.DavidKnightHypnosis.com)



## **6 Secrets of persuasion**

Following the mind programs that we have learned so far let's see what people look for when they are making a decision. These are the 6 Secrets of Persuasion.

### **Secret 1. The power of similarity**

**People are easily influenced by what they like.** Research has shown that there are many things you can like about someone (e.g. physical attractiveness, compliments and cooperative efforts). However, one factor really stands out. And it's the most powerful and easiest to implement:

#### **Similarity**

We like people who are similar to us (in as many ways as possible). You generally trust a person more if that person is similar to you. Find something that is **genuinely in common** between you and the other party. It really has to be genuine or the other party can see through it immediately. Something which you are able to find a real connection with that person and create an interesting conversation. This works both ways. You will not only find that the other person likes you more, you will also come to like that person because you found something that's similar.

The way to bring down the influence barrier is to let the other party see that **you like him**. This is more important than he liking you.

As an effective negotiator, we should spend time in trying to discover similarities between relevant parties and bring them out. Identify the interests that both parties have in common.

## **Secret 2. Principle of authority**

**People are easily influenced by what they deemed as legitimate authorities.** Higher authority positions can be attained by skills, knowledge, experience or even title. We are socially influenced to associate credibility with authority. It works amazingly if the person you are trying to influence recognises your background, expertise and credentials in the particular area. People feel secure in following the opinion of an expert.

The problem with some poor negotiators is that they often brag about themselves. They appear to be a know it all in the eyes of the other party. It turns people off.

In order to be more persuasive, **being an expert is not sufficient.**

You must also be able to communicate that you are a trusted source of information. For e.g. if you are a negotiating on a particular deal, inform parties of your experience in doing such deals. You can do this in the preliminary conversations that you have with the other party. Mention your expertise in the subject matter of the negotiation.

One trick to demonstrate your trustworthiness is by **admitting your own weaknesses.** If you are unclear on a particular area, be ready to admit it. This will actually lower the influence barrier.

There is a strategy that many strong negotiators use when they are in a weaker spot. It will be effective if you are in a lower position: **Before you give your strongest argument, mention a weakness first.** Mention that you do not have a good position; you have more to lose if the deal does not turn out well. Tell them even if they already know. Do not pretend to be in a position which you are not. As soon as you are able to point out your weakness, you are in the context of credibility. You show that you are being truthful. **Higher credibility, lower barriers.**

### **Secret 3. The Power of scarcity and loss.**

How to make people want something more? Make it scarce.

When people know that they can't have something, availability is tapering off, it's rare and it's scarce, they will want it more than ever. As something or an opportunity becomes less accessible, it becomes more desirable. The lack of availability and scarcity confer value on things.

Before any negotiation, think about what is unique and uncommon that you have to offer. And they can't get it if they do not move in our direction. What is there to lose for them if they do not say yes to you? People are generally more motivated by the idea of losing something than gaining the very same thing. People are more afraid of the pain of losing than the contentment of gaining. Remember, as humans, we do everything we can to avoid pain and loss.

Sometimes, we can be more persuasive if we are able to present what stands to be lost than emphasising what stands to be gained. Emphasise the benefits that the parties will lose if they do not come to an agreement.

In negotiation, you can point out the advantages that will be lost if the proposal is not accepted. Tell them what benefits they will lose. People feel the need to know what they will stand to lose.



#### **Secret 4. The secret of consistency**

People want to appear consistent and rational. They want to be consistent with what they said and how they act previously. We can use the principle of consistency quite effectively in negotiations by getting the other party to agree with the standards he articulated in his prior statements. Anticipate what type of standards the other party will adhere to and make your arguments based on their standards. You can get them committed to a set of rules by using written commitments. The chances of them straying off will decrease tremendously.

Have them explicitly state a position and position your arguments in a way that will play to that position they have taken.

Negotiators should avoid having their target state their “bottom line”. Once they have state their bottom line, it will be hard to move them away from that. Instead, he encourages parties to state their interests and to agree publicly to consider a range of options that you might put out.

Take time out to do more research into parties. Spend more time with them. Figure out what they are most committed to, most value and most want to attain. Let them determine what is important to them and go in such a way that is reactive to what they have pointed out.

Be aware of manipulative people out there who lay consistency traps to get you agree to a set of standards.

## **Secret 5. The power of giving**

People return what others have given them. This is not only material or monetary. It can be of any form. If you set out to help someone, you will be more likely to receive help from them in return. They will feel the obligation to repay you.

In the business world today, there is a lot of room to apply the principle of reciprocity. Find out more about the parties and see how you can help them. By taking the first step to help them, they will feel the desire to help you out in the future. Moreover, you show that you are genuinely interested in enhancing their business and you begin forming healthy relationships with them.

For negotiation, we can increase the chance the other party will be collaborative by being collaborative first. If you set out to be competitive and uncooperative during negotiations, you will most likely receive the same treatment. By giving concessions and sharing information first, you will encourage the other party to do the same.

The key to using the principle of reciprocity is to be the first.

Be the first to give concession.

Be the first to help.

Be the first to be courteous.

Be the first to be cooperative.

Be the first to give information.

Whatever you do first, will come back to you eventually.

## **Secret 6. The secret of social proof**

When it comes to decision making, people look to what others have done. To decide what is important for us in a given situation, we look to other similar individuals. In times of uncertainty, people tend to follow the lead of others. People look for evidence and reasoning.

In negotiations, the situation can be ambiguous and the issues being discussed can be very complex. When in such a situation, parties will look to experts to guide their decision. If you reach an impasse in your negotiations, point out that how similar negotiations have been conducted and how they are being resolved. Provide evidence that others like them have made this choice and how they have been benefited from their decision.

When people have witnessed what others have done before, they will be more willing to make the same decision.

Since logic is one of the main techniques used in persuasion, being able to identify and discount logical fallacies in others' arguments and avoid making them in one's own arguments are both important. One of the things that can undermine logic is basing an argument on insufficient evidence.

There are several errors that one can make related to insufficient evidence as one chooses evidence to bolster an argument, and the following fallacies of insufficient evidence occur so frequently that they are named.

**"A fool attempts to persuade me with his ideas while a wise man persuades me with my own." - Aristotle**



### **The conclusion**

You can apply these principles of secret persuasion in your negotiation or even in your daily life when you are trying to persuade someone. On the other hand, we are just as susceptible to these principles. Being aware of these principles can help you understand how and why you are being influenced to take action. To ensure maximum success in your next negotiation, pick one or two of these principles which fits your situation and try it!

Persuasion will become second nature with practise and experience.

### **The 6 Secrets of persuasion and the mind programs.**

Now you hold the secrets to persuasive powers. Now you can see why people make decisions and the process they go through when deciding on any event. If you want to sell ideas to clients, co-workers, bosses, and friends; you'll need to understand the psychological steps of persuasion and motivation.



## **16 Action Steps to successful persuasion**

### **Action Steps 1. Gain Trust.**

Build trust by becoming a person worthy of trust. You must become a person of integrity, caring and discernment. Integrity means being honest, being consistent, following through and keeping promises. Caring means that you actually care about other people's opinions, happiness and success. Discernment means that you recognise cause and effect, possess judgment, practice understanding and design creative strategies to solve problems. People with integrity, caring and discernment gain other people's trust. Without trust, people roll their eyes at you behind your back. And yes, this means that you actually have to sell a product that you believe in and represent a company that you trust.

**Action Step 2. Gain favourable attention.**

In other words, don't start talking to people unless they are open to your words. I've seen spouses engage in entire conversations with partners who are trying to watch television. I've also seen parents attempt important discussions with children who are heading out of the door.

You must learn to ask people for a few minutes of their attention before you start talking, or you'll spend the majority of your life talking to yourself.

**Action Step 3. Assess the situation.**

Use open-ended questions to truly understand the needs, wants, desires and motives of the people with whom you interact daily. Remember that you can't influence situations that you don't understand. Open-ended questions are questions that cannot be answered with a yes or no.

Why – What – How – If - Is

#### **Action Step 4. Listen.**

Be sure to listen to the answers, using all the tools of listening: body language, emotion, reflection, meaning and paraphrasing. Don't frustrate yourself by trying to persuade people who aren't open to your words. Persuasion is easier to apply during a conversation between two people, as opposed to communicating in front of a group. This is because in a person-to-person setting, the opportunity to better understand the point of view of the other party exists. You can nitpick and delve into every single detail, as opposed to speaking to an audience, where the interaction is usually one sided.

It is found that all great negotiators are great listeners too. Active listening or reflective listening is a way to build mutual trust and understanding. It is an all-important skill as it enables us to receive the information accurately. These are the advantages of listening:

1. Trust building
2. Builds mutual respect
3. Enhance relationship
4. Encourage the exchange of information
5. Safe environment for collaboration
6. Allows you to assess the situation

Pay attention with baited breath to every word your client has to say. It should be clear that what your client has to say is the most important thing in either of your worlds at that moment...and it is. If these were the last words you would hear while you were alive you would want to know what your client has to say. Live your sales presentation as if the significance of each word will change your very life. Relationships are cemented when you do this. With the attitude of respect, your client will demand that you sell them your product or service now!

## **How to Listen**

Ask questions - Give acknowledgments - Shut-up, Paraphrase

Follow-up - Positive body language - Keep nodding your head

Say lots of “mm”s - Take notes - Allow them to finish his sentences

Keep an open mind - Give full attention - Give feedback

Don't get distracted by surroundings - Don't get distracted by thoughts

Listen with your face - Maintain eye contact

Avoid getting emotionally involved - Lean forward

Summarize what you have heard - Empathy, Empathy, Empathy

Be genuinely interested - Put yourself in their shoes

Respect everything they have to say - Turn off your mobile

Don't look at the clock - Encourage them to elaborate

Ask meaningful questions - Show that you are open

Speak at the same volume - Speak at the same rate - Be patient

Be comfortable with pauses - Give reassurance to the other party

Ask empowering questions – Smile - Agree with them!

*“If A equals success, then the formula is A equals X plus Y and Z, with X being work, Y play, and Z keeping your mouth shut.” - **Albert Einstein***



**Action Step 5. Confirm the outcome.**

Be sure you have a desired outcome. In persuasion, the desired outcome should be something that the other person wants as much as you want.

Use confirming questions to establish these areas of agreement.

Confirming questions are questions that must be answered with a yes or no.

**Action Step 6. Look for areas of agreement.**

Try to agree on principles, not positions. Positional arguments are all about deciding who's right and who's wrong. Don't waste your time trying to get someone to admit they're wrong. Instead, look for principles that both parties agree upon. For example, in principle, who's right and who's wrong doesn't matter as long as we determine what went wrong and fix it. Right?

**Action Step 7. Don't tell people what they already know.**

People always tell smokers why they should stop smoking. People always tell dieters why they should stop eating. People always tell lawbreakers why they should stop breaking the law. Well, dieters, smokers and lawbreakers usually know the consequences of doing what they do, so do you really think that telling them what they already know will make any difference? Before you start telling people what you know, you should try asking them what they know? You'd be amazed at how often the people you'd like to advise actually know more about their situations than you do.

**Action Step 8. Motivate people.**

Remember that many people have difficulty making decisions and honouring commitments because they can't decide between two good things, or two bad things. You can use your questions to help them uncover the emotional riptides that are keeping them from choosing a course.

Remember people make the decisions they want to make through their own thoughts and reasons. Allow them to make their own mind up. They will decide the path from the answers they give to your questions.

Motivate them in the right direction.

**Action Step 9. Narrow the options.**

Offering people too many choices actually reduces their likelihood of making a decision. Studies show that when given a single choice about 2/3 of people will make a decision.

When faced with two choices to choose from, they like both choices less and start looking for other options or they choose the most different choice.

When you are persuading, you must drive people down to making one decision, give them one idea or product or service to choose from and you'll become much more persuasive instantly.

If you have to give more than one choice, make the choice that you want them to make the one that is most different so that they make the "obvious" choice.

### **Action Step 10. Stay calm and collected.**

When other people get emotional, you should simply listen to them and provide understanding responses.

Do not try talking sense into an emotional person.

Remember that when people are ready for logic, they will usually ask for logic. More importantly, when you start to become emotional, you need to acknowledge your emotions immediately; you might even need to take a break. We usually become emotional when our boundaries are being crossed, or our definitions are being contradicted. So if you are feeling emotional, you need to re-establish your boundaries and examine your definitions. Say something like, "You've given me a lot to think about and I need to take it in. Let's finish this discussion later." Then set a time to resume the discussion. If you attempt to reach an agreement while feeling emotionally trapped, both parties will regret it. Persuasion may not happen on your first try or even the second, the third, or the fourth. There are times that a certain idea has to be pondered on and assessed more deeply and critically, that to be too aggressive in getting acceptance might only ruin chances of a good deal. We've been through this situation before. How many times have we been told, "If you try to push me one more time, I will have to turn you down"?

Effective persuasion requires skill, not annoying pushiness. If you are sensitive enough to know the symptoms of agreement or submission, you will be able to steer the conversation to a point where you have the opportunity to persuade. If the other party doesn't seem to be leaning toward your idea and his or her body language shows it, then you should know better to try at another time instead.

**Action Step 11. Offer a solution.**

Persuasion may be as simple as offering a solution. First, name your solution. Then, describe the benefits of your solution by painting a clear picture of the needs that your solution will satisfy. And third, ask if they agree that your solution seems worth trying. In sales, this technique is called feature, benefit, reaction, and it's an extremely effective tool of persuasion. As an example, let's say that I want you to buy my book. First, I name one feature of my book, I teach persuasion. Next, I describe in vivid detail the benefits of this feature. Perhaps, I bring up the last time that you got into an argument. I ask how much energy you lost, how much frustration and ill will the argument caused, and finally I ask if the argument produced the effect you wanted. If you were not happy with the argument's effect, I ask, "Would you like to learn how to reach agreements without arguing?" In this way, I get your reaction to my proposal.

**Action Step 12. Keep an open mind.**

When people don't see something your way, ask them to explain the way they see it. Don't keep pushing your opinion without first understanding why your opinion is being rejected. If you push without understanding, you will push people right off your boat.

Give persuasion time.



### **Action Step 13. The power of asking for more.**

Are there any proven mind control techniques to get someone to do what you want, even if you have that feeling that you're asking too much? Fortunately, there is.

It's called "asking for more." Ironic as it may sound, this is one of the most potent and proven mind control techniques you may use.

Here's how it works. Let's say you want your friend to donate £10 to a charitable cause you're involved with. For him, £10 might already be a big amount. Instead of asking for less, you asked him for £25 because you imply that's what most people are giving. If he doesn't want to give you the £25, tell him, "In that case, we'll just have to be contented with £10." He'll feel so relieved to save £15 and will gladly give the £10 to you.

You won't believe how often kids apply proven mind control techniques. They simply want to go to a movie, but they ask their parents to take them to expensive vacation spots. When their parents say that such trips are too expensive, their children would ask, "Could we just go to a movie then?" The kids get what they want, while the parents feel that the pressure has been taken off them.

The power of this persuasion technique comes from the feeling of obligation to reciprocate the concession you initially gave.

People will be more receptive to grant your true (and smaller) request after they declined the first (and bigger) one. They will feel embarrassed to turn down the second favour, especially if it's much easier to comply than the first request.

The second request gives them the freedom of choice. It's like they're given an escape route. They will feel like a special favour has been given to them because they're given room to negotiate and reject the first offer.

Using this proven mind control technique, they will feel a sense of contentment and at the same time, a sense of responsibility to fulfil the secondary (and even other future) requests.

Remember that people feel a sense of guilt if they refuse your request. If your second favour is something they can afford to do, then they'll grab the opportunity to make it up to you. The great thing about this is that they might even give you the larger request. This is one of the most effectively proven mind control techniques because you give them the chance to negotiate, and at the same time you make them feel that they got the better end of the deal because you "gave in."

#### **Action Step 14. Close the deal.**

If the feeling is right get a commitment, or agreement. After you have presented your features, benefits, and reactions, don't be afraid to close the deal. Learn to ask the closing questions: "Do you agree?" "Shall we do it?" "When do I start?" "Do we have a deal?" "Are we in business?" "Am I hired?" "Do you want me to help?" "Can I have ten minutes?" "Do you want to invest?" "Are you willing to try?" Notice that these are closed-ended, "yes" or "no" questions, designed to get a commitment.



**Action Step 15. Don't be afraid to close more than once.**

Nobody likes discomfort, and new things are often uncomfortable. That's why people automatically say "no" to anything new, or challenging. They may even know you're right, but they still aren't ready to take a risk. Statistically, before you get any "yes" answer, you need to ask for a commitment at least eight times; therefore, you need to have enough confidence in yourself and what you're offering to ask for a commitment more than once. As long as you continue to listen respectfully, you don't need to worry about being pushy. If their body language says they're open, then you still have their attention and their interest.

**Action Step 16. Follow up.**

Once you've achieved an agreement, you must be sure to follow up. Make it as easy as possible for people to try things your way.

Keep in touch.

Help them to create achievable goals. Remind them of the benefits they'll receive. Reward their efforts and their successes enthusiastically.

Remember, it takes twenty-one days to make a new action into a habit. They could lose their determination to change within that time without your support; however, once their workhorse kicks in, you'll be rewarded for your contribution to their success. Keep in touch and follow up.



## **The powers of persuasion Summary**

Persuasion is not always done on purpose. People often like to be given instructions and told to do things or simply lead by others. Many people find it hard to think for themselves and are certainly not used to making decisions. Change can be difficult for people and they like to follow the crowd simply because it is safer and normal to be that way. The majority of people are simply not leaders.

**So far you know the following secrets to persuasion.**

- 1. The rules of the mind programs**
- 2. The effects of learned behaviour**
- 3. The secrets to the mind filters**
- 4. Our 25 motivating desires**
- 5. 6 Secrets of persuasion**
- 6. 16 Action Steps to persuade**



## **The power of anchors**

OK, do you want to know a powerful covert influence tool that allows you to get anything you want - through your own acts or by subconsciously commanding others to render it to you?

It does not take a Magician or Hypnotist to do it. Any individual has the capacity to achieve this covert influence technique through constant practice.

Imagine the power if you could just do a simple act and you'll instantly be able to change your mood or energy level. Just imagine the power of having others do whatever you want them to do without them being consciously aware of it.

When I mention the word oranges, your mind processes the image, your mouth may begin to water, and you may even remember the times when you and your special someone were enjoying and eating the oranges together.

Here's another example of this covert influence application.

Have you watched a movie that was so touching it made you cry? In one of the movie's most moving scenes, there was sad background music.

Two months later, you're listening to the radio. You heard the same sad song from that movie. You suddenly remembered the scene, the actors, the emotions, even the person seated next to you who was also crying two months ago. You felt the sensation all over again. You recollected the sentimental mood because of that same music. This covert influence tactic is known as anchoring.

What is an anchor? An anchor is a compelling and influential connection of something seen, heard, touched, smelled, or tasted with a specific memory or representation.

You associate something experienced in the past with a state correlating to the present.

Though the power of anchors you can change the mood of a person in seconds! Anchoring is an incredibly powerful covert tool used by the very best persuaders.

## **How to use an anchor**

Reflect on a time when you had a totally exciting, fun, or happy experience. Engage yourself thoroughly on that wonderful feeling. See, hear, taste, smell, and feel everything around you.

Close your eyes and imagine the event.

Then create an anchor by squeezing your thumb and middle finger together.

Imagine the event clearly in your mind's eye! Clench your fist in excitement, listen to a lively song, or just do anything you can think of, as long as it's something that creates intensity within you when it brings you back to that moment of excitement. After about 1 to 3 minutes, let go of the anchor (release your thumb and finger,) while still engrossed in that state. Wait for a few seconds, and then break out of that state.

The more intense and passionate the experience, the better anchor you will create. If you're going to visualise and reminisce the times you went hiking in the mountains, enhance the sensations before assigning an anchor. Feel the refreshing atmosphere, see the lush green flora, smell the fresh mountain air, smell the barbecue.

It would be so much better if you were actually hiking in the mountains at the time of creating the anchor. The actual experience is much more conducive to creating the feeling. Let's say the anchor you've created is a large snapshot of your entire hiking team, with the invigorating view of the mountains as the background.

Then next time you feel blue or stressed out, press your thumb and middle finger together and you'll feel calm and relaxed. It's as if you were brought back to the mountains. You'll feel stimulated and energised.

Our whole lives are created around anchors.

We have points in our lives where we think back to which seem to be points where our futures were created.

Think back to your childhood when you remember songs and feelings that change your mood instantly even today.  
Anchors are powerful mood changes.

**Here's a picture of an anchor to help you understand!**



## **How to use anchors in persuasion.**

People will be persuaded by you when their mood is a feeling of happiness or when your offers fit into any of the 25 desires. Let me put this another way. People will follow your persuasions when they see that one or more of their desires will be satisfied by your offers!

When you know what your subject is looking for, you begin to build an anchor. The anchor could be a hot word that you use or even an action that you make. Either way each time you motivate your subject and you see the response do the same action yourself and keep building the anchor!

Imagine that you motivate a person through their desires and they feel good. You could touch them on the shoulder. Every time they are feeling great you continue touching them on the shoulder covertly building the anchor.

Eventually the anchor will be so strong that when they are feeling down you could touch them on the shoulder and without them even noticing what you have done their mood will change. That is the power of anchoring.

You may take hours or even days to build an anchor but the results will become covert persuasion at its best! Touch the person on the shoulder and ask them if it is time to do the deal. The answer will be positive every time!

You might think this is unethical. It is if it is being done to manipulate others. Look around you and notice persuasive authorities who are using these techniques on you today!



## **14 The Master Keys of persuasive selling**

If you're in business, perhaps the most challenging part of the entire experience is selling. Indeed, nothing is more nail-biting than waiting for the other party to decide whether he or she agrees with you on the merits of your product or service.

You will likely go through countless books, motivation CDs and spend long hours of research on topics like negotiation training, business plans and strategies, resource management and obviously, selling. But one of the most important tools a salesperson should possess, in order to be successful in selling, is persuasion.

Now let's look at 14 Master Keys for persuasion in selling.

Let's face it. Everyday we find ourselves selling ourselves in some way.

It all begins with the right attitude!



## 1. **The attitude of persuasion.**

The attitude of persuasion comes from within.

You have to believe and convince yourself that you can sell, and sell yourself well!

You have to orient and tell yourself that you have the capacity to offer a product or service to someone else; have him need what you're offering.

If you cannot develop that sense of persuasion in yourself, then it would be very difficult to become a persuasive salesperson.

Develop the attitude and belief of being a persuasive salesperson even to the least of things. How? Persuade yourself first.

## **2. Know your subject.**

You cannot sell something you do not know anything about. You can have a hundred stocks of the best and latest necessity known to man; but without knowing a thing about it, you would not be able to sell a single item. So to be a persuasive salesperson, you have to know the details. Research and study your subject well. You have to know the most intricate details of what you're selling because people are going to be asking a lot questions about it.

Even if you're simply trying to be a persuasive food salesperson, you have to know what you're offering. Vegans, vegetarians, ornish, and pritikin consumers are going to be asking; and you are the only one who can respond. You wouldn't want to buy from someone who himself is doubtful over what he's selling. If you can't respond, then you can't sell.

You can't sell what you know nothing about.

### **3. Build confidence.**

Now that you're equipped with the attitude and knowledge on how to be a persuasive salesperson, you can try overcoming that fear inside you to come up to that person and persuade him that he needs what you have. It's that same fear that separates the common salesperson from the successful ones.

This is the time you should begin asking yourself the "What-If's". "What if he ignores me?" "What if he's in a hurry?" "What if he doesn't need it?" These are the questions frequently asked by those who don't have the other two qualities on how to be a persuasive salesperson. If you know you can sell and you know what you're selling, confidence will materialise independently. Then you can casually come up to anyone qualified and sell successfully.

The power of persuasion is an indispensable tool and you should hone your skills within these master key principles. Keep them to heart and before you know it, you'll be earning more money than you can ever expect. Once is enough for the wise man, they say. But in the world of sales and trade, there is no such thing as an arrangement being confirmed just once. In order for you to finally close that deal, you will have to exercise a number of sales techniques and persuasion strategies, and one of the most effective is repetition.

The more you repeat the benefits of the product or service you are selling, the more it becomes natural to you and your prospect. It is this feeling of naturalness that you want to accomplish; because when an idea becomes second nature, it won't appear as if you're trying to sell; but instead, you'll just be highlighting the obvious. After watching a certain advertisement on television, notice how we find ourselves humming the ad's catchy jingle even while we're doing something else. That's repetition in action. In fact, it operates on several levels.

#### **4. Importance of repetition.**

Repetition is necessary to retain a certain piece of information to memory. For example, if you need to learn a certain poem, you keep repeating it to yourself, even in your sleep, so you could commit it to memory. This method is also needed to promote a better understanding of a certain idea or issue. Thus, if you want to convince your prospect that your product is the best in its industry, then you will have to keep repeating its benefits and the awards (if ever) it received to persuade him.

Repetition also breeds familiarity. The more often you reiterate the merits of your product or service, the more likely your target buyer will feel and think that what you're saying is the one and only truth. There might be other brands in the industry; but if your prospect is most familiar with yours because of your advertising strategies, then he is likely to buy what you are offering.

Of course, repetition should not be overdone as familiarity can also breed contempt, as the saying goes. If you bombard the buyer too much, you will appear desperate, your campaign will look forced, and your approach will seem irritating. You want to win your client over to your side, not drive him away by being too pushy.

There is a method to successful repetition, and that is moderation. As with anything else in this world, too much is too much. If you start annoying your client with your aggressiveness, you're not likely to get any positive response from them or their network (who he will most probably tell) now or any time in the future.

## **5. Induce reciprocity**

Building rapport begins within you. The entire process of building rapport is built upon the foundation of concern, caring, compassion, interest and a desire for the well-being of your client. Pacing and leading is a process that creates comfort for you and the client to know that you are moving along at a pace that is appropriate for the client. The entire process of building rapport, pacing, and leading could be as little as one minute and as much as an hour or more. After rapport has been established you can enter into the body of your presentation.

There are many ways to begin the sales presentation, but, my favourite is to give my client something.

What you will give to your client to induce reciprocity will be, in part based upon the average profit per sale and the significance of your gift. You should know that gifts tend to be reciprocated with sales in direct correlation to the dollar value of the gift that is given. Specialty items, like pens, date books and calendars are perceived as advertising items and do not induce reciprocity. You must think of something appropriate that you can give to your client that will be appreciated. Inducing reciprocity is not just a sales technique; it is a way of life. There is almost a metaphysical energy that seems to emanate from the giving of gifts.

Expect nothing in return when you induce reciprocity. The simple act of giving helps you develop a caring and compassionate personality. That is what people are buying when they buy from you....YOU!

Once again; people don't really buy into ideas, products or services, they buy YOU!

## **6. Share part of you with them**

Show your confidence in your client by helping them with one of their potential clients (or problems). In other words, offer to help them in any way you can.

Can you make a phone call for them as a referral?

Can you help them bring more business to their store by taking 50 of her business cards?

What can you do to freely help them with their business that is above and beyond the scope of your sales call? OFFER TO HELP.

I've done this for years in selling and marketing and you can't believe how many times my kindness has been returned a thousand times over, over the years.

Would you be willing to write them a testimonial on your letterhead for your client to show HIS clients? That is the kind of treatment you would like from your clients, so why not offer it out first!

## **7. The common enemy**

Nothing binds two people, groups, or nations like a common enemy. Find their enemy and align yourself with their viewpoint. Do they hate the tax man or government? Do the same people try to hurt your mutual businesses? Jibe with them. Once someone shares with you who his enemies are, you have built a relationship for life. Drugs? Gangs? Taxes? Unemployment Compensation Insurance? Lawsuits? Government? Criminals? What are the common threats to business and society that you both dislike and you both know hurts your business.

You won't find a common enemy in every sales interview or communication, but if you are thinking of the theme, the opportunity to put both of you on the same side of the table will occur during 50% of your interviews. Once you have a common enemy you have rapport and a lifetime relationship.

## **8. Tell a short story about someone like them**

If you can build a reservoir of stories (short stories) about people who have become your clients you can utilise this persuasive skill. Tell today's client about another client who recently bought from you. This client should be someone they remind you of. You can build an entrancing sales presentation around such stories and they make great lead INS to the core of your presentation.

The craving the human brain has for the journey makes it something that must be driven from an evolutionary standpoint. Specifically, the **desire of curiosity** and the **drive to learn**. Meaning in life is adaptive from a human survival perspective and I believed that this could create great change for people IF you could get them to believe that they were worthy of great things in their life.

To the point of today though, how can YOU utilize narrative to elegantly persuade...to covertly create change in the unconscious minds of people...now?

The answer is in some respects simple and other respects difficult.

On one level, I have always been amazed that people scoff at scientific research and still believe nonsense that is a total fiction even after given overwhelming evidence to the contrary. My personal philosophy is one of personal evolution. Each day learn more, apply more that you learn, and discover the best possible strategies for X that exists with current knowledge. If I personally find that something doesn't work I will change it and try again until it does work, safe in the knowledge that I never fail, I only learn why it didn't work in the first place.

Most people don't understand and they don't believe statistics when compared with a good story. If you have a scientific mind, this probably makes you grate your teeth. Don't let it. Instead, start telling stories.



People want to hear stories. It's how they think and believe. It's what they believe. Statistics are somewhat complicated and take deep thought sometimes. A brilliantly told story immediately clicks in to the brain and becomes truth. People don't have good recall of facts but they can at least in part remember a story.

You may be aware of memory techniques where you build a story in order to remember a list of things. People remembers stories much easier then lists or statistics. Tell a story and it will be remembered!

People identify with certain stories and how the story teller (the salesman, the speaker, the leader, the manager, the therapist, the teacher) tells them. If the story teller brags about her greatness or how her solutions are ingenious, the listeners turn her off.

Be sure of whom you are and what are you going to say that will cause me to want to listen to you in the first place and believe you in the second place! This seems to be an easy point at first glance, but in reality it isn't easy at all. Everyday people are bombarded with thousands of messages, especially in the form of advertising, all asking for belief and compliance. We believe some and act on some of those we believe.

Getting someone to listen to you is no easy thing. Most people are thinking of their responses, their resistance's, their objections as they listen to you talk.

I start almost every presentation or seminar I give with a story. It usually will be one with humour in it. Never a joke. But always humour...lots of it. Woven into these stories... you learn not only about the national figures but you learn self-revelations from myself. You learn all kinds of bits about me, most of which are non-threatening, but enough to stimulate some emotions about what I'm communicating about.

In all of my opening stories at a seminar you learn in a very covert fashion that your story teller is feeling excited about being on television or radio (just like you would be), has a great deal of expertise based on the story itself, is not arrogant or pompous (huge turn off for listeners), is funny (massive laughter experienced in audience), seeks no harm and only good for everyone involved while having a playful demeanour that is fun.

For now, realise that a well told story is powerful in change potential.

A poorly told story is guaranteed to lose clients, lose sales and cost you enormously.

Watch the stories that inspire and excite you. Look at the communications you receive that cause you to take action. Discover what changes you and then you will begin to have a hint at what might change others as well.

***The truly great story eliminates the need to object and resist.***

## **9. Respect**

Sincerely show respect for the person via a compliment. Always be looking for things to like about other people. Compliment them. A little respect goes a long way and you cannot under-estimate the value of a sincere compliment of respect in the environment of influence. Many communication gurus have suggested that empathy is a very useful tool to try to persuade someone. We use empathy all the time. It's a powerful communication tool that is underused and often misunderstood.

According to dictionary.com, empathy is *identification with and understanding of another's situation, feelings, and motives*.

It is the process of understanding and appreciating of the other party's emotions and positions. To put in simpler terms, it means to "put yourself into his/her shoes".

These are 4 steps which you can take:

- 1) You must first be aware of the other party's emotions. How is he feeling about the deal? Angry? Sad? Disappointed?
- 2) State your own perception of that emotion. "I think you are upset that we are not willing to cut the price."
- 3) Make that emotion/feeling legitimate. "I can totally understand why you are upset."
- 4) Give him affirmations of your cooperation. "I am definitely devoted to working with you and making sure this deal will work out. Let's see how we can help each other to achieve our goals."

Instantly, you will be able to build rapport and trust with the party you are negotiating with. In a relationship-based negotiation, empathy is a very important tool to use.

## **10. Knock their socks off**

The shortest amount of time we spend with any client is normally that of the actual communication itself. When you do actually begin the process, the very first thing you do is this: Blow them away with an astonishing claim, an amazing fact, something that few would know. Show them something amazing that no one else has shown them. Make the biggest claim that you can substantiate. The client will always remember and consider this introduction. Start strong, finish strong. Your claim for your product or your service should be colossal and it must be true. Knock their socks off.

## **11. The power of understatement**

After making your big fat claim you can quickly work your way into your sales presentation.

This is the time to make sure you don't over-inflate your product or service. You made your big fat claim, now support it with the power of understatement. In other words, if your mutual fund portfolio has a track record of 12% return per year over the last 10 years, then understate that by saying, "Now, if you average 10% per year." For 10 years you have earned a 12% return, but you are being conservative for your client and he knows it and appreciates it.

## **12. Be precise with your precision**

If you know that this car is going to get your client 19 miles per gallon, tell him that. Then tell him a secret. "But, if you use the slick 50 motor oil and petrol energiser system, you can add an extra 7 miles per gallon of petrol and that translates to an extra £74 of petrol savings per year."

Be precise, and then be better than being precise.

### **13. Get it done faster, easier and better**

You live in an age where your client wants everything to be better, cheaper, faster, quicker, smarter, easier, and more luxurious. So promise what you can, and then deliver and then some extra. If they tell you that your competitor will get them X, then if you can really do it, you tell your client that you are going to get them X+2. Never be beaten because of the lack of going the extra mile. What can you do for your client that no other agent will do for them? What can you do for them that no one else in the business does? Answer these questions then do it.

#### **14. Always give more than you promised**

Napoleon Hill always made sure his audiences knew the principle of going the extra mile. Follow the example of those who sell who become millionaires. If you promise something make sure that your client gets exactly what you promise and then some. Remember that phrase: ...and then some extra!

#### **14 Factors of persuasion summary**

Attitude

Know your subject

Build confidence

Repetition

Reciprocity

Share you

Common enemy

Tell a story

Respect

Knock their socks off

Don't over estimate your product

Be precise

Always deliver extra



## **Persuasive public speaking**

Want to enhance your **persuasive public speaking** skills? Perhaps you have already spoken before an audience, have given a great speech, have influenced them considerably to your point and have received a standing ovation a few times. Now you wish to improve that foundation you have in **persuasive public speaking**.

**Here are five ways that can help you to become a more influential speaker.**

### **One, Body language.**

Majority of human communication is done nonverbally, and people commonly respond and understand it very well, having said that we primarily did not have formal education on nonverbal language. In order to effectively connect with your audience, mean what you're saying through nonverbal cues.

These include eye contact, hand gestures, pacing and the like to stress your words and statements. For instance, if you're trying to imply a very important point, you may point a finger up. If you're telling a story, pace a short distance citing you're bringing them to a certain point. You would be surprised what difference it would make to an audience if the speaker simply went through his speech purely verbal.

**Two, Study.**

Influence is your main concern when speaking before an audience so you have to know what you're talking about. You have to persuade them into considering the point that you're trying to make by citing facts, accepted truths and sources to show that your speech is actually based on something relevant.

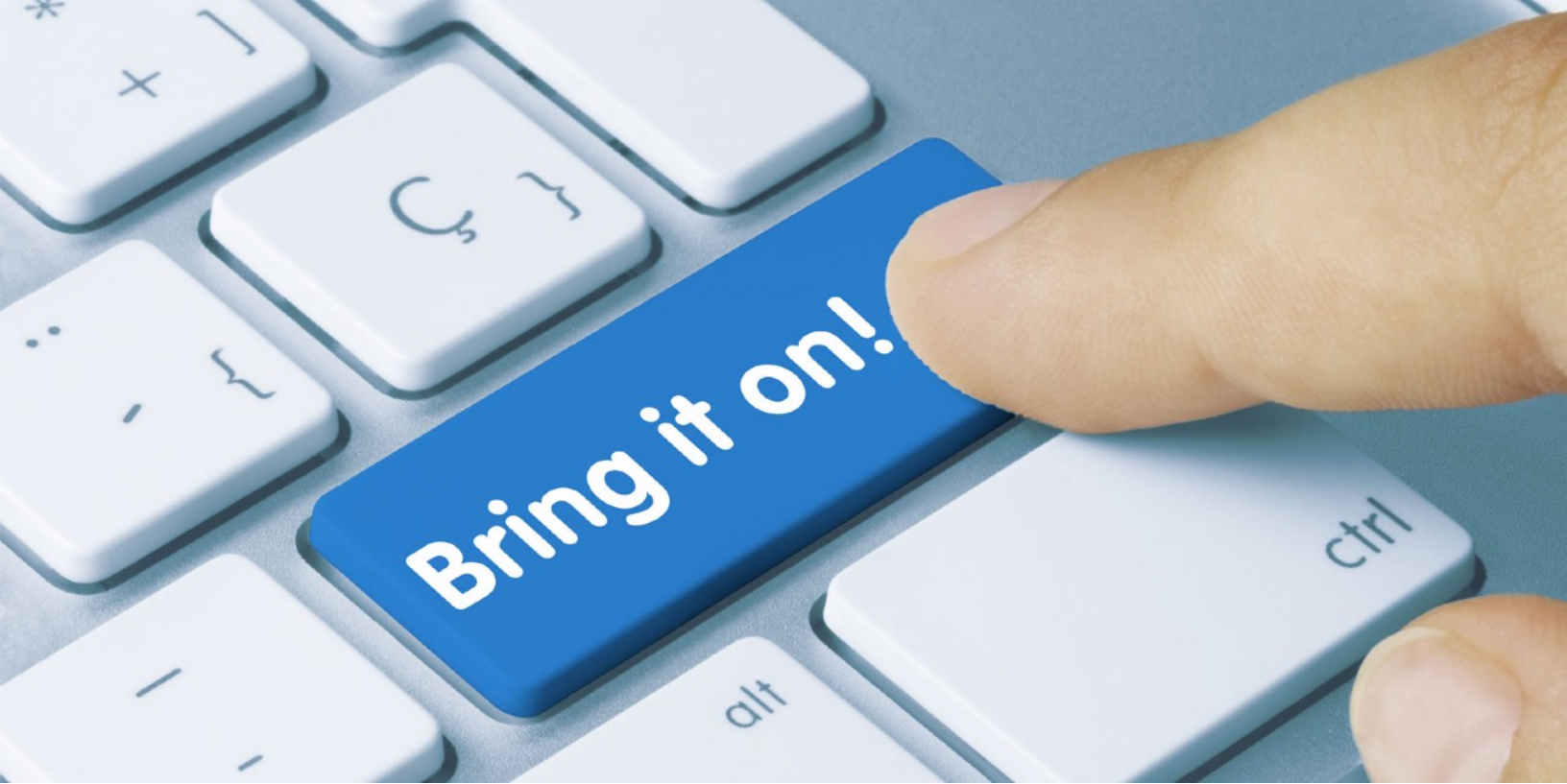
Realise that there is no debate or an exchange between you and them so you have to be very mindful of every single aspect of your speech or they may find you stereotypical; or worse, they may see you contradicting your own statements. Do some research and be open about new ideas and opinions before speaking; this will further guide you how to be a more persuasive speaker.

### **Three, Connection.**

Treat your audience, no matter how great or small in number, as your utmost concern. They are the reason you are speaking, so feel for them as if your message and efforts will be in vain if you cannot convince them to your point of view.

You have to create a link between you and your audience to successfully deliver your speech. This connection can be made through personal anecdotes, humour or even asking an audience to speak a little.

The goal is to be able to create feelings between you and your audience where they will know that it matters to you that they listen. This will be the basis for a smooth flow for the duration of the speech and probably the key to persuasion.



**Four, Give them something free.**

When you are speaking be sure that you have plenty to offer your audience for free. This could be information or possibly even something that your audience can download from your web site.

A free e-book perhaps.

**Five, Know what you want to achieve from your speech.**

At the end of each speech be sure to offer your audience more and ensure that you are ready to guide your audience down the pathway that you have built for them.

Maybe you want them to visit your web site or purchase your new book or perhaps book you for another after dinner speech. Make sure you have the tools available to make it easy for them once they have followed your direction.

In a persuasive speech, you as the public speaker should know how to persuade and convince. The audience should be driven to a point of influence that your message will successfully be delivered and received.

Repetition of ideas, facts and opinions will bring them to your point and positively boost your persuasive public speaking skills.



### **Subliminal imagery**

A subliminal message is a signal or message embedded in another medium, designed to pass below the normal limits of perception. These messages are unrecognisable by the conscious mind, but in certain situations can affect the subconscious or deeper mind and later actions or attitudes.

Subliminal techniques are all around us and in advertising and propaganda; the purpose, the effectiveness, and the frequency of the application will alter its effects.

As we draw the training manual to a close it is important to realise the power of visual stimulation.

Our mind only has a certain capacity to process and use information. The processing power is huge, but the conscious mind has a very limited capacity. In other words, we can only consciously think of and manage very few things at the same time. Actually, we probably can only think of one thing at a time, but we do have the capacity to very quickly switch between a few subjects, each one in turn, one after another. When we express the capacity of our conscious mind into computer terms, it is very small indeed. Scientists believe that the capacity of our conscious mind is less than 100 bits per second.

It is thought that in 10 minutes of life our brain is bombarded by 6.6 billion bits of information. All of this is recognised subconsciously.

Even though our brain is bombarded by all this information we believe it only has a capacity 10 million bits per second. When reading this is reduced to 30 bits per second and only 12 bits per second for mental processing.

When your eyes view a picture the visual cortex in the brain will respond and different neurons are activated with different pictures.

The amazing part of this is that through pictures you can stimulate responses internally without actually changing how your target feels. This is true covert hypnosis at its best.

Remember the power of the subliminal flash in the pictures?

The quick flash of a product during a film would massively increase product sales during the interval. That's just 1/13<sup>th</sup> of a second to persuade!

When this happens you don't feel any different but you sure do want to buy the product. This is so powerful it is banned in advertising.



To make the most of this technique you would use the power of pictures or single words. They can be flashes subliminally or simply placed in a strategic position where they will be seen. In a book, video, screen, board or even a fridge!

The most powerful part of this form of covert hypnosis is that it is exceptionally powerful, it is instant and it sticks for years!

Simply leaving pictures and short messages around your house or office will affect all the people who come in contact with them.

Think carefully about the pictures that you have around your house.



## **Subliminal audio**

Visual information can be received at 10 million bits per second whereas audio is received at only 100,000 bits per second.

OK here's something a bit controversial. The honest truth about subliminal audio is that it just is not very effective. The reason for this is because the hearing systems are just not very effective. Turn the volume down too low and the brain can just not hear the message, even though all the dogs in the area might be able to. So, subliminal audio is not a fraction of the power of subliminal imagery.

Covertly the power of subliminal audio suggestion has not been recognised in tests and so the probability of it have any effect is little.

Remember that old favourite placebo?

Well placebo has will come into this form of suggestion. If your target knows or thinks that subliminal audio is being used then they are likely to be affected.

So if you are looking into using subliminal messaging then visual stimulation will win every time.

## **Subconscious Feedback**

So are you ready to call yourself a mind persuader?

Well, almost.

However before you do you have one more step to master.

It's OK going through all the motions of persuading, in other words you have learnt the rules of the mind, you understand how the mind filters work and how people make decisions based on thoughts they have had from the past. You have spent time with your target understanding their desires and in which areas your product can help them. You have convinced them that you can solve their problems and negotiated a price. However if you have not watched their body language along the way then you could still be in for trouble and ready to loose the deal.

Mastering body language is vital to your final success.

Body language will not tell you exactly what is going on in your targets mind but it will give you big clues and these big clues will be priceless!

Body language will be a vital part of your success and so let's start right at the beginning.

## **Why Body Language is so important.**

Before we could speak we would communicate effectively through body language and experts today believe that only 7% of what we say is expressed through words and that the rest is delivered through nonverbal communication or body language.

From the moment we are born we begin to communicate and we express our feelings through our eyes and our body movements. Shivering and crying we express our desires for warmth and love. From this moment onwards our brain can communicate through our body all its thoughts, needs, worries and intentions. True body language comes directly from the subconscious mind.

For millions of years our ancestors survived on this planet through non verbal communication by observing the actions of those around.

All communication is controlled by the brain. Within seconds of meeting someone you will tell if they are healthy or ill; happy or sad; comfortable or confused. Your brain is working every moment to protect your body and to keep you healthy and free from danger and stress.

When the subconscious mind is talking to your body it shows signals that you just cannot hide.

First impressions tend to create a yard stick by which all further interactions will be based and so your first impression will be vital.

In this section on mastering body language we will look at why first impressions are so important and how you communicate through your body with your looks, eyes, smell, gestures and signals.

Let's face the facts! It is well documented that attractive people find it easier to do business, in other words you are most likely to do business to someone you are attracted to than not.

Whether you like it or not, what you look like counts when it comes to the art of persuasion because what you look like alters your first impression on people.

You cannot change everything about yourself in order to be a master persuader but you can alter some things that will make a big difference! Simply put, Keep yourself fit, keep your weight down and look after your teeth! Look in the magazines and you see that people buy off people that look great!

When meeting your target you should persuade your target to sit down if possible. Seating is important so let's look at where you should sit.

Choose a table where the target is facing away from distractions so that they are facing you.

As a general rule sit to their dominant side, so if they are right handed sit to their right. If they are left-handed sit to their left.

Place both your feet flat on the floor and avoid lifting your feet to rest a foot on your knee.

Do not fidget too much with your hands. The best may be to cup your non-dominant hand palm up and place your dominant hand cupped palm facing down into your non-dominant hand.

Entering your targets private space can be very uncomfortable. So now keep your distance. 2 foot away is about right.

Distance can also become a stumbling block so make sure you are within 4 foot of your target. Of course, if you have known your target for some time you may wish to be a little closer. Indeed, as you get to know your target more you should move slightly closer still.

## **Dressing to Persuade**

When you are meeting a target maintain eye contact. If you wear glasses, wear glasses that are pleasing and allow your eyes to be seen. Never wear sunglasses when speaking to someone, let your eyes be seen. If you are looking at a male target look them up and down and smile as you meet them. If you are looking at a woman look at them from their shoulders up.

Research tells us about the following in sales and if you're persuading your target you are selling.

First don't dress too flashy or too suggestively. Ensure your smell is neutral. Clean and fresh but no smelly perfume or aftershave. Ensure your nails are well kept and clean. Smaller glasses or contact lenses. If you are over 20% above your recommended body weight you should slim down. Get rid of the hair guys. Not all of it but the beard should go along with hair from the nose and ears! Not nice even thinking about it! Your shoes should be clean and new looking and your teeth white.

Getting the picture now? You may think long hair makes you look cool guys but when it comes to persuading then it's just not taken seriously.

Depending on the type of persuasion you are using of course another technique is to dress like your target.

Earlier I mentioned briefly about shaking hands with eye contact. Other things you should be careful of when shaking hands is to shake hands confidently but not too aggressively. Don't try to be stronger than the other person and never; never do a 2 handed hand shake like a politician!



**Body Language and eye contact.**

Eye contact is vital for success and in body language reading the eyes is a fantastic tool because the eyes never lie!

The black pupil in the centre of the eye opens like a camera shutter to let more light in when it becomes darker but it also expands when your subject is interested in you.

The size of the pupils is controlled by the subconscious and so there is nothing your subject can do to change their pupil response.

Because the pupil size is controlled by the subconscious this pupil reaction cannot be faked or manipulated.

Eye Blocking is when a person shields their eyes for a period of time by either lowering their eyelids or covering their eyes perhaps with their hands. This can show an expression of not believing what their eyes are showing them or perhaps an indication of trouble, frustration or not telling the truth.

Blinking can also give away feelings from your target. You would need to know at what speed per minute your target normally blinks at.

Blinking lubricates the eye and eyelid and on average adults would tend to blink at about 10 blinks per minute (although this can change dramatically.) When you become anxious this can cause the eyes to dry and so you would tend to blink more if you're anxious or nervous.

This is only a guide as disease or medical conditions will also alter your blink rate. Notice a targets blink rate and once you know them if the rate increases it's a sure sign of nervousness!

When you shake hands with someone that eye contact is so important and then throughout the conversation you should have eye contact for about 75% of the time. Eye contact could be contact with the eyes or nose area and doesn't mean staring your subject out.

There are 6 basic human emotions and the eyes register them all.

Happiness, sadness, fear, anger, discussed and surprise.



### **Clusters of Information.**

We can see already that the eyes can reveal a lot about a person although they are certainly not the only piece of information that we can use when evaluating a person.

The eyes are just one piece of the jigsaw.

You see people can manipulate their body language in an attempt to be something they are not. It's well known that persistent liars often maintain excellent eye contact when telling their stories.

So when judging somebody look for clusters or groups of information and don't just depend on one source as you may get it completely wrong.

A child looking down and away from you without eye contact may be hiding a guilty secret or might just be reacting to you as an authoritative figure and looking down as a sign of respect.

### **The language of the lips**

The lips of a person are rich with nerves and react to the situation around us. Under stress the lips can be seen to shrink and become smaller. This behaviour is controlled automatically by the subconscious mind and the limbic system. As it is controlled by the subconscious it is a very accurate measure.

Lip biting and lip quivering can also give you an indication that somebody may be nervous or under pressure.

When you kiss someone you love his or her lips will be relaxed, large and soft to the touch but if something is wrong you will feel the tension.

Maybe we should just go around kissing people to find out how they feel about us?

### **The language of the neck**

The neck is known to be a very vulnerable area of the body and how we present the neck to somebody will be a big indicator. If someone is hiding or covering their neck this may be showing a lack of comfort whereas somebody showing their neck may convey a comfort and openness.

If someone is touching or rubbing their neck or indeed any other part of their body this is showing a negative feeling as they are trying to comfort themselves. As a child when you are hurt a mother would hold their baby and rub them to give comfort. Now you rub yourself to give comfort from the worry. This is not just the neck but also the forehead, back of the neck, Adams apple or chin. A woman playing with a necklace may also be displaying signs of nerves or tension.

In courtship exposure of the neck by lifting hair and tilting of the neck is a sure sign that you are being flirted with.

Shoulders rise and necks disappear when somebody is uncomfortable.

## **The language of feet**

This is one of the best ways to tell how your persuasive powers are going. Our fight and flight mechanism is always ready to protect us from danger. If you feel threatened in any way your body will prepare to take flight.

We stand legs crossed and relaxed but as a stranger approaches our legs straighten and our toes point to the closest exit.

Look at a persons feet and they will be telling you exactly what the plan is. If the feet are pointing towards you and the persons body is straight towards yours then they plan to stay.

If the feet are pointing towards the door than any moment they will be leaving.

If you are walking up to a group of people to stop and chat see what happens as you approach if their feet turn with their bodies to greet you then you are welcome but if the bodies turn but the feet stay in the same place and do not point towards you then you're not welcome so just walk on by.

Look for clusters of body language and you will be shown a clear sign that your persuasion is not being resisted.

## **The Mind Persuader Summary**

Follow the Mind Programs

Find the desires and the Mind Filters

Follow the 6 Secrets of Action

Follow 16 Action Steps to Persuasion

Build in Anchors

14 Master Keys to Persuasion

Remember the Secret Mind Chemicals

Survival Instincts

Master Body Language

**= Persuasion**



**And finally...**

So we come to the end of the Mind Persuader programme. I am sure that you agree with me that the information held within the program is priceless! The program will firstly allow you to see when and how you are being persuaded or manipulated by those around you.

Secondly with just a little practise you will discover the magical powers of persuasion as you begin to use them in win - win situations.

*David Knight*  
HYPNOSIS



## **Are You Ready to Discover More?**

Thanks for purchasing this David Knight Hypnosis product. I appreciate your support. Join me on the Mind Persuader Monthly Coaching Membership and discover more about the power of the mind and how you can use this power to achieve extraordinary success quicker than you have ever imagined.

**2 Hypnosis Memberships to help you make powerful change when time, speed and money matter.**

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