# How Amateurs Use and Teach Embedded Commands

**An Advanced Treatise on the Use and Proper
Structure of Embedded Commands**

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Those of you that have my **Advanced Home Study Course** and adhere to my philosophy on persuasion strategy understand the value and power of embedded commands. This technique, used properly, can propel your message into the minds of your prospects with strength and precision.

One of the big values in using them that I have discovered and *become cognizant* of only recently, is that they dramatically *increase the congruence you're demonstrating* by aligning the prospects unconscious with your intent. So, if your consciously perceived message is palatable and compelling, combining it with supportive embedded commands, rockets your ability to *gain compliance*. This is a good thing!

As you realize from my course, using embedded commands is both an art and science. The "science" part is understanding how to *formulate embedded commands for maximum impact* on the unconscious mind of your prospect. It's not enough, however, to simply *form the commands properly* and begin spewing them forth. Applying additional aspects of my teachings *make embedded commands far more effective* and will boost the results you get from using them significantly.

For example, as you *use the Pacing and Leading information* in my course and *apply it to embedded commands*, you'll find their strength goes up considerably. Some hints from the course - work from the mental to the physical, from the thoughts to action.

One of the most important considerations is to realize that there is a **BIG** difference between using embedded commands in writing and using them in speaking. Amateurs, will teach you to use 5, 6, 7 or more words to *formulate your commands. Properly*, this should **ONLY** be done in writing, and then, not to often.

Remember from the course, embedded commands should be 2 - 4 words in length, and the shorter the better. Things such as:

1. feel good

2. desire more

3. get it

4. buy now

5. follow my lead

6. go into trance

7. learn

8. make this automatic

9. buy today

10. fear my wrath

11. adopt this style

12. act on my advice

13. be compelled

14. change your life

The above examples are the correct way to use commands while speaking. When you try and use larger numbers of words when speaking commands, they are far less effective. Here's some reasons why. They call more attention to themselves by the fact that they require your voice to be "altered" longer to *mark them out*. Quite often, using a large number of words is ignoring the fact that the unconscious is simply **directed** with this technique, not cajoled. To *make them most palatable* for the unconscious, you simply *organize them* using the pacing and leading strategies - not by elongating the suggestion.

Writing is where you can take advantage of longer commands. You should be careful not to elongate them even here. Shorter is better and delivering the message is what is necessary - so if

you need to use a few extra words, it's permissible. They still must *follow the well formedness conditions* as I've taught in the course.

Amateurs use long commands when they're speaking, and think they're being persuasive. Experts use short, on target commands that are well formed and generally follow the pacing and leading format.

To learn more about what I'm talking about hear, write all the italicized phrases in order, listing each one on a separate line under the one before it. Analyze the pacing and leading, the number of words in the commands and your feeling of acceptance of the overall message and how they add to the congruence. You'll learn a lot from the exercise.

Remember this as you use and practice your commands, and hear other so called "experts" try to "seduce" you with nonsense. It'll be clear real quick, now that you understand!

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