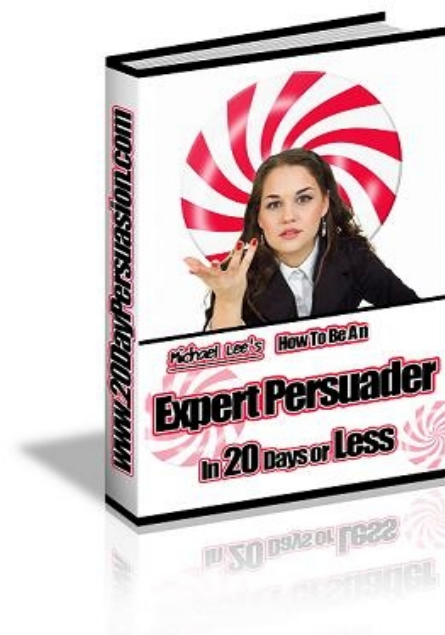


# How To Be An Expert Persuader... In 20 Days or Less

By Michael Lee



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# Introduction

Everyone needs effective persuasion skills. It's not only for salespeople. It's also for the person who can't seem to get his or her dream lover It's for the frustrated individual who wants to attain complete liberty from the dictatorial treatment of parents, wife, husband, or friends. It's for the loner who wants to have lots of friends.

Let me tell you about my obsession. It's self-improvement. Any person can achieve anything he desires as long as he has the proper mindset and attitude. Even the most intelligent or richest person can never attain greatness without having the right positive beliefs and outlook in life.

I've read lots of books and articles about motivation, positive thinking, and self-help. However, the subject matter that captured my attention the most is persuasion.

When I was a little boy, I was shy, gullible, and easy to be fooled. I was so stupid I'd give money to anyone who asked me for it. My shoulders were always low and I had a hard time making friends. I may even have had social phobia.

I've learned my lessons from those days. I didn't want to live that kind of life anymore, so I really tried to conquer this fear. I decided that I would no longer allow myself to be treated as a low-life outcast. I read lots of self-help books and asked for help from my closest friends.

I know that many other people are suffering the same kind of condition I suffered from, and I want to do my best to help them design the kind of life that they want to live. I've been in their shoes before and have gained lots of knowledge and experience.

Since persuasion is my passion, I decided to write this e-book, which I believe will be extremely beneficial to anyone who wants to take control of his life and who wants to convince others to his way of thinking. This e-book will give you thorough insights on how to become an expert persuader.

Are you ready to change your life?

Sit back, relax, and enjoy your journey to persuasion success!

To Your Persuasive Success,

Michael Lee

# Chapter 1

## Persuasion Essentials and Mindset

This first chapter is probably the most important part you have to learn in order to become an expert persuader. So just take it easy, re-read a few times if you must, and let's get the ball rolling..

Before persuading, ask yourself what people may think about you. This is important because you should be perceived positively before you can persuade effectively.

You must know the person's present status or condition (Point A), then know his desired state (Point B). Persuade the person by teaching him how to get from Point A to Point B.

Determine if the person you're persuading is in a good mood or not. He will be more responsive to your request if he's in a good frame of mind. Then know as much info as you can about him. Know his personality, qualities, interests, strengths and weaknesses, values, beliefs, etc. That way, you'll be able to customize your persuasion plans and efforts to fit his world.

You have to enter the inner world of the persuadee. Know how he thinks, feels, acts; his wishes, hopes, fantasies, or fears. Ask, "What would I (feel, do, think, etc.) if I were him?"

Know exactly the results you want to create. When you know exactly what you want to do or happen, everything around you conspires to bring you to the path that you desire to accomplish.



## **Never Assume Nor Disrespect**

To think others that have the same likes, attitudes, or behavior as we do may not be correct. Everyone is unique so you cannot say that because you like something, others will like it too. Everyone is extraordinary, so we have to respect each other's uniqueness.

Each person has his own beliefs. You must never disrespect or disagree with another person's beliefs even if it is contradictory to your own. You must model his belief as much as possible.

When you don't oppose his beliefs, opinions, or values, he tends to feel comfortable with you and trust you. You must let him know that you value his words and respect what he has to say.

If you simply cannot agree with his beliefs, just keep your opinions to yourself; opposing his views will not result to any good. You may also say that if you're in his position, you would feel the same way he does.

For example, if you hold a position in the government and another person believes that all politicians are "corrupt" or "dishonest," you may say something like, "Seems like you had an unfortunate experience. Can you tell me more?"

## **Your Attention Please!**

To persuade, you must get people's attention. However, too many things are often craving for our attention. Because of this, we have developed a sort of filter to shield out those we deemed not important.

The question is: How do we get past the human filter, in order for our message to be heard and for others to pay attention to us?

People pay attention only to those messages they like to hear, so give it to them. Step into their shoes, adjust your message to be in line with what they like to hear, and tell them.

They also need to be motivated in order to give attention to you. If they are not motivated, their attention span is short. Also if their present state is not conducive (for example, depressed or lonely), they are less likely to listen to you. So they have to be in the right mood when you impart your message.

And of course, people are more likely to listen to you and remember what you have to say if they trust, respect, or like you. Emotions play a big part. If you made people feel good in any way, they will tend to listen and remember you.

Interest plays a big part. If people are not interested, your message will pass through their filters no matter how hard you try to impress your message in their minds. Do you notice how you can learn something so much faster because you're passionate about the subject, but cannot get anything in your mind if you hate the topic?

Here are some fantastic tips to grab and maintain their attention:

- 1) Create a controversial or eye-opening statement that will literally stop whatever their mind is consumed as of the moment.**
  
- 2) Ask an engaging question.**

Don't ask something answerable by "Yes" or "No". Ask a question that will stop their train of thought, a question that will distract them from what they're thinking presently and allow them to focus on the question.

**Examples:**

"If you could go to any place on earth, where is your ideal vacation spot?"

"Can you remember the time when you feel so proud of your accomplishment?"

These questions allow them to "escape" their present state of thought and picture instances in their mind.

**3) Arouse their curiosity.**

Master persuaders successfully entice people to come running to them because they have aroused the curiosity of these people. Once aroused, people will have a dying itch to satisfy it.

Examples of curiosity arousing statements:

To someone who is struggling financially, these words would strike a chord:

"Research have found that the richest people on earth all know the same secrets that the rest of the world never knew. I finally discovered what they are."

To a basketball player, this would be very interesting:

"I have read a book on how to increase your vertical jump by at least 5 inches."

I'm sure the target people you're persuading will never stop until they know what you know.

## Persuasion Challenges

Keep in mind that not all people can be persuaded. If that person has any restriction, then you may never be able to persuade him, and that would be a waste of your valuable time.

Remember that the aim of persuading others is to achieve a win-win situation. Always propose something that will be beneficial to both of you.

For example, your prospect is a financial genius, and he never intends to incur any interest expense. He always pays his credit card on time. Now it will be fruitless if you talk for minutes to convince him to join your "credit card balance transfer" program.

How about if a man whose religion prohibits him to eat pork? No matter how delectable or appetizing your dish is, if it contains pork, he will never eat it no matter what you do.

In every persuasion attempt, remember that the person you're persuading must not have any restrictions; or else, you'll just be wasting both your prospect's time and yours. You might also be perceived as disrespectful.

Remember also that he must be in a proper state of mind and emotion when you're persuading him, or your persuasion efforts will fall into deaf ears.

Some people spend so much time worrying about anything they have no control of. They worry about their health, what will happen with their job, etc. They worry about almost anything negative that can happen in the future.

Remind them to stop worrying about such things that are beyond their control (since they can't do anything about it anyway) and focus on things they have control of.

## **Believability**

To persuade, you must be believable. People go through a 2-step belief process. First, they measure the "believability" of a person, and then they gauge the "believability" of the message of that person.

Establish trust so people are more likely to believe you, and then say words that are honest and consistent with your actions and body language so your future messages are more credible.

Make sure that your voice volume, pitch, and tone, as well as your gestures, are appropriate for the current situation. Just imagine the insult you're purporting if you're attending a funeral and you suddenly laugh. Be aware of your words and movement always.

Be yourself. Don't be someone you're not. If you're in love with a girl, for example, but you have qualities not compatible with her, and you fake your behavior or "wing" things just to impress her, sooner or later, you will be found out. Don't claim to be someone you're not.

Never lie. One lie, just one lie you said, will make people doubt whether all the past things you said are true. That will ruin their trust in you, and they might never believe you again. Whenever you say anything from then on, they will scrutinize first and ask themselves, "Can that be true?" And when you're persuading people, you cannot possibly allow them to have any doubts in their mind!

## Know Your Purpose

You can achieve your persuasion objective if you have big enough “whys”. Know “why” you want the other person to agree with you. Why do you want to be an expert persuader?

List down 7 reasons why you want to have the powerful skill of a master persuader. Just write them all down in no particular order. Then rank them in importance, with 1 being the most important & 7 the least important. Write down your top 3 reasons in a small index so you can carry it wherever you go. This index card will motivate you to exert your full effort in becoming a master persuader.

## Developing the Persuasion Mindset

In becoming a persuasion expert, you must stimulate your mind to create an extremely positive mindset and image. You must **believe** beyond any shadow of a doubt that your persuasion efforts will succeed, that you are capable of successfully persuading your target person. Your thoughts must be so focused on your objective.

You must constantly think of the positive outcome of the persuasion scenario, and enjoy that experience beforehand. You must actually feel what you would be feeling upon effectively persuading him. In all cases, your intention must always be focused towards achieving a win-win outcome.

You have to believe that you really are a master persuader, no matter how weak or ineffective you may think you currently are. You can be as successful and as powerful as you want to be, as long as you have the proper mindset and behavior.

If you're selling something, you must **believe** in your product and be proud to offer it to others. If you're not self-assured in the ability of your product to satisfy or fulfill your customers' needs, then it would be very difficult to persuade them to your proposal. You would also suffer from internal conflict because your words or actions are inconsistent with your inner belief.

Use the power of your mind to persuade. The mind is an infinite wonder. It has the fantastic ability to transmute our desires into their physical counterparts. You can do anything that your mind can conceive, as long as you have the belief and will power to back it up.

There have been many cases where the outcome of the situation is a result of people's beliefs and mindset.

Take the case of cancer patients who were given placebo pills. These just plain pills have no healing capabilities. So how did they get well?

The power came from their thoughts. They were told that these pills contain the highest amounts of cancer-fighting ingredients, which can effectively cure them in a matter of days.

See how powerful your mind is?

They believed that their health would be restored. They registered in their minds that these pills would cure them of their illness. In the process, the belief embedded within their subconscious became a reality.

Have you heard the news about the person who froze to death inside a refrigerator car? He believed there was no escape and he's going to freeze to death. He indeed froze to death, even if the refrigerator was not even turned on!

So how can you use your mind to achieve your dreams? One of the most effective ways is to use the "as if" principle.

Act as if you are the person you want to be. Act as if you are already in possession of whatever you long to have. Act as if you are the expert persuader you are soon to become after reading this book! Think, act, and feel like a true master persuader. Be obsessed with your goal.

It's not enough that you think and feel like the kind of person you want to become, but you have to actually ACT. Do what needs to be done. You might get so lost in your fantasy dream world that you've forgotten to take some action. Let your visions encourage and motivate you to actualize your purpose – and that is to become an expert persuader!

The problem with the people of the modern world is that they are too preoccupied with worries, anxieties, and negative emotions. As a result, they are adversely affecting their state of health and well-being.

White lies have become prevalent nowadays in order to ease their burdens or to persuade others to do things that they thought were unattainable.

Once there was a weightlifter who couldn't lift weights in excess of 300 lbs. So his coach devised a clever idea and told him that the barbell he had to carry weighed only 300 lbs. With all his might, the weightlifter managed to lift it above his head. After he put it down, the coach told him that he had just lifted 350 lbs. of weight! It's all in the mind!

As Henry Ford once said, "Think you can, think you can't, either way, you'll be right."



If you think you are poor, then you are poor unless you properly condition your thoughts to the positive mindset. I know it's hard to think rich if your environment is not conducive to such way of thinking. Use your imagination then! Visualize your house to be a mansion, your old car to be a limousine...

Well, you get the picture.

There is absolutely no limit with what the mind can achieve. But you have to combine belief, will power, and action with positive thinking in order to achieve your intended goal.

You see? The mind is a powerhouse, so what you have to do is mentally focus on your persuasion approach.

## **Developing Unstoppable Confidence**

If you don't have any confidence, you won't be able to persuade. To boost it, ask yourself, "What compliment did I receive from people before that made me more confident?"

Seek within yourself your strong qualities, and develop them. What good things do people say about you? Model someone who has successfully persuaded you in the past, and model or even improve on their strategy.

Go down to memory lane and remember the times you have successfully persuaded, convinced, influenced, or motivated someone. Here are some things to consider:

- 1) What did you do to convince your crush to be your girlfriend (or boyfriend)?
- 2) What did you do to persuade your boss to agree to your request?
- 3) What did you do to motivate someone to perform better?

4) How did you negotiate with your parents to get a larger allowance?

You may not be aware of it, but there are countless of times that you have successfully persuaded people. You may just not be aware of it.

Write down those instances and think of how you may apply them in your current situation or future use. Find ways in which you can apply persuasion in your everyday life.

Persuasion entails that you be unwavering and resolute in your purpose. You've got to stand by your objective and never let other people forcefully persuade you into agreeing with them.

Sometimes they will just stay silent when you're talking to them. This will make you feel uncomfortable and might sway you to just give up with your efforts.

Never be discouraged. Prepare your message well and stay focused on your target. When you're requesting something and they stay silent, don't just go away unsatisfied. When they want you to do something and they stay quiet after you've told them you can't do it, make a stand! Stick by your decision.

Explain to them the valid reasons why you want or don't want to do something. If they stayed silent to make you feel uncomfortable, don't just agree with what they want. Keep your cool. Talk to them again and tell them that your decision is final.

If they frown, fold their arms, take a deep breath, or shake their heads, apply the same procedure. Be confident while communicating and stay unaffected by their distracting moves or actions.

What if they told you that they remembered the discussion to be different? Isn't it frustrating to have agreed on something and they suddenly said that they heard it in a different perspective?

You can kindly ask them to prove it. You can ask when, how, or where it was said. If they cannot maintain constancy of data and accuracy in their statements, then you've got a winning case.

To be perceived as confident, get as much space as you can. Spread your arms and legs in a graceful manner. You will be conceived as an authority in command.

Maintain your confidence at all times. Keep in mind that you're the one persuading them. It's not the other way around.

## **Using Affirmations and Visualization**

Affirmations are supposed to be stated in the present tense, but your mind will say, "that's not true" if your affirmations are far from reality or if you have some tinge of doubt.

So if you're on a diet, instead of saying "I am a slim, energetic athlete," say "I choose to become a slim and energetic athlete" or "I am on my way towards becoming a slim and energetic athlete". As you become slimmer and more energetic, your confidence increases proportionately, until you can say your affirmations in the present tense: "I am a slim, energetic athlete".

Engage in self-talk with intensity, passion, and enthusiasm. When you persuade others, do it with feelings. And be very accurate with your end result, because you have to specifically know your desired outcome before you can have a fixed target in mind.

Want to borrow your friend John's car?

Say to yourself, "I am successfully persuading John to lend me his car." Say it out loud! Say it 10 times, 20 times, 30 times, until you feel the fire and confidence within you exploding like firecrackers on New Year's Eve.

Now remember to say it in the present tense. Say "I AM successfully persuading John to lend me his car," and not "I WILL successfully persuade John to lend me his car."

You've got to have it now, not in the future! So be relentless and assertive.

Then picture yourself saying it to him with utmost assurance. Visualize your brother John smiling and obeying your every will. Envision him as a little boy giving you the keys to his beautiful car. He can't help but follow your every command.

And wait. John is saying something. He's saying that you have the right to use his car and he wants to pay you back for all the kindness you've shown him. You feel so in control of the situation. John can't help but do what you want him to do. It's like you've hypnotized him.

Now go out and just do it!

Never show any negative or self-defeating emotions. You don't want to go out there having thoughts like: "I'm not sure if I can ever persuade him" or "What if I won't be able to do it?"

Many people can see right through you. They can sense your fear and anxiety. Be absolutely calm and relaxed.

It would be better if you do the relaxation exercise below before trying to persuade anyone. You may pass up this exercise if you are time-constrained or if your persuasion endeavors are minor.

1. Go to a comfortable and quiet place to rest.
2. Relax your whole body. Command every part of your body to relax starting from your feet up to your head.
3. Count back slowly from 20 to 1, where in each count you relax deeper & deeper. Upon reaching 1, you are completely relaxed.
4. Now affirm your intentions. If you want to persuade John, say, " I AM successfully persuading John to..." As you're saying that, picture yourself doing what you're saying in vivid and true-to-life details.
5. Then after about 10 to 20 minutes of continuous confirmation & visualization, count slowly from 1 to 20. Upon counting, slowly be aware of your surroundings. Feel refreshed & invigorated after doing this exercise.
6. Repeat this exercise every time you want to persuade anyone.

You have to prepare and visualize the entire persuasion process you will be doing. Imagine yourself persuading your target person; indulge in the satisfying feeling of having your desired outcome achieved in visually perfect detail.

Determine your desired end result, then work your way back to devise a good plan in persuading. Predict the possible problems or challenges that may occur, and list down the steps on how you will be able to deal with each. If possible, use the problem as a benefit. For example, a customer found that the book he's

buying from you has a few crumpled pages. You may use it as a benefit by telling him that you're giving the seconds at a big discount.

After you have made your plan, play the scenes in your mind like a movie. This is important because you get to actually practice and feel the entire persuasion process. Focus on your mission or goal.

These principles apply even if the person you're going to persuade is far away. Let's say you're a salesman who's going to write your clients an email regarding your product.

Say aloud, "I AM expertly persuading {clients} to buy my product. They are buying my product because it is the best they've ever seen. They are happy using my product." Say it many times with firmness and assurance.

Then envision them buying and enjoying your product. Imagine them thanking you over and over because they have gotten more than their money's worth. Visualize them treating you as a very good friend because you gave them the very best they could ever lay their hands on.

Then write your email. Pour all your emotions into that letter. Not ordinary emotions, but genuinely pure and caring emotions that come from the heart. Write things that would make them happy and willing to do business with you.

Even if they're far away from you, they will feel the aura of your presence. Your letter will be so powerful that they will comply with your requests.

Remember to always adopt this mindset before you go out there persuading or doing anything you have in mind.

## **Grooming For Persuasion**

Whether you're going out on an interview, persuading your boss to give you a raise, or influencing your genius friend to teach you Nuclear Physics, you have to project a powerful and confident personality.

You might think it's insignificant, but outer appearance does matter. Sure, true beauty may be on the inside; but in today's modern world, people are being assessed on how attractive and professional they look.

If you're an employer and you're going to select from two applicants who have the same qualifications but one is prettier or smarter-looking than the other, who would you prefer? You would probably choose the one who has higher face value.

You would want your company to be associated with good-looking individuals. It would enhance the reputation and boost the over-all image of the company. Moreover, your clients would be more willing and inspired to make deals and commitments with attractive individuals.

What about the airline companies? They will typically hire flight attendants and cabin crew personnel who display very pleasing personalities. They hire those who look very presentable and elegant to the passengers.

Some people just don't like to take the time and effort to beautify themselves, but to be able to persuade anyone, your looks have to command authority.

Good looks are often equated with intelligence, sincerity, respect and confidence. Oftentimes, people unconsciously judge people's behavior and mental capacity based on their outer appearance. Sure there's a saying "Don't judge a book by its cover." But let me tell you a secret. Most people make conclusions about other individuals based on how attractive they look (if they don't know them very well).

Generally speaking, good-looking individuals get better treatment, are given the benefit of the doubt, get help and attention more often, and are more able to persuade or influence others because they appear to be more credible.

Having an attractive appearance does not only mean having a good-looking face. Equally important are choosing the right clothes to wear, fixing your hair, having a gorgeous body, and possessing tallness in height.

Here are some tips if you want to impress and influence someone of great authority, like your boss or an interviewer.

Your whole body has to be neat. Your hair has to be fixed well. Make sure there is no dirt behind your fingernails. Make sure there isn't food stuck between your teeth.

Shave unwanted hair. Males with a smooth face look cleaner and more professional. Females may want to wax or shave hair located on the face, arms, armpits, and legs.

Make your face look younger. If possible, use foundation or powder to reduce the oiliness of your face (if you have oily skin).

Your suit should be ironed well and should correspond with the event or occasion. Make sure that your shoes are well cleaned and polished.

## **How to Maximize Results from Your Persuasion Efforts**

### **1) Practice, practice, practice ...**



Don't just read, but apply what you've learned. Master the persuasion techniques in this book in such a way that you will unconsciously apply them, so you can focus on the other person without thinking what to do next.

**2) Observe people's reaction or response when you apply your persuasion techniques on them.**

Learn from your experiences, then plan your future courses of action and improve on your methods. Some people even videotape their persuasion escapades, so they can watch the video over and over to see where they went wrong and for future improvements.

**3) Ask for feedback.**

Ask feedback from closest relatives/friends regarding the way you communicate. Sometimes, we are blind to our own flaws.

Have you ever been angry with someone for doing something that you sometimes do to others also? Why didn't you get mad at yourself, but you get upset when other people did the same thing? The same logic goes.

So if you want to know if you are communicating at a level that is respectable, likeable, or whatever type of communication you want to impart, don't just rely on your own opinion about yourself, but ask your closest contacts regarding their observation of you when you are talking with them or with other people.

There are other things you can ask for feedback, like the way you motivate or persuade others, consistency of your body language with your words, etc.

**4) Record Your Persuasion Attempts.**

Write down or record in an excel file the persuasion method that you have done, the errors you have observed which you can improve on, and the revised action that you would do to achieve better results.

Keep on improving until you've found the best ways to persuade. Take note, however, that each person has his own unique qualities; so you may also want to note down the person to which you've applied a particular method so you can apply a unique tactic for any specific individual.

## **Vital Points to Remember Before Persuading Others**

If possible, do background check on the persuadee before doing any kind of persuasion. I have already told you about this at the start of the chapter, but it's worth repeating. Know his way of thinking, his behavior, his beliefs and opinions, his dreams and ambitions, his failures, his strengths & weaknesses, etc. The more you know about him, the more you'll be able to come up with persuasion tactics to fit his needs or counter his objections.

Remember that males & females think & act differently. Most males are more dominant in their left brain, while most females are more dominant in their right brain. Most males stay silent when others are telling them something, while most females say things like "right" "Uh – huh" or "yup" to imply that they are listening.

Be crystal clear in imparting your message. When you say, "He's mad" do you mean he's angry or do you mean he's crazy?

Watch out for their body language signs. You might not know if the other party is getting bored or anxious unless you're keen on observing their gestures or movements. You can always "stop the bleeding" and adjust to the situation early before it gets any worse. (Chapter 3 discusses the use and interpretations of body language.)

Stay humble. Never brag or be arrogant because it's a big turn-off. The other party may think (in his own mind) that he's better than you, and you'll just bruise his ego. You may even feign to not know things you may already be aware of, if it would give you an edge in persuading him. Give him the impression that you are an ally, and not in competition with him.

Pay attention to what is being said instead of thinking what you'll say next. It may be a little difficult for you to do initially because you're still contemplating the best persuasion techniques to use. That's why it is critical to practice & enhance your persuasion skills until it becomes a part of you. When listening don't interrupt while they're talking. Wait a second or two before you speak. Avoid changing subjects because this indicates your disinterest.

Choose the right time. When they're not in the mood or when they're pressed with time, your persuasion efforts may just fall into deaf ears because they will not give you attention. Ask first if you can have a few minutes of their time. If they say its not a good time, ask for a time that fits their schedule.

Never disrespect anyone. Watch out for the body signals that you are giving away. You might be pouting your lips, breathing heavily, shaking your head, or rolling your eyes without you being aware that you're offending others. Watch your language too. If saying "Whatever," "Oh brother," or "Yeah right" is part of your lingo, practice taking them out of your vocabulary.

Make sure you completely understand what they said. You can say something like, "So what you are saying is (your understanding of their message)." They will correct you in case you misinterpreted.

## Chapter 2

# Astounding Methods To Make People Like You... A Lot!

To successfully persuade people, you have to win their heart. They have to like you.

For instance, you're interested in acquiring a new car. There are two sellers out there offering you the same model. The prices are both affordable but slightly different.

The first seller is a complete stranger offering it at a considerably low price. The second seller is your high school classmate James. Now you and James had some very pleasant memories together. You like him a lot. He always smiles and offers to pick up the tab at restaurants. Now he's also selling that same car, but with a slightly higher price than that of the first seller.

You are the buyer. Whose merchandise will you purchase? You compared the two cars and they are exactly alike. They are both in excellent condition.

Of course, you would probably buy from James even though he offers it at a higher price. There are many factors for your decision:

1. You trust him. You know that when troubles arise in the future, he'll be there to support you.
2. He's your friend. Why would you buy from a complete stranger?

3. You're indebted to him. You want to repay him for all the kindness he's shown you before.
4. You like him. James has done things which made you feel that he's one of your true friends.

Humans choose not to believe that someone they trust, respect, or like is capable of doing something bad. People are more likely to believe the words that someone they like, trust, or respect says; and that someone is perceived to have good qualities like honesty, dependability, etc. simply because he is liked.

Doctors spend more time with patients they like. Doctors ask them to come back more often for further check-ups. Judges or juries give lesser penalties to guilty parties that they like. Students learn faster if they like their teachers.

Being popular or being liked by people is often more important than having authority or talent. There are some people who doesn't have much skill or intelligence but they are successful because people love them and would do anything for them.

You like your friends, right? Networking or MLM-based companies use the "friend factor" to get more people to join. The people on top of the chart signed up their friends. These friends persuade their own friends to sign up, and the cycle goes on. Some people sign up not because they want to, but because they like their friends and don't want to disappoint them.

So powerful is the "friend factor", that even if the friend is not present, just mentioning their name and recommendation is enough to seal the deal. When a person is satisfied with a product or service, the seller would ask the names of their friends who they think will also benefit from it. The seller would then contact

their friends and say something like, "Your friend Martin Jones thought this would greatly improve your playing skills."

If you can't get through the armor of some people, that's because you didn't yet spend the time to get to know them and establish a relationship. Get them to like you and earn their trust. If you want the shortcut, ask for help from people whom your target prospects already like and trust (their friends).

Joe Girard, the "World's Greatest Salesman" as listed in the Guinness Book of World Records, use the principle of likeability a lot. In his career, he has sold 13,001 cars and has held unbelievable sales records. His secret? Every month, he would send a holiday greeting card to all of his customers totaling 13,001. The card would only say, "I like you" with his name on it.

### **His customers liked him back, a lot!**

So how would you go about convincing other people to like you? Being liked is not a forced action. This chapter explains some astonishing ways to make people like you... very much!

## **How to Make Friends Easily**

The more friends you have, the more people who like and support you; so make friends with as many people as you can. However, talking to people you've only met for the first time may be a little intimidating for some individuals.

One major problem is that you don't know what to say. Since feeding their ego and being interested in them is one key to achieving likeability, you can ask them what they do, what their hobbies or passions are. You may also ask them personal things like where they live, their family, or their goals or dreams in life.

Be approachable. Let other people perceive you as someone they can approach anytime. Let them feel that you are a friend. Before you can pierce into the defensive mental and emotional armor of strangers, you have to be perceived as a friend.

Upon meeting up, they will judge you if you are a friend or an enemy. So do what you can to show that you are indeed a true friend who is honest and worthy of their friendship.

Find out what their passions are and connect your persuasion pursuit with their passions. Find out what they like and center your conversation on that thing they like or are interested in; even better, give tokens or gifts that will allow them to remember you. Make them feel good about you. They will associate good feelings with you; hence, their defenses will be lowered and they will be much easier to persuade.

Think of what you can do or offer to others in order to win their friendship. Write down a list of your strengths or abilities that will allow you to help people. Then before you persuade someone, refer to the list you prepared and see which one in the list might leave a positive impact on the person.

For example, the person loves to eat out. If one of your skills is cooking, you might want to invite him to try out your recipe. If you don't know how to cook but knows someone who can, you may also go all out in asking from your friend chef if he can help you. Or if you can't do anything about cooking, find out what his other likes are so you can give him something memorable. If he has a problem with his computer and you know computer troubleshooting, go out and help him.

Don't give the impression that you need something from him, especially when you've just met. He will tend to avoid you because he'll think you're only being with him for self-fulfilling reasons.

## How to Know Likes and Problems

How can you know people's likes or problems? Watch out for key words that reveal them, such as "want", "wish", "like", "need", "help", "hope", "hate", "dislike", "problem", "confused", etc.

If you still can't find out their problems, passions, or wishes, simply ask questions such as:

"What do you want most out of life?"

"What types of situations do you treat as problems?"

"What do you wish to accomplish in the next few months?"

"Is there anything I can do to help you get what you want?"

Make sure you're not offending anyone. Since you don't know if a certain subject you would like to discuss would offend the other party, it helps to ask a question like "What do you think about...?" or "What's your opinion on...?" or "How do you find the...?"

## Agree First, Get What You Want Later

You can never persuade anyone if you don't agree with them first. People have to know that you agree with them to establish that bond. If you find someone disagreeable to what you may be saying or mentioning objections, agree with him first then gently insert your persuasive statement.

### Examples:

**"Yes, I believe you have a point** in saying that this project will take countless hours to complete. Just imagine how doing this project can be



as rewarding as studying for your Board Exams. You've had difficulties and obstacles, but you were glad you did it because the benefits far outweigh the challenges."

**"Yes, you may be right about that.** I was just wondering. What would result if you go through with the plan because it happens once in a lifetime? I bet you'll never regret going through this experience."

Here's a sample conversation using the "agree first" principle. Let's say you're managing a computer school. Someone comes in to inquire.

*You: Welcome! How may I help you sir?*

*Prospect: Hi! I would like to inquire about your Internet computer courses.*

*You: Great! Here are the brochures. We're currently offering the HTML proficiency course at 25% off. Would you like to see the syllabus?*

*Prospect: The price is still expensive.*

*You: Yes, computer education is not very cheap nowadays, but you'll be getting nothing but the best training. And if you are not satisfied, we'll refund all your money. Here are some more courses with discounts (points at brochures). What exactly would you like to learn?*

*Prospect: I want to learn the entire process of building a website and doing business on the Internet. Other schools don't offer complete training.*

*You: Right. Some computer schools don't take their teaching seriously; however, you can be assured of a complete e-commerce education if you take up the E-commerce Platinum course. It offers everything you need to know about*

*starting and maintaining a successful business on the net. Since it's a package, it only costs \$397.00. Would you like to pay for it in installments?*

*Prospect: What? I can't pay that amount. Can't you lower the price?*

*You: The price may not be too cheap, yet the value you're getting is far more than what you're paying. Of course, you could take the individual courses at a discount, but if you want a comprehensive education, this is already a bargain. Would you like to know the advantages of this course over the others?*

*Prospect: I've been hearing good things about this school. I'm still thinking if I should give it a try.*

*You: Thank you, sir. Our school is indeed one of the best. I suggest you sign up for the Platinum Package because it will literally make your dream of having an online business a reality. Would you like to see the complete course outline?*

*Prospect: Sounds good to me.*

In this conversation, you are agreeing with him in his opinions. It shows respect for his views and establishes rapport. Then you are counteracting him with questions that would urge him to concur with your offer. You're giving him suggestions to agree with you.

Be concerned with his needs, agree to some degree with his beliefs, then neutralize him with your own suggestions.

## **Oozing With Charisma**

You've got to develop and enhance your charisma. When you have charisma, you are magnetically pulling people closer to you, and getting them to like you.

First thing you've got to do is focus on them. Remove all thoughts concerning yourself and direct all your efforts toward pleasing them. The key is becoming interested in them and giving them the perception that you have their best interest in mind.

Be very curious with their daily activities. Get to know their hobbies, interests, or anything. Just make them feel important. That's it. That's the key.

People are quite selfish by nature. They want all the attention to be diverted to themselves. They want the spotlight, so give it to them; and they will repay you a hundred-fold.

For example, Sarah went to Rome and got the chance to see the Pope. She was telling her friends about her wonderful trip.

If you don't have charisma, you'll probably say, "Well that's great. Hope I'll be able to earn enough money to see him too."

What's wrong with the statement? There's no spark. There's no energy. You're not even curious about what she did, or how she felt.

Sarah would really love it if you asked her more about the experience. That way she could tell you more about her exploits and be the star of her own story.

So if you have charisma, say something like, "Really?!?! What did he look like? Did you feel you were in a sacred environment? Tell me more. Wow, you're lucky. Can I go with you next time?"

Be excited about her adventures. Feel her excitement rush through your own bones. Ask more and more questions that will make her feel like she's the main attraction.

OK. I'll say it again. Make the person you're persuading **feel important**.

## **The Sweetest Word In A Person's Vocabulary**

Nothing could be more pleasing to people's ears than hearing their own name being spoken. It gives them a sense of individuality. Mentioning their name is also a sign of respect and recognition.

If your name is Cathy, which of these statements would you rather hear?

"Cathy, could I borrow this book?" or simply "Could I borrow this book?"

Of course, if your name is mentioned you will feel somewhat special. You will feel well liked by the person. It's like you're being treated as though you are unique, one-of-a-kind.

To remember a name easily the first time you hear it, associate the name with something familiar and say the name a few times to commit it to memory.

## **Say "Please" and "Thank You"**

If our name is the sweetest word to hear, "please" and "thank you" are probably ranked 2<sup>nd</sup>. However, don't just say a simple "thank you." Let the person know what you're thankful for.

**Examples:**

“George, thank you for helping me with my assignment.”

“Tina, would you please give this to our boss?”

Remember to include the person’s name (but don’t overuse it) and your words become music to his ears.

## **The Value Of Compliments**

Let’s say you’re invited to a big party. You have a great opportunity to get acquainted and to network with the big names of the industry. With products or services as dependable as yours, you’ll surely get some prospects and customers.

But how do you go about it? You don’t know anyone and the one who invited you is not doing anything to introduce you to his other guests.

The best way to start a conversation and make a connection is to give a sincere and honest compliment. Choose someone you would like to have a connection with. Then pick out anything that strikes you about that person.

Let’s say you want to make friends with Mrs. Helen Miller. She owns a restaurant down town called “Helen’s Hut.”

Say something like, “Hi, Helen. My name’s Michael. I’ve dined-in at Helen’s Hut before, and I think the food’s absolutely terrific. The seafood you serve is the best I’ve ever tasted and the service is magnificent.”

She would thank you and the conversation ensues. Helen might be so honored and flattered she might even give you discounts every time you come to eat at her restaurant.

The best part is that because of what you did, she began to like you. The both of you will establish a close bond and a great relationship. She will learn to trust you. When she trusts you, she will believe your words and persuasion takes place.

Never give a forced or insincere compliment. Don't say you like something about a person when you don't mean it. Don't give a compliment just for the purpose of getting a good deal.

People can see right through your real intentions. Don't praise someone but deep inside you're saying, "Yuck! Why did I say that? I don't even like the way she looks."

People will know if you're flattering them in order to satisfy a hidden motive. If you're aiming for selfish interests or just to make a quick sale, giving compliments is inappropriate.

The main purpose of giving compliments is to bond, to make contact, to make them feel great, to get to know them better because you're interested in them.

## **Say "Cheese!"**

If someone smiles at you, what's your natural reaction? You smile back. Then you feel at ease with each other. A conversation may start and a friendship develops.

There's something magical about a smile. It brightens a dark day. It livens the mood. Heck, if some people hate you and you smile at them, they may even get to like you and return the favor.

So remember this. In everything you do, remember to always accompany it with a smile. Don't be shy to show your pearly whites (or yellowish whites). Yellowish whites are much, much prettier than a frown.

## **Make Em Laugh**

If a smile can make you feel good, just imagine what a hearty laugh can do! Having a sense of humor is a big advantage if you are persuading others.

Laughter releases endorphins from your system. Endorphins are pain killers that can give you a sense of happiness or exhilaration.

When you make others happy, they get to like you and be more open in their communication with you. By making them happy, you may even cause them to lose focus on the substance of your words, therefore making them more receptive to what you have to say.

However, if you are not comfortable or confident in making people laugh, your efforts might backfire. So know your limits.

More importantly, your humor must fit the circumstances. For example, you know how inappropriate it is to tell a joke during a funeral ceremony.

Be sensitive to other people's values and beliefs. Avoid telling jokes that are political, racial, or religious in nature, because you'll never know when you'll offend others.

## **Build Trust**

People tend to like those whom they trust. But how can you build trust?

Be honest with people. Don't make the impression that you're a "know-it-all" because no one is perfect. Stay humble.

Admit your mistakes when you make them. They will get to respect you and it will confirm your honesty. However, you might want to approach the person involved as soon as you realized your mistake, not long after you committed the error. Be sincere, explain briefly the reason that lead you to make that mistake, and ask if there's anything you can do to make it up to him.

When you make a promise, make sure you do it. Nothing ruins trust more than not doing what you said you would do.

## **How to Get People to Cooperate with You**

If you want to persuade others to cooperate with you, you have to get them to like or trust you. You have to let them know that you are on their side; that you are fighting for their rights.

You have probably seen sellers who are allegedly negotiating painstakingly with the store owner so you can get the lowest price possible. You see those sellers as your personal negotiators who are doing you a big favor.

Another example is the Good Cop/Bad Cop scenario. When an offender is caught, the "bad cop" would say harsh words, insult, or even threaten him. On the other hand, the "good cop" would try all efforts to restrain him from hurting the offender and would appear as his friend and protector. Once the "bad cop" has gone out, the "good cop" would talk to the offender and gently persuade him to tell the truth, because he can "trust" the good cop enough to be his confidante.

## **Share Your Secrets**



Share your emotions or feelings with others. Better yet, share your "secrets" if possible. People tend to trust you if you make them perceive that you're sharing a secret with them. When you tell a secret, they tend to open up in response and drop their defenses. They will feel like you are treating them as close friends. They will also feel valued and important.

And when you divulge something that is normally not being shared, they will feel special; hence, defenses are lowered and your likeability rate goes higher. Say something like, "I'd like to share a secret with you, but please don't tell anyone." or "I should have kept this for myself, but I'm going to tell you anyway because you're a good friend."

They might even feel the need to return the favor and share their own secrets with you.

A word of warning. Even if after telling your "secret" to them, they don't open up, never force them to return your favor. Otherwise, they will think you are tricking them and you will be viewed as untrustworthy.

## **Empathize**

If someone has lost a person he loves, don't say, "Don't feel too bad. I've got worse things happening to my life now." Ok, that was exaggerated, but you get the picture. Just say, "You must be feeling bad now. If there's anything I can do to help, you know my number." Remember to put your own emotions aside so you can understand how he is feeling.

If a friend is talking about how estatic he is for winning the championship, don't tell your own story in winning your MVP award. This is your friend's shining

moment, so don't steal the spotlight. When you make others feel good, they will feel good when they are with you. Remember to be sincere.

## **How to Persuade by Boosting the Ego**

You can successfully persuade people by crafting your message in such a way that it feeds their ego. People naturally crave for praise and recognition, so give it to them.

Give sincere compliments (not flattery) every chance you get. If they found out you have an ulterior motive for saying those nice words, your persuasion success rate may diminish.

However, studies suggest that some people's hunger for praise is so intense that they will be more persuadable even if they knew the compliments given to them are intentional (for the sake of asking something back), or even false.

To have higher chances of success, space out the length of time between when the compliment is given and when you intend to ask the favor.

## **Importance of Recognition**

People want to be recognized for their good qualities, achievements or abilities. Always thank them when they have done something worthwhile. Even better, thank them in advance!

For example, you're asking a friend for a favor. You can say something like, "Thank you very much for always being there for me. I know I can always rely on you whenever a challenging situation like this occurs."

Whenever you give praise or recognition, it is highly recommendable to be specific. Instead of simply saying, “You’re such a good employee,” say something like, “You’ve consistently created stunning graphics and submitted them on time without fail. I truly appreciate your efforts.”

## About Hurting the Ego

Some people are not aware that they’re hurting the ego of others. One way to bruise their ego is to compare their faults/weaknesses against the strengths of others.

When I was working as an analyst years ago my superior would go to great lengths to find fault with my work (even when there was none!). We had another co-employee who does the same job as me and who happened to be my superior’s “pet.”

Whenever my superior sees something she doesn’t like with my work, she’ll say something like, “Jim (not real name) has always done his job well. Why can’t you do the same? You’re always making mistakes!” This crushed my ego and negatively affected my self-esteem for a long time.

Another way to hurt the ego is by leaving an impression that you’re better than them especially when you’re dealing with superiors or bosses. If you’re the boss and your subordinate seems to know more than you do on crucial job functions, wouldn’t you feel some insecurity? Of course, it will negatively affect your ego.

## What Affects Our Self-Worth?

Our level of self-worth is affected by our environment or circumstances. For example, a person who is finally hired by a company after he has been rejected

many times by others will see the company as more attractive than if many other companies are hiring him.

## Using Challenges to Persuade

When someone doubts our abilities or capacity to do something, our natural tendency is to prove how wrong he is! Use challenges to motivate people. For example, you can say, "This is a very difficult task. I'm not sure if you'll be able to accomplish it, so I may have to get another staff." When issuing challenges, consider the person and the situation. There is a fine line between giving a challenge and hurting his ego.

## I Love My Clone

### **People Like Those Who Are Like Themselves.**

Isn't it true?

Who would you rather be with? Your best friend who loves pizza as much as you do, who's crazy about basketball like you, who watches the same programs on TV as you; or your next-door neighbor who's a vegetarian, hates sports, and watches those shows that will bore you to dreamland?

The answer is obvious. You would want to be around people who have the same behaviors, beliefs, and values as yours. Secondary in importance are similar backgrounds in religion, culture, race, etc. as well as identical physical (especially facial) features.

Birds of the same feather flock together.

Bookworms like each other's company because they share a common bond - their love for books. Basketball fanatics flock together because they can RELATE to each other's interests and ideas.

So if you really want to persuade others, you have to find any commonalities between you and the people you're persuading in order to bridge any relationship gap and establish a bond. Similarities may range from routines to culture to hobbies to personality - anything you can find to link from them to you. Then they will tend to like you and with that comes trust. With trust, persuasion is a piece of cake.

## **How to Make Someone Value You**

Show people how important you are to them or the value of having you as their friend. If you're an editor, who would you build a stronger connection with - a writer or a bus driver?

Obviously, you would build a stronger and closer bond with the editor because you'll be able to share each other's views. So who do you think you can persuade better? What can you do for the bus driver? Nothing much I can't think of. But what can you do for the writer?

You two are made up to team with each other. So if the writer feels that you are important or valuable for his own agenda, you are more likely to persuade the writer because you've established your position as someone who is important to the writer, someone the writer can ask help from.

In a nutshell, think of a way in which you are valuable to someone. Think of a skill you possess which will be the "solution" to someone else's problem or agony. If you're seen as a problem-solver, people will tend to like you; and when people

like you, you can persuade them better. Think of a common bond, trait, or character between you, and utilize that in order to persuade better.

## **“If They Can Do It, I Can Too!”**

Wonder why children rebel and do things against their parents' advice, yet they blindly follow the actions of kids of their same age?

People are more apt to imitate others who are like them, whether it's the age, nationality, or personality. When they find a common link between them and someone who has similarities with them, they tend to copy him.

Have you heard of the saying, “If they can do it, so can I”? If people find that others who are identical to them (who have the same skills or abilities as them) are able to achieve things that are previously thought to be impossible to do, they will have the confidence and mindset that they can accomplish it because a new standard has replaced their old beliefs.

Roger Bannister is best known as the first man to run the mile in less than 4 minutes. Before he accomplished that feat, it was thought by some to be impossible to achieve; but after Roger Bannister did it in 1954, many other male athletes have surpassed the ‘four minute barrier’. These athletes thought that they are no different from Roger; so if he can do it, why can't they?

You can apply this technique in persuading anyone. If you're in sales, just show prospects how other people just like them actually use and love your product. If you want to convince your friend to watch a certain movie, show him how people of his same age and character are raving over it.

Some people can also relate to fictional characters and imitate their behavior. This is especially true when watching movies. They can almost see their story

unfold in the movie screen, and they see the main actor portray their very life. Before they know it, they are making decisions and behaving based on the actor's performance.

Success stories or rags-to-riches accounts are very helpful in changing anyone's outlook, especially if the person can relate to the story. He will say, "Thomas has failed more times than I can count. He is having many challenges just like me, maybe even more. If he can conquer them all, I sure can!"

On the other hand, news about suicides resulting from depression and severe problems may prove to be infectiously disastrous. People in identical situations (and especially those who have other major similarities with the suicide victim like race, age, personality, etc.) who have read these stories might become convinced that suicide is the solution. Now you know why many self-improvement experts don't want you to watch the news.

## **Rapport and Mirroring**

Important thing to remember: To effectively persuade people, you must find positive similarities and avoid negative ones. This is where the power of having rapport comes in.

The effectiveness of your persuasion efforts will multiply if you have established rapport firsthand. It's the time when you and the people you're persuading feel so close and in-sync with each other that you feel like you've known each other for years.

Did you know that those who have mastered the art of rapport know the emotional state of their counterparts and see through their moods just by matching their behavior and/or gestures?

Here's what a subscriber of mine has to say about the value of rapport:

*Dear Michael,*

*You are so right. Establishing rapport is essential to gaining influence. If I like someone, I will turn myself inside out for them. I had a teacher in fourth grade, Irene M. Turner. She noticed when I was gazing out the window and instead of assuming that I was daydreaming, she asked me first if everything was okay. As it happened, we were doing work I had already mastered and I was bored. She gave me work to do which challenged me and got me interested in improving my grades. Because of her influence that year, I made the honor role for the first and only time in grammar school. All because she cared.*

*Next time someone commands you, "Teach me." I recommend looking him square in the eye and replying, "Pay me." Of course, this is only a suggestion, and you are free to do as you please. It works though.*

*Cheers!*

*Emily Hufschmidt*

So how do you build rapport? Imagine entering into the persuadee's body. Then contemplate:

What is he thinking?

What emotions or feelings is he hiding inside?

What do I like to happen with my life?

This method allows you to "take in" the personality, mindset, or attitude of the persuadee, resulting in better rapport. Then mirror him.



What is mirroring? According to Wikipedia, mirroring in simplest form is copying what someone else is doing while communicating with them. Observed in people exhibiting similar postures, gestures or voice tonality.

But mirroring should not be confused with mimicry. You should act with courtesy and caution. Never let the person you're mirroring be aware of what you're doing.

Your main objective should be to influence the subconscious. Even if he is not aware that you're mirroring him, his subconscious mind realizes it.

Mirror his facial expressions, gestures, posture, speech, styles, actions, or breathing patterns. Put yourself in his shoes.

Various aspects you can mirror in order to establish rapport:

- 1) Breathing rate - Is it slow, fast, or moderate?
- 2) Posture
- 3) Movements/gestures
- 4) Types of words used by the persuadee
- 5) Pitch, tone, and loudness of the voice
- 6) Speed of rate in speaking

After some time, touch your nose, cross your legs, or make any movement. If the persuadee follows your action or movement, mission accomplished! You're in rapport with him. You have already lowered his defenses to the point where he is more receptive to your persuasion. If not, then continue to mirror him.

By doing this, you are also matching his way of thinking. You may easily adapt to his inner thoughts and views.

You may also do some crossover mirroring. For example, you talk at the same rate as his breathing. Or you scratch your chin every time their eyes blink. Get the idea?

Be genuinely interested and curious with everything you can find about him. Discover his attitudes. Know his life story.

The person that you're persuading will subconsciously be at ease when you duplicate his manners indirectly. He will feel very comfortable if you're both on the same level.

You may also mirror the mindset, emotions, values, or his state, BUT only if you're mirroring the positive. If the persuadee is in an exciting and happy state, mirror his behavior or present condition.

However, if he is depressed or anxious, don't come to him in a joyous mood and say, "Don't worry about them. Let's watch a movie so that you'll forget about whatever's bugging you." If he has some big emotional problems, and you mirror him, you run the risk of actually absorbing his emotions.

Never mirror him. He's in a foul mood. He expects you to feel for him, to empathize with him. Match his disposition first, then say something like, "I feel bad for you. If there's anything I can do to help, just let me know" or "I feel that something's bothering you. Is there I can do to help you?" All he wants right now is to be with someone that has the same mood as he does.

Here's another important thing to remember when mirroring: Never stop abruptly. Do it gradually. Just imagine what your counterpart will think if you're in rapport with each other, then your manners or actions suddenly become incompatible with his. It will be disadvantageous to your persuasion process. That is, unless

you purposely want to seize the mirroring (like if you want others to feel uncomfortable or tensed).

## **Building Rapport from a Distance**

You can still build rapport even if the person you're persuading is far away.

Just relax. Clear your mind of all negative thoughts and create a bond by focusing on their entire body. Make his image so real and vivid. Then use your subconscious to enter his world. Feel the connection. Give out positive projections uniting their entire persona into yours.

Think of what he may be doing at the moment. Then replicate his actions, behaviors, and principles.

With this exercise, you can even emulate your role models. Let's say you want to be as successful as your boss who is always traveling around the world. Do the above exercise and you'll see some astounding results.

## **Persuasion Using The Sensory Systems**

You may also want to employ the 5 sensory systems in your persuasion language.

1. Visual - sight
2. Auditory - hearing
3. Kinesthetics - touch
4. Olfactory - smell
5. Gustatory – taste

The first 3 are the most commonly used. For visual people, persuade by talking at the same rate (they tend to speak faster). Use words that pertain to visuals such as "look", "seem", "view", "perceive", "imagine", etc. and take shallow breaths as you speak.

For auditory people, persuade by talking at the same rate (they tend to speak at moderate pace), use words that pertain to auditory such as "listen", "hear", "sounds like", etc. and breathe deeply.

For kinesthetic people, persuade by speaking at the same rate (they tend to speak slowly and calmly), use kinesthetic words such as "feel", "contact", "touch", etc. and take deep breaths.

So how do you know which of these sensory systems you're going to use?

Ask the person you are attempting to model.

"Why do you love to hang out at Joe's Cafe?"

If he answers, "Because I get to meet beautiful women," then he's applying the visual faculty.

Ask him again for another reason.

If he says, "Because I love the sounds, man," then he's using the auditory function.

If you ask him again and he says, "The food is simply the best I've ever tasted," he's using the gustatory sense.

Now if you want to promote your own restaurant to him, you might want to say, "Our restaurant is often visited by celebrities. The music is very entertaining. And the food is always fresh and appetizing."

You just arrange the benefits in the order that suits his sensory systems.

Take note that his sensory systems for one product or service may not be the same for others. He may use the visual facility for one but may use the auditory for another.

The key is to continually test which of them have the best effect in a particular situation.

Note: Videos have been tested to convert very well in selling a product because it caters to both visual and auditory people (which makes up the bulk of sensory people.)

## **Dealing With Differences**

You may like basketball but your brother likes soccer. You may like to eat vegetables but your sister hates them. Even if we try to mirror someone, all of us are still unique in our own special way.

Sometimes, we try to get other people to agree with our values and beliefs. We think that our opinion is the best and that other people should abide by the same principles. Differences in opinion often lead to misunderstandings and disagreements.

Arguments ensue. We like something to be done our way but the other parties think their idea is the best.

So how do we solve this dilemma?

There should be an open flow of communication. You tell your side and they tell their side. Weigh out the advantages and disadvantages. Consider the possible rewards and consequences of each action.

There will of course be times when the other party simply won't give in. They think they've got the winning solution although it is evident that they have a losing proposition.

How do we then influence them to our way of thinking? Here are some useful techniques.

**1. No one wants to be perceived as wrong. So never give the impression that they have the wrong ideas.**

You have to identify their good points first before imparting your own viewpoint.

For example, you could say, "Mark, your proposal seems ok. We will be able to satisfy the employees and generate more sales. And it may entail a bigger budget that seems a little out of our reach."

You first acknowledge Mark for all the benefits of his proposal (that it will be able to satisfy the employees and create more sales). Then you wittingly mention the objection at the end (that it will necessitate a larger budget, which the company may not approve).

As you may have noticed, the second sentence begins with "and" not "but." The word "but" may trigger a negative reaction because it sounds like you are counteracting Mark's proposal. The word "and" sounds like you're adding or

complimenting his suggestion. He will be more likely to agree with you if you say "and."

## **2. Incorporate your own idea to theirs.**

For example, you're the supervisor of ABC Company's Sales Department. One of your personnel has not been very productive lately. You see the flaws in what he's doing.

You could say something like, "George, I've been in this kind of situation before, even worse than what you're dealing with right now. So I decided to make more cold calls. I also tried to use strategy X and it worked like a charm. Try it out and I'm pretty sure clients will come rushing in."

George is more likely to be receptive to your advice because instead of criticizing him, you humbled yourself. You encouraged him to do better because you instilled in him the confidence to overcome the obstacles in a similar or worse situation. And you did it with class. He pictured you not as a punishing boss, but as a mentor and friend.

## **3. Be suave. Brute force is not effective.**

Miranda is a new teacher. Her grade school class is very misbehaved. They're always playing around. They're not studying. They're always fighting with each other. Any person in her situation would have acquired high blood pressure in a day.

The previous teacher who resigned warned her of the impending danger. "These students need a good spanking. I've shouted at them and made them do squats but it's no use. They're barbarians," the previous teacher said.

It's clear that the previous teacher did not care for her students. All she ever had in her heart was anger.

Now Miranda applied a different approach. After one month, the principal praised her for being able to change the attitude of the students. Curious about what Miranda did?

She never said harsh words. She never punished her students.

She just told them, "Do you know how hard your Mom and Dad work? They're out there experiencing all the hardships just so they can earn money so you can go to this school. And if you don't study well, they will cry because you did not give importance to their efforts. You will make them feel so bad. Is that a good way to repay them for all their love? If you have a heart, you will love your parents and study well.

And do you know what happens if you don't study? You will not find a good job and you will not have any money. You will not be able to eat your favorite food, you will not be able to wear the clothes you like to wear, and you will not be able to play with those wonderful toys anymore. Do you want this kind of life?"

Miranda made them think and understand about the importance of studying. She gave them a clear picture of what life would be like if they don't study.

People will be motivated to act according to your will if you point out the disadvantages and negativity of being against you. No need for brute force here.

#### **4. Think before you speak.**

Some people just don't know when to open their mouths. They speak whenever they feel like talking, without even thinking if they're going to hurt someone.



When this happens, tempers flare up. Arguments ensue.

It is okay to be frank, but do so in an appropriate way and at the right time. You may speak with the person if the two of you are alone. Never humiliate someone in front of others. Deliver your point of view in a non-offensive way. Choose your words wisely.

## **How Rivalry is Created and How to End It**

You already know that people like others who are similar to them. The more similarities, the more chances of being liked.

If you want to fire up the spirit of rivalry between people, you separate them into groups (each group having similar qualities with their team mates, while the other groups having different qualities) and conjure up competitive games and contests between them. Of course, you wouldn't want to do that. What you want is unity and cooperation between people, even if they are of dissimilar origins or qualities.

One way to do that is to establish a common goal to be achieved for the mutual benefit of everyone. Examples would include pooling of money to buy something expensive that everyone can use, sharing their knowledge and expertise to solve a specific problem that all groups are facing, etc.

## **Beware of Manipulating Copycats and Liking Tricks**

Some people fake similarities to manipulate others into liking them. They would lie in order to establish a resemblance to the person they want to persuade. For

example, Mr. A visits Mr. B's house and found out that Mr. B is collecting fitness magazines and has a small gym in his garage.

Mr. A might then say, "I go to the gym all the time. I love to work out and keep myself fit" even if he doesn't mean it, just so Mr. B will find something similar between them.

Word of advice: Be alert and careful of people who act, say, or do things like you. Beware of people who seem to have exactly the same likes and dislikes as you for the sake of getting you to like them and tricking you into compliance.

To prevent others from manipulating you, simply segregate the person from the thing in focus. If that person is selling something, you shouldn't buy it only because you like him; you must, first and foremost, consider the quality of the product and your willingness to purchase it, assuming anyone else would offer them to you.

## **My Personal Experience**

Once I was introduced to a person who very much likes to learn what I've been doing on the internet. When we began to talk, he did not make the effort to get to know me better. He did not even greet me by my name and went straight in asking:

"How did you start your business?"

"How did you get to know these things? I want to know."

"Teach me how to do it."

He did not say "please." And he commanded me, even if this was the first time we've met. I smelled "self-interest" in the air. What's wrong with this scenario? Plenty!

- 1) He did not even want to know my name (which is the most wonderful word to hear in any person's ear).
- 2) He did not say "please."
- 3) He didn't care about me! He's only interested in himself and in whatever benefits he's going to get from me. And he commanded me!

If you want to persuade someone, get him to like you first by warming up and establishing a bond. Be interested in the other person. People are more likely to like and trust you if they know you care about them.

Important thing to remember: Be interested in them, and NOT curious about them. If you sense they are upset over something, don't say, "What's upsetting you?" You could instead say, "Can I do anything to help you?"

See the difference?

## **Get to Know More People**

In the field of persuasion, quality and quantity of your network matters a lot. The more people you know, the more chances of finding the right person to persuade when you need any specific help.

The quality of people you spend time with can also have a big effect. If you spend time with people who are pessimistic or has a bad habit, their reputation may rub off on you and they may become liabilities in your quest of becoming a persuasion wizard.

Choose your friends wisely. However, it does help to have unlimited number of contacts because you'll never know who might really be helpful to you one day. Sometimes, you'll never know who your true friend is until a drastic change happens.

So grab all opportunities to meet someone new everyday. Go to seminars, parties, social events, etc. and know as many people as possible. See if you can target those people who can make a positive change or impact on your life.

If you get tongue-tied on what to say, here's a surefire formula that multi-millionaire Stephen Pierce has advised. Ask, "What do you do?" People love to tell others about their success, abilities, talents, or stories. It will crumble down their defenses and they will become more open to you.

Become interested in what they have to say. If possible, ask them about things that reveal their values. Knowing their values is key to successful persuasion. After they're done sharing, they will tend to reciprocate and ask you the same question. You'll then be able to share your own views, keeping in mind to not offend any of their principles or values.

Nurture and develop your relationship with people who you are already in contact with. Best is to meet them face-to-face. If this is not possible, at least call them on the phone. Email is your last option, because you sense less emotions through email.

## Chapter 3

# The Most Used Yet Most Misunderstood Secret Language In The World

What language is the most widely used in the world?

Chinese may be the most spoken language in the world. English may be the most famous. But there's one language being utilized the world over, and people don't even know they're using it.

We use this language all the time, but we may not be aware of it. Moreover, this language doesn't only involve the mouth but the whole body as well.

You guessed it right. It's body language! Albert Mehrabian mentioned that other people relate to us through words (verbal) - 7%, through voice tone (vocal) - 38%, and through body movements and gestures (visual) – 55%.

Could you even imagine the awesome power of applying body language? With it, you'll be able to interpret other people's inner emotions even if they're not directly expressing it.

You'll also be able to modify your behavior to fit the situation. You'll get them to like and trust you, making persuasion a much easier task.

## Body Language Tips That May Come in Handy When Persuading

Did you know that you can use your eyes to motivate others to speak more often, without asking them a single word? In a group setting, the more eye contact a group member receives, the more prone he is to open up or speak out what's in his mind. Fascinating, isn't it?

Widen your eyes to show that you are interested. It means you are responding positively to what your counterpart is saying.

Don't tap your feet because it sends signal that you are bored and want to get out of the discussion.

Quality of your voice is important. Make sure that your voice is clearly heard (but not loud) and that words are spoken clearly. Drink hot water or tea if you must to enhance your voice quality.

Don't match angry or pessimistic tone of people when you are persuading. Maintain your same level of voice. Sometimes, we are not aware that our tone of voice is offending someone. When I was in elementary, I talked to people in an energetic fashion, or so I thought. I only realize that my tone and way of speaking was offending someone when she actually told me that she didn't like the way I speak. I was stunned. From then on, I am very careful whenever words come out of my mouth. Never say statements like "You always.." and "You never..."

Be wary of facial expressions. Although some people can fake their smiles and expressions, it is difficult to maintain that fakeness for a long time. Within that time, closely observe for any sudden change of facial expression that reveals their true emotion. However, never jump to conclusion. Although you might be fairly sure of their emotions, it is still recommendable to watch out for other cues. When there is a conflict between body language and words, the body language usually is right.

## Some of the Body Languages That Portray a Certain Characteristic

### Suggesting Interest

Some of the ways to find out if the people you're persuading are interested in what you're saying or in your proposal are:

- They maintain eye contact more than 60% of the time. The more wide-opened the eyes are, the more interested they are.
- Head inclined forward or nodding.
- If they are nodding their head, they're agreeing with you. That means they're attentive and listening.
- Feet are pointing towards you.
- They smile frequently.

Apply these steps also if you want to convey your interest.

### Indications That They're More Open To Agree With You

- Hands are flat on the table.
- Palms of the hands are open.
- If they're stroking their chin, they're thinking or listening attentively. They may agree with you after careful evaluation.

- Head inclined forward or nodding.
- They nod often.
- Legs are spaced out from each other.
- They smile frequently.

### **Indications Of Boredom**

- Hands are placed behind the head.
- They show inattentiveness by staring at a blank space or by looking around frequently.
- They're tapping their fingers or feet (may also indicate annoyance).
- They yawn incessantly.
- Their feet or legs are pointed in the direction away from you.

### **Exhibiting Confidence/Authority/Power**

- They maintain firm eye contact, rarely looks on other body parts underneath the nose.
- They speak with a low-pitched, slow-paced, downward-inflected voice.
- Chin tilted upwards.
- Chest projected outwards.



- They maintain an erect posture.
- Hands are clutched behind the head.
- Hands are placed beside the hips.
- They have a firm handshake, palms pointing downwards.
- They move with precision and with no hesitation.

### **Signals Of Anger/Resistance**

- Fists are clenched.
- Hands or feet are tapping.
- One hand is clutching the other hand, arm, or elbow.
- Arms are crossed over the chest.
- Eyes are blinking constantly.

### **Signals Of Nervousness/Tension**

- Fists are clenched.
- Hands or feet are tapping.
- They speak in a high-pitched, fast-paced, stuttering voice.

- Hand is clutching the other hand, arm, or elbow.
- Legs are crossed while standing.
- They have a wilted handshake, palms pointing upwards.
- Their eyes evade you.
- They're grasping things firmly.

### **Signals Made By People Who Are Doubting/Suspecting You**

- They glimpse from the corner of their eye.
- Hands are tucked in their pockets.
- Arms are crossed over the chest.

### **Signals Made by People Who May Be Hiding Something from You**

- They put their hands in their pockets or behind their back.
- They avoid eye contact.

### **How To Know When A Person Is Lying**

People lie for a variety of reasons. It may be to cover up a fault or embarrassment, to avoid upsetting other people, to encourage when no hope can be perceived, or to be spared from petty hassles.

It may also be due to more serious psychological problems such as delusional imaging or extreme vanity.

Here are some indications that are conveyed when a person is lying.

- They speak in a high-pitched, fast-paced, stuttering voice.
- They try their best to avoid having eye contact.
- They look somewhere else and glimpse from the corner of their eye.
- Arms are crossed over the chest.
- They are constantly touching their face, especially the mouth, ear, and nose as if covering them.
- Their poses are closed, descending, and insecure.
- Hands or feet are tapping.
- They are constantly moving from one place to another or changing his poses.
- They are projecting parts of their body (ex: feet) to an escape route (door).

Here's one simple technique you can use to predict if someone is lying or not. If you ask a question and he looks to the left or in an upward direction, that means he is thinking. If he looks to the right, he is recalling something that actually happened.

So if you ask someone, “Where were you when the child fell down?” If he looks to the left, he might be making up a story to cover the real incident. If he looks to the right, he might be recalling what actually happened (in reality). This method may help you determine if you want to accept their explanation or not, while also taking into account other factors.

These interpretations may not be accurate 100% of the times, but they are very dependable. Now you know how they feel even if they're not telling you about it. Use this power to your advantage.

## **Persuasive Movements**

During the persuasion process, be aware of your actions. If the person you are persuading perceives some weak points or sees an opening to escape, you will tremendously lessen your chances for success.

- Breathe deeply and relax yourself. Persuasion is more easily accomplished in a relaxed environment.
- Establish rapport by matching the breathing patterns, postures, speaking style, or movements of the person you're with.
- Sit in a comfortable self-assured manner. Don't sit up stiff and straight. Sitting in a rigid form gives the impression that you are tensed and self-conscious. Don't slump in your seat either.
- Establish eye contact often, especially when listening to a question. You don't have to pierce through the eyes as if performing hypnotism. Just glance around the area from the eyes to the nose.

- Use your hands cautiously while talking. Don't make gestures that are forceful or vigorous. Keep your fingers pointed inwards. Don't point - it gives the impression that you're condemning the other party.
- Provide moderate spacing between you and the person you're persuading - about 2 feet apart. If you're too near, you're entering into his private territory. If you're too far apart, you will get the impression of being detached and unapproachable.
- When walking, look straight ahead and walk in an upright, moderate-paced manner.
- When talking, use a downward tone. It suggests a command.
- When standing, put your hands at the back or on the hips.
- When sitting, spread your legs apart.
- Smile genuinely and with confidence.

## **The Magic Touch**

You know how another's touch makes you feel good. When someone hugs you or puts his arms around your shoulder, you feel a certain kind of bond or comfort with that person. We can use this to our advantage. However, be careful to touch the right person on the right place.

Most males don't have any issues when touched by females on any body part. A man may touch a fellow male on the shoulder, upper arm, or forearm, but may become uneasy or defensive when touched by a male stranger or non-acquaintance.

Most females are receptive to being touched by fellow women. However, men should be careful when touching females. They may touch women lightly on safe spots such as the hands or forearm, but they should still exercise caution and consider the relationships between them.

Touching is discouraged when the relationship is between a superior and a subordinate.

When you're persuading someone, here's an effective method employing the power of touch. Touch his forearm, look him straight in the eye, then mention your request. If this works fine the first time, you can use it the second time when you're with that particular person. Just don't overdo it or they may soon found out what you're up to.

## Chapter 4

# Press The Magic Button And Get What You Want ... Instantly!

Wonder why many big companies choose famous TV stars to appear in their commercials and not normal people? It's because those stars are famous. They represent wealth, reputation, skills, or popularity. When they endorse a product, you associate that star with the product. Hence, if you like the actor, you will get to like the product. And if you use the product, you tend to feel like the endorser too. This is the **principle of association**.

Big companies pay professional athletes large sums of money to wear certain shoes or clothes, endorse their perfumes, drive a specific car, or even eat certain foods. You might be wondering why these athletes are even asked to endorse products that are not related to them or their craft. As long as the association is positive, it is not necessary that the correlation between the sports star and the product be directly related.

Certain people choose their friends very carefully because the behavior or actions of the people they hang out with can very much reflect on them. If you have a friend who later became a criminal, you had better watch your back because those who want to avenge may pour their bitter revenge on you, no matter how innocent you are!

This is even more difficult if you have family members or relatives who portray negativities. Since we cannot choose them the same way we can select our friends, we are often strict in wanting our family members to conform to good moral values and ethics that reflect our own. Parents want their children to

observe proper conduct because other people associate their children with their father and mother.

When their kids win contests or exhibit great talents, their parents are always proud to associate with them and say, "That's my son (or daughter)."

That's the power of association at work, and it's not limited to people. In fact, you can associate the quality of a person, place, thing, event or anything you can think of, with the subject of your persuasion.

Just think about the clothes that people are wearing. What would you think of a person wearing a cross necklace? You would probably think he is religious. You might associate someone in military attire as disciplined and brave, while someone wearing shades as cool.

If you want to make them feel something they've experienced in the past, you may say something like, "Remember the last time we went nature-tripping? It was the most invigorating experience we've ever experienced, isn't it? We're going to experience it again in the trip we're going."

The purpose is to alter the mindset and emotion of the person you're persuading by using the right key of association.

You want them to associate you or your product with positive emotions, ideas or factors.

You have probably heard of Ivan Pavlov's experiment where he rings a bell every time he feeds his dog. Now after some time, the dog would salivate every time it hears the bell ring, even if there was no food.



Salespeople also apply this strategy today. They would often treat potential clients out for a great lunch. Although these salespeople will shed out a little money for the meal, it's nothing compared to the big profits they'll be getting once they get what they want from their prospects. They know that the satisfying emotions accompanied with eating the food will be associated with the business discussion they are engaged in during the meal.

Even if the linking factor between two aspects were only remotely related, people would go all out to support or defend that which they are associated with (even in the most minor ways).

Why would a hometown crowd cheer for their average basketball team who is fighting against the country's favorite team? That's because they are associated with the team in terms of hometown. If the hometown team wins, they will also share that feeling and may even say something like, "**Our** team won!" If their team loses, they would probably say something like, "**They've** lost the game." They separate themselves and avoid being associated with the losing team.

By being related (even in the most minor way) to the greatness of an object or event, the ego and reputation are built up.

It might not be too surprising to know that the more insecure a person is, the more he strives to be associated with external factors. Those who know deep inside that they have achieved great things and don't need to prove their worth any further, are the ones who are not much concerned about associating with outside forces such as their school team who won the championship.

**Other Examples:**

Some companies donate to charities in order to be associated with being generous and sincere; some companies sponsor special events such as

athletic contests to be associated with camaraderie, teamwork and the winning attitude.

There have been reports of weathermen being blamed, threatened, or even hurt because people associate them with the bad weather they've reported, even if these poor weathermen have absolutely no control of nature.

Cigarette commercials use young, energetic, and healthy-looking individuals so viewers would associate the cigarettes with them, despite the dangerous effects of cigarettes.

## **How to Optimize the Power of Association**

If you can associate your product with the hottest trend, then you're bound to achieve great success.

When a well-known international Olympic event takes place, you will notice sponsors associating their product with the occasion. You'll see them paying handsomely to have the right to claim that their product is the "official shoes" or "official drink" of that Olympic event.

You don't have to pay an expensive price to associate yourself with the trends though. You can simply put information about the trend in your sales message that associates it with the product. For example, in my sales letter I mentioned that when you purchase this course, you'll be the Harry Potter of the persuasion world!

Associate yourself, your company, your product or service with the current hottest trends. Some websites will notify you when new trends or stories emerge. They include:

news.google.com

news.yahoo.com

msn.com

msnbc.com

cnn.com

cnet.com

In order to save time, you may subscribe to their RSS feeds so you may be alerted automatically when buzz-worthy stories arrive.

Here's a tool you can use to predict the potential popularity and origin of a trend:

<http://www.google.com/trends>

## Associate Your Product with a Specific Passion

Your friend loves magic, and you're selling a course about how to earn money on the internet. You can incorporate the 2 themes together so your material can be associated with their passion.

You can say something like "This **Houdini** internet marketing course allows you to **magically escape** the rat race by teaching you step-by-step how to earn big profits online at the shortest time."

## The Power of Anchors

There is a very powerful force in the world 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. Even an ordinary individual has the capacity to achieve it 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.

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.

An anchor is being employed here.

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.

## **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.

Then create an anchor. Clench your fist in excitement, listen to a lively song, squeeze your thumb and middle finger together, 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.

After about 1 to 3 minutes, let go of the anchor while still engrossed in that state. Wait for a few seconds, then break out of that state.

The more intense and passionate the experience the better anchor you will create. If you're going to visualize 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, play with the fireflies.

It would be so much better if you are actually hiking in the mountains. The actual experience is much more conducive to creating an anchor.

Let's say the anchor you've created is a large snapshot of your entire team, with the invigorating view of the mountains as the background.

Then next time you feel blue or stressed out, just look at that picture and you'll feel calm and relaxed. It's as if you were brought back to the mountains. You'll feel stimulated and energized.

## **Application Of Anchors To Other People**

Let's say whenever your friend pats you on the back, you whistle a happy tune. You did this every time.

Next time when you want him to pat you on the back, all you've got to do is whistle that same happy tune. He won't even be aware that you've programmed him to do it every time he hears that tune.

This takes a little more practice though; but once you've accomplished it, you're in big business.

Be forewarned! Never intentionally apply anchors to manipulate other people. Create an anchor in low-risk situations.

Put anchors to good use.

A manager of a company would always say in a loud enthusiastic voice "Fantastic Job!" to anyone who has performed beyond his expectations.

Due to his encouragement, that manager's department is the most satisfied and motivated in the whole company.

Every time they hear the manager say "Fantastic Job!" to anyone in the office, they would remember the happy and fulfilled feeling when they were the ones being congratulated. That would then motivate the staff to do their very best.

Anchors can be extremely powerful. Apply them wisely.

As said in the Spiderman movie, "With great power comes great responsibility."

## Chapter 5

# Authority Domination

If you are an expert or authority on a certain field, you are more likely to persuade others. For example, a request from a manager to an employee to do a certain task will likely get a better response than a request from a co-employee. That's because the manager has more authority. The **principle of authority** is at work here. So if you want to persuade, build up your credibility and be an expert/ guru/ authority/ boss in your chosen area of interest.

Wonder why some commercials claim that 8 out of 10 dentists or doctors recommend their product? Now you know. Doctors and dentists are authorities in their field.

Authority figures command respect and trust; they can be frighteningly powerful at times. They can persuade us to do things (even disapproved by your instinct or against our will) simply because we place complete trust in them and in their knowledge, skills or abilities.

I remembered a time when a person with a policeman attire knocked on my car's door selling me a souvenir. Almost without any second thought, I reached out for my wallet and bought it. I have never bought anything from the many vendors that came to me with an obviously blatant sales pitch. But this time, the cop status did the trick.

We seem to place absolute trust & confident with people in authority, such as doctors, lawyers, scientists, government officials, etc., sometimes to the points where they control our actions automatically, resulting in serious consequences.

Some lawyers are determined to win their case at all costs, so they instruct their clients to say certain things that the clients may not have approved. But the clients oblige anyway because they trust that lawyers know what they're doing.

Studies revealed that many nurses do not hesitate to give medication to patients based on the doctor's advice. In cases where they already know the deadly complications arising from a doctor's erred prescription (even doctors make mistakes sometimes, that's why the nurses should act as secondary checker), they give the medication like a voice-activated robot simply because "the doc says so."

One reason we blindly follow the authorities' order or request is that we have been programmed since birth to obey authorities such as parents, teachers, etc. Oftentimes, the result of obeying them turns out to be advantageous to us. Since we've associated obeying authority people with benefits and since they possess the expertise, we've been conditioned to comply with their request.

One of the best examples would be Abraham obeying God's order to kill his own son Isaac. This is God's test for Abraham's faith. Even though he knows that doing that is not only morally unaccepted, but it will also take away the best thing that ever happened to him, he would have ended the life of his own son had God not stopped him. He is willing to comply because God (the highest authority) told him to do it.

Surprising is the fact that authority works just as effective as the real thing. People dressed up in business suits will probably be treated with more professionalism and seriousness than if they dress casually. Some devious people dress as doctors or scientists in order to convey the status that those occupations bring; they know that people are more willing to obey (sometimes unconsciously) authority figures.



Recognizing the power of authority, people work hard to attain such titles as doctor, president, general, attorney, professor, CPA, MBA, PhD. However, some individuals who don't like to go through the difficult process of attaining such titles or those who are simply too lazy, but want to feed their ego's hunger or have an ulterior motive, may even resort to fraudulent measures. I once learned of a person (who never passed the board exams) have a professional license custom made so he can brag about it.

On the contrary, some people purposely conceal their title or identity because others judge their personality based on certain titles. For example, lawyers may be perceived as intellectuals who like to engage in serious conversation. For lawyers who are naturally friendly or funny, this perception may hinder them from enjoying a happy social life. So they don't tell others or even lie about their profession so others don't jump to any conclusion about their character traits.

Size or height is commonly associated with power or status. Taller people are regarded as more respectable and intelligent when compared with shorter individuals. That is why shorter people who knew the importance of height go to great lengths such as wearing height-enhancing footwear. Incidentally, those possessing titles are perceived to be taller than their actual height.

Even things that people wear or use can be seen as a status symbol. People are more likely to be conscious when speaking to a formally dressed person than someone in shirt or jeans. Those wearing expensive watches and jewelries are perceived as powerful and influential. In short, people may treat you in many ways depending on the clothes you wear, the car you drive, the house you live in, etc. People who are quite insecure with themselves or don't have much to be proud of, often resort to buying "status materials" to compensate for their lack of authority since it is so much easier to pay for things rather than earn the title.

People perceived to have authority could even effectively persuade on aspects not related to their chosen field. In a seminar that my friend Sam attended, the attendees were segregated into groups who were assigned a specific task. Each person in Sam's group contributed their idea. The chosen idea by the group came from a doctor. The ideas generated are not in any way related to health or fitness, and the doctor's idea was even absurd compared to the others (in Sam's word); but because being a doctor was seen as having intelligence and authority, the doctor's idea was the one selected.

## **Authority Alert**

We must be alert of people abusing the power of authority to trick or manipulate us. Investigate if that person really possesses the authority. Perhaps the person in the dashing business attire is the clerk of a store who wants to appear as "the boss". Perhaps the person in the lab coat is a student who assists the scientist in minor tasks. Sometimes, looks & the clothes people wear can be very deceiving.

We must also determine if the subject of the discussion or request is directly related to the authority's expertise, knowledge or skill. Actors playing the role of lawyers are not qualified to give legal advice, so don't ask them about legal matters no matter how many cases they've won in the TV series. Sometimes, we confuse roles or occupations automatically without exerting mental effort to check if we are basing our decision on the right point of reference.

Is the authority concerned on our interests more than his own? Sometimes, experts do not divulge everything they know or become biased in their judgment to gain the upper hand. If you can ascertain their good intentions, then you can have more confidence in their words and actions.

## Chapter 6

# Social Force of Herd Mentality

People want to be "in the crowd" because we are social animals. We don't want to be perceived as loners or different. So to risk embarrassment or humiliation, we join the masses whether they are right or wrong. In our minds, when the majority agrees on something, then it must be right. Even if we have our own opinions or attitude, we tend to be influenced by the actions or mindset of what most people think. This is the **principle of herd mentality**.

There are people who decide based on other people's criteria. Others do things that they perceive as desirable by others (even if they don't want to), because they are influenced by social pressure. The more people regard something as proper, the more acceptable it is perceived to be. Because we want others to like and respect us, we try all attempts to "fit in."

Remember your past experiences when you are not sure if what you're doing is right or not. Didn't you ask for others' advice? Didn't you rely on the opinion or suggestion of others? Admit it or not, we depend on what others think about us, so we want to do things in conformity with their thoughts and actions. We are more likely to "follow the herd" when we are confused or uncertain of how to act in any given situation.

The power of "herd mentality" intensifies tremendously when we are being influenced by people who are close to us (friends, relatives, etc.) or when the people involved have identical views with us. When we see our closest friends go gaga over a movie, wouldn't you think the movie rocks even before we see it?

The need to belong may even be so extreme that people go through great pain, sufferings, and hardship just to belong to their desired group. An example of this is the process of hazing that some students endure just to belong to a fraternity.

I got news about a restaurant that devised a strategy to get people to eat at their place. They hired and actually paid people to dine in that restaurant. Sure enough, when others see that many people are eating, they thought that the food must be good and they dined in. A similar strategy would be having people line up in long queues outside the place of entry to boost the "popularity" of that establishment.

When watching a show, people would often look for others to clap or laugh first before they do the same. It would be an embarrassment to be different in public. Similarly, a student would think twice in raising his hand (even if he knows the answer) if no other people are raising theirs.

People are more motivated to donate or give tips if they see that the donation basket or tips jar contain lots of money. People will think that it is the proper thing to do because they were given the perception that many others are doing it. And if you see most of the money donated are \$20 bills, would you donate \$1? Probably not.

How do you convince a stubborn child to follow your order? Letting him see how other children are obeying their parents (through real life, TV or videos) may be more effective than just directly asking him to do what you want.

How do you persuade others to believe that what you're asking them is the right thing to do? Cite similar cases or examples where other people just like them are happily complying with what you want.

Herd mentality works effectively when the person you want to persuade admires, or aspires to acquire, a certain quality of the group. For example, you can say, "Smart people have taken advantage of the annual membership because it offers the best value for their money." Anyone who believes he's smart, or who wants to be smart, may follow what those "smart" people have done.

## **Using Herd Mentality in Selling**

Now how do you use this principle in selling more of your product? Simply impress in your prospects' mind how your product has been widely admired by many people, to the point that they are falling crazily in love with it.

Get as many testimonials as possible. Testimonials are one of the most important parts of a sales letter because they provide proof that other people are using and benefiting from the product or service. Ask testimonials from third parties. As much as possible, get testimonials from people whom others don't think have any relationship or friendship with you, so that the testimonial is not biased.

The more well-known or respected the person giving the testimonial is, the more credibility your product gets. Unfortunately, some unscrupulous people are using fake testimonials in order to gain social compliance unfairly. Beware of such practices.

If your product is really good, news about it will automatically spread like wildfire. Word-of-mouth advertising is very powerful. Satisfied people telling other people telling others...and the cycle goes on.

## **Drawback of Herd Mentality**

Likewise, the drawback of "herd mentality" is dispersal of accountability. The more people are involved, the less accountable each of them are. For example, would you be more motivated to act if you are part of a group of 3, or group of 10?

Of course, the fewer you are in a group, the more responsibility you tend to assume. Sometimes, most members of a large group don't do any part at all because they are uncertain how to give their contribution and they think that their assistance may not be necessary.

This happens more often in the busy city streets. When someone appears to be hurt, none of the passersby would take the effort to give him the necessary help. Seems like the good Samaritans of the world are getting fewer and fewer. Or is it?

Studies have shown that people avoid helping someone who seems to be in need of it, not because they don't want to help, but because they don't want to risk the embarrassment of doing something stupid or unacceptable by society. They look for cues from others before they do something, especially something that the public can see. Since they all look for cues (everyone is expecting others to do something first), no action is taken.

It seems that the more unrelated we are to the people around us (strangers), the more we are conscious of our actions. People are not naturally cold-hearted though. Once we are absolutely certain that someone is indeed hurt or something requires urgent help, we will take action no matter how many people are around us. It is only in those instances when we are uncertain of the realness or gravity of the situation, the way others will respond, or our level of responsibility, that we hesitate to act.

Now imagine that you are the victim of an accident or other unforeseen misfortune, and there are many people around you who can help you (but they hesitate to do so because they're thinking someone else might help or will help you). What will you do in this situation?

The answer: don't ask help from many people. Pick one person, point your finger at him, and assign him to help you out by saying something like, "You, kind sir with the baseball cap and green shirt, please help me! I was attacked by 3 muggers. Please take me to the hospital! I am seriously hurt." That way, that one person will feel solely accountable to aid you. Incidentally, when other people see that you are being helped by someone, they will also tend to also help you if needed.

Since you're now aware of how this social mentality is affecting our behavior, you are now more able to distinguish the genuine from the bogus based on your knowledge, past experiences, and common sense. Always be vigilant with the things going on around you so you may not be a victim of devious "herd mentality." One mistake can cause your life.

## Chapter 7

# Reciprocity: Give First and the Rest Will Follow

When you give someone a gift or favor, that person will want to return the favor. Give first, then persuasion becomes so much easier. Society has conditioned us to believe that we must "return the favor". This is the **principle of reciprocity** at work.

When someone says "thanks" to you for a favor you've done for them, reply by saying something like, "It's a pleasure. I'm sure you will do the same for me, isn't that right?" By saying this, you just ingrained in their subconscious the need to repay you back. Do this in a subtle manner though, as you don't want to be perceived as having a self-seeking motive.

I remembered watching a kiddie show where the main character named "Noddy" won 2 tickets for a train ride vacation. Two of the characters, a monkey and an elephant, are giving him gifts and doing all sorts of things for him (to the point of being irritating) because they claimed that "true friends" do that and that "true friends" take their buddies with them in a vacation, just so Noddy can tag one of them along. Noddy became aware of their selfish motives and was trying to avoid them at all costs. Now one of Noddy's friends, who wanted to go to the train ride so badly, didn't ask Noddy to choose him as his companion; but instead, he lend a book to Noddy that will guide him to enjoy his vacation fully. At the end, Noddy selected his friend who "does not ask anything back in exchange for giving something."

The moral of the story is that you should give in as many ways as you can (even in small ways you can think of), without specifically asking for anything back.



Giving does not only mean imparting physical things, you can also do or say things that will leave a lasting impression in their minds.

When you give something to a person, no matter how small it is, that person will feel a sense of uneasiness until he returns the favor. Sometimes, the feeling of having to give something back might be so intense, that what he gives back in return is exceedingly greater than what he received. Incidentally, when someone has done you a small favor and then after some time asks you a larger favor, it would be very difficult to turn him down because of the reciprocity principle.

Whether a gift is wanted or unwanted, we still feel the obligation to repay. One way you can use this to your advantage is by giving something that they cannot refuse to accept. For example, it's break time in your office. You told your 4 companions in the room to wait for you to come back. You went to buy some snacks and soda for each of them. Your 4 co-workers cannot refuse to accept what you've bought for them because you already paid for their snacks, the timing is right, and they have to get along with the group (to feel social acceptance). In that case, they now have a sense of indebtedness to you. This, however, should not be used to manipulate others.

Every year, an institution of partially-disabled artists would send me a pack of greeting cards "as a gift". They accept "donations" but they said it should not be regarded as payment for the products; they are simply encouraging the goodness of the human heart. If you think about it, the pressure to reciprocate a gift (even something that is not wanted or needed) is so much greater than the pressure to buy something.

Here's a great persuasion secret involving reciprocity. If you made them feel that they have successfully persuaded you in the past, you will have better chances of persuading them now. How do you make them feel they have persuaded you?

Simply by agreeing with them! You may say something like, "You're absolutely right with what you said." or "You got a valid point. I like your idea."

## **Reciprocation with a Motive**

Even if you do have a purpose for giving something, never make the impression that you want something back in exchange. Remember, we don't want them to have the tiniest clue that you want something back. You don't want to be viewed as bribing them. What you want is to be perceived as someone who gives unselfishly for their benefits and concerned with them.

If they have the impression you are manipulating them, it will have worse results than if you don't give anything at all. That's why it is vital that if you have a request or proposal, you do the giving days before you ask for something, so that they won't connect the "giving" with the "asking." Giving something, while at the same time asking for something else, will be viewed as a bribe.

Sometimes, the sense of obligation to repay the giver is so great that we don't even ask the favor at all if we think we cannot repay him. On the other hand, if you don't want to do any favors to someone at any time, don't accept his gifts (if it is not in bad taste to do so). This way, you can free yourself from the guilty feeling when he comes running to you and you can't give anything back. However, this may not be easy. We can't just avoid accepting every gift or favor simply because we don't want any obligation to reciprocate.

Use your judgment. If someone gave you something without asking for anything in return, you may reciprocate when he asks for a favor in the future in order to relieve yourself of the obligation. Reversing the situation, you might want to also let him feel a little "guilty" when you're the one asking a favor. Say something like, "I know it may not be proper to ask you to return even a tiny portion of

everything I've done for you; but this time, I am the one who needs to ask a favor."

However, when you find that a person only did something in order to manipulate you into complying with what he wants, you never have to feel obligated or guilty to return the favor. Garbage in, garbage out. A deception deserves a dose of its own medicine. If a sneaky person gives you something for the sake of tricking you, give it back or accept it. If you accept it, don't feel guilty. There's nothing unfair with your action.

## **When You Just Can't Refuse**

There are circumstances when you would really like to deny people's request. You really have the power to deny them, but they have done so many great things for you. You feel like you owe them. This is called debt of honor. Deep inside, you know you can't refuse those who have done great things for you.

You don't have to totally say "No." Grant their request but make the necessary adjustments to fit your needs.

Here's an example.

Your best friend has always been there for you. In high school, he mentored you on matters that were too complicated for you to understand and he lend you money when you needed it. He has been your good friend for many years.

When you finally got a girlfriend, she becomes your main attraction. You never have time for your best friend now. He becomes jealous because you totally refuse his invitations to play basketball, to play video games, to watch movies, etc.

It doesn't have to be this way. Set aside some time for your best friend. You might say you're so busy with your job, and the remaining time you have is reserved for your girlfriend. The key is having a balanced life. Did I hear you say it's very difficult? Here's what you can do.

If he invites you to play basketball at 8:00 am and you have an appointment with your girlfriend at 11:00 am, just tell him, "OK, that'll be great. We'll play up to 10:00 and have some fun."

You just accepted his invitation but have set up some limits to go along with your schedule.

What if your best friend asks if you and he can go watch a movie together at a later time?

You can tell him, "What a coincidence. Jen and I are going to the movies later. Would you like to come with us?"

You just reiterated his statement in a way that will suit the situation and gave him a counter-offer identical to his original invitation.

You can always say "no" without feeling guilty and in a non-offensive manner.

Do not make any commitment unless you're sure you can accomplish it. If it's an invitation, say "thank you" and mention that you have a prior commitment or that you want to spend some time with yourself.

It's equally fine to refuse a request or command; it's better if you can make a counterproposal so they will feel that you exerted some effort to satisfy their need.

If you think it is fair for you to do it but just doesn't have any time, you can ask if the cut-off date can be extended. If it cannot be extended or if you really don't like to do it, then calmly explain that due to your current responsibilities and/or time limitations, it won't do justice to commit to something in a half-baked manner. Then ask if another person who is "more available" or "more qualified" can do it, or say that you will see if you can find someone who can fill in or do the job better.

## Chapter 8

# Unstoppable Commitment

When a person makes a commitment, he is much more likely to fulfill his promise than someone who has not committed. If you want your business partner to attend an event, don't just send him an invitation or tell him to go. Ask him if he can commit himself to go on that special day. The **principle of commitment** can be a very effective persuasion tool.

If someone who has committed does not stick to his words, you can say something like, "You mentioned you really want to go to the event. Why would you back out now?" You just emphasized his inconsistency with his words. He'll feel uncomfortable dealing with the situation that you might just persuade him now.

Commitment is more powerful when done in writing, and even more powerful when more people know of the commitment being made. You will have an extremely difficult time influencing someone who has made a strong commitment, with something that is inconsistent with it.

If your friend made a commitment (especially if in writing or in public) to write a report advocating a politician for example, he will most likely write positive things about him even if he discovered that politician to be investigated for accepting bribery.

Getting people to write down their commitment has some advantages:

- 1) By writing it down, they subconsciously program themselves to push through with what they've written.

- 2) Writing enforces their belief on what they have written, and people want to stay consistent with their conviction.
  
- 3) The written material can be used as an instrument to convince others that the writer strongly stands for what he has written, even if there was pressure involved or the writer did not mean it.
  
- 4) Once the written material is made known to more people or spread out, the writer will religiously uphold what he has written because people will expect him to be true to his words. Once others perceive the writer in a certain way, the writer will tend to live up to their belief.
  
- 5) Writing down takes more effort than just simply thinking about it. People who exert that extra effort have the inclination to value or cherish whatever they've written down. This follows the principle that we value something much more if we went through a significant amount of challenges, difficulties, or pain to attain it rather than if we exert less or no effort at all.

The factors above are also the same reason why we need to write down our goals. We tend to stay committed to written goals; and when we share these goals with other people, they became even more powerful because of the accountability factor. The sense of responsibility to fulfill what we've informed others of the thing we will do is motivation enough to make us stay committed.

Here are some of the ways that the principle of commitment is applied in selling:

**1) Contests, promos, or special events that highlight your product.**

Marketers have been staging contests on who can submit the best success story as a result of using their product. Now that's strong commitment put in writing!

People (even non-consumers) will be apt to believe on what they've written and continue to patronize the product, because not doing so will make them incongruent with their written commitment.

## **2) Items that advertise products.**

They create t-shirts, keychains, mugs, caps, pens, or any kind of everyday item where their logo and marketing message are written. If you're wearing a McDonald's cap, you would think twice before eating at Burger King, right?

## **3) "Lure Into the Trap" method.**

Some programs offering courses state a perceived affordable price in their brochure. After the prospect makes a decision and goes through a time-consuming registration process, the seller will inform him of other undisclosed fees to pay. Sometimes, the seller may pretend that he has forgotten to mention the additional fees.

Since the prospect has already made up his mind and has gone through the trouble of the registration, he will still take up the course despite the higher price tag. Had the prospect known about the added expenses earlier, he could have not taken it. The seller uses the power of commitment to manipulate him.

## **Claiming Accountability and the Balancing Act**

When employees are given an award for outstanding achievement, they become motivated and committed to finish their assignment at all costs. Incidentally, they are also motivated when they are pressured or threatened; although this time, negative motivation is at work. This can backfire in the future and the results will not be pretty.



Getting others to commit through negative motivation is not advisable. Giving rewards or incentives may work effectively. However, commitment is most effective when it is made from their own free will, when they voluntarily claim responsibility for their actions.

If an employee carries out his commitment dutifully without any big reward or threat, his level of commitment will be much higher than if there are external factors involved. The key here is to maintain a healthy level of balance between having them hold accountability willingly and giving the right amount of motivation.

For example, you can say, "We need to finish this task before Wednesday because this client is very important." Some would need a greater reason. For example, you can say, "We need to finish this task before Wednesday because our annual earnings will increase if they are satisfied." If you are familiar with the people you're working with, you'll probably know what type of reasoning you can use to fit their personality. The important thing to remember is that the less external factors involved, the stronger and more lasting the commitment is.

Here's an interesting view. If you initially have an outside reason for having people to commit, they may stay or even be more committed once you take away that external factor. The reason is not only because of their propensity to stay consistent, but also because they may now hold themselves voluntarily accountable once they have no other external motive other than their willingness to stay true to their commitment.

## **Foot-in-the-Door Method**

This one is a very powerful method employing the principle of commitment. The way it works is that you get them to comply initially with a small favor - insignificant enough for them to do it with the least amount of resistance. Once

they have complied with that small favor, you'll have a much easier time persuading them to do larger favors.

Some marketers are employing this technique with great results. They sell their products at ridiculously low prices, even to the point of break-even. Their primary objective is not to gain profits, but to get people to commit; because once they turned the prospects into customers, they will be more committed to buy again from the same source (as long as they're satisfied of course).

Psychologists Jonathan Freedman and Scott Fraser conducted an experiment with a group of residents in California. They were amazed to learn that 76% of that particular group who were asked to place an obstructively large billboard with the message "DRIVE CAREFULLY" in their lawn actually complied, while only 17% of the other homeowners in the vicinity refused to do so.

The reason was that 2 weeks ago, this group of people who complied was asked to place a small 3-inch-square sign with the message "BE A SAFE DRIVER." Such a tiny request actually triggered their sense of responsibility to uphold safe driving to the point that they actually complied with a much larger request that also supports the same ideal.

Freedman and Frasier did another experiment on a different group of residents. These homeowners were asked to sign a petition that encourages the beautification of California. Around 2 weeks later, these same people who signed the petition were requested to place a large billboard with the "DRIVE CAREFULLY" message in their lawn. Unbelievably, around 50% of these residents actually permitted the big sign to be placed in their lawn, even if the nature of the trivial initial commitment (beautifying California) was unrelated to that of the larger one (supporting safe driving). The reason might be that the first commitment instilled a new sense of obligation within them - to become socially

responsible citizens. In this sense, the 2 commitments are indirectly related after all.

This is very powerful stuff and should not be used to manipulate or take advantage of others. Be alert when people request you to do or commit to even the most immaterial things. You'll never know when a new sense of commitment invades your character; you might unconsciously become an easy prey for those who are misusing this technique.

## Chapter 9

# Relentless Consistency

People want to be consistent with their values and beliefs. They tend to stick with what they are conditioned to believe. This is what we call the **principle of consistency**.

If they act in a way that is incompatible with their character or state, they will feel uneasy. The principle of consistency is a powerful technique you can use when you feel that the other party will not agree or comply with your request.

Here are some cases where the principle of consistency is involved:

1) Ask your spouse if health is most important aspect of life. If he says "yes", then tell him that he should take a break from his stressful job and go to a relaxing vacation with you. Saying he doesn't need a break would be inconsistent with what he previously said (that health is most important aspect of life). By first asking a question that he believes in or he can relate to, he is in a more receptive state to accept your proposal (which is associated to the question) in order to be consistent.

2) Your parents don't want you to leave your current job, but you want to engage in business. So you ask them, "Mom (or Dad), do you think attaining financial freedom is more important than staying at your comfort zone? If they say "yes", then tell them that "The only way I can achieve financial success is by NOT being stuck in the rat race, which is having a job. Please allow me to set up a business so I may have enough time to dedicate to a serious business."

## Charities Using Consistency

Charities have been applying consistency to encourage and collect more donations. A charity representative would call you and ask, "How are you doing today?" After your normal reply of "Fine," "Good," or "Great," the second question to you would be something like, "Great to hear that, because I was wondering if you would be interested to make any donation to help the poor victims of the recent calamity.."

It would be difficult for you to not "share your blessings" with the less fortunate because you already claimed that you're doing "ok."

## **Ironic Buying Behavior**

Buyers observe the law of consistency. Once they purchased something, they convince themselves that they have made the right choice in buying it, even if they are later shown proof or facts that the product they bought is not worth it.

Here's an interesting observation. Years ago, my friend Tom was itching to buy a certain car. He fell in love with it the first time he saw it. He was 90% sure that he will buy it, but he somehow thought it would be best to wait for a while. One day, Tom decided to go to the car company and test drive the car, although he's still not certain if he would really buy it that day. While waiting for the car sales representative, he met and talked with a car enthusiast named James. Now James happen to know something Tom doesn't. James told Tom that his dream car has a certain flaw, and he has the research data to back it up. Upon knowing this, James immediately purchased the car on that day. Isn't it ironic that Tom became more convinced to buy the car when he found out it has a certain weakness?

The theory behind Tom's decision lies in the fact that he wants to be consistent with his initial decision of buying the car. He loves the car so much, that he's

almost ready to buy it. Then this man has an assertion that may ruin his expectations. No way. Tom bought it immediately so that he doesn't need to evaluate what's causing the flaw. This feels right, and he doesn't want to overload his brain with another aspect to analyze. This weakness the car has, if true, may even make him decide not to buy the car, which would be contrary to his desires. Tom's friends have been saying only good things about this car, so his buying decision can't be wrong, or so he thought.

## How a Consistent Person May Respond

Jake has been a member of a supposedly reputable organization. If the leaders of that organization became suddenly involved in a big scandal, he may either:

- a) Defend the organization ("People are just envious of our success so they're devising plans to tear us apart.")
- b) Segregate the case from their accomplishments. ("Our leaders have worked hard to boost the organization's profits by 175%. Whatever they're involved in right now is insignificant compared to their achievements.")
- c) Compare the leaders with others. ("I'm sure there are lots of other leaders out there who will have done worse things if they're involved in this scenario.")
- d) Admit the fault. ("If only I knew how dishonest they are, I would have not joined the organization.")

Take note that letter **d** is more unlikely to be Jake's course of action. One strong reason is that he is already a part of the group. Saying negative things about his own organization will only reflect back on his reputation. Second strong reason is that he has already programmed his mind to believe that the organization is thriving on integrity and good ethics.

## Chapter 10

# Scarcity Supremacy

When you give the perception that your product is scarce and that only a selected few people can get it, it will be perceived as more valuable. We call this the **principle of scarcity**.

Incidentally, people want things they cannot have because we hate to lose our freedom of choice. The more restricted our freedom to choose is on a particular item, the more we want to possess it. So beware! Never tell anyone they cannot have something you really don't want them to have. It will just fire up their desire!

It's therefore no wonder why putting an age restriction on a movie, magazine, or website (ex: For adults only - 21 years and above) just fuels the hunger of those people under that age to access the material. You may also have seen stories of how couples have defended their love to the death when their parents actually forbid their relationship to continue. The degree to which something is banned or limited is directly related to its attractiveness and value.

The more scarce or unavailable the item is to most people, the more valuable it becomes, even if nothing changes but the knowledge of people that the quantity is limited. The more valuable something is perceived to be, the more desirable it becomes and the more motivated we are to possess it, even if we cannot find the right reason why we want it. All we know is that we want it because we don't want others to surpass us. (People naturally have a greedy side, admit it or not). Then we justify our actions by coming up with all sorts of reasons why we want to possess it.

Many marketers use this principle by telling people only XX copies will be sold. People naturally want things that fewer or no other people possess, even if logic tells us that the thing is "garbage." (Hmmm, so that's why some people are making their best efforts to dig up famous celebrities' garbage and sell them on ebay).

Scarcity creates urgency. Speaking of urgency, you should structure your offer in such a way that it creates a sense of pressure for getting your product now! Giving them some pressure compels them to eliminate distractions and focus on your message, or they'll lose out.

Some marketers use the "limited supplies" technique where only XX number of quantities will be sold; once they're sold out, they're gone for good. There was a time when I was in a financial situation so tight that I would think thrice before buying a \$2 meal. However, I came to purchase an expensive \$397 course! How come? It's not only because people claim it to be a "must-have" in any marketer's library, but also because the well-known owner said that once there are no more supplies in stock, there will never be another copy available anywhere. Some internet marketers put up javascript on their websites to let the reader know how much supply is left, with the previous quantities being crossed out.

Another technique is the "time-sensitive" tactic where the offer is good only up to a certain date. Internet marketers use a script on their websites that "counts down" the remaining days, hours, minutes, and even seconds before the special promo finally expires.

Another method that invokes the principle of urgency more is the "one-time offer" where you are given only 1 chance to grab the offer right now, or lose out on the opportunity forever.



Let them be aware that you have a strict deadline. Highlight the best thing that can happen if they do what you want, and the worst thing that may occur if they don't.

Prioritize on what they will lose more than what they will gain, as people are more motivated by the thought of losing something more than getting something they previously don't have.

For example, it would be harder to accept the fact that you will lose money once you have it, than to have no money in the first place. You can structure your sales message in a way that focuses on the loss. It is more effective to say, "You stand to lose a lot of your hard-earned profits if you don't buy the book 'How to Maximize Sales and Minimize Refunds'" than to say "You will at least double your earnings if you get the book 'How to Maximize Sales and Minimize Refunds.'"

**Other Examples:**

"Your acne could be causing you to lose your self-esteem and shy away from people. If you don't take action now, your career and social life might turn for the worst."

"We'll never know when we'll die, so it's best to get a reliable insurance policy just in case."

"If you don't repair this machine now for a few bucks, you could waste hundreds of thousands of dollars when the products are damaged."

## **Value-Scarcity Connection**

We all know that a scarce resource is valuable. But did you know that something which is available to everyone can become more precious? Here's the twist:

**If something that is previously unlimited in quantity suddenly becomes restricted or scarce, that resource becomes more valuable than if it is scarce all along.**

Think of it this way. You are not given permission by your parents to say your side of the story when they ground you. In this case, you may or may not find ways to resolve this dilemma. But what if you were previously allowed to defend yourself when you are being punished, then suddenly they just took that right away from you? Wouldn't you feel many times more fired up to regain your lost freedom?

The same principle applies in scarcity. Once you lost your freedom of choice (when you previously had it) on something, then it becomes more desirable, attractive, and valuable than ever before.

But there's another vital factor that intensifies its value even more. One word: rivalry. It's the competition to get a certain item that augments its value many times over. If supply is less than the demand, you can be quite sure that resource is perceived to be of high value.

Salespeople take advantage of this knowledge by scheduling a specific time when all interested prospects come at the same time to view a sales presentation for a scarce item, or by simply informing them that there are other people on the "waiting list" who are eager to buy it if the initial prospects do not get it.

## **Killer Scarcity Combos**

You might be surprised to know that some people act entirely on impulse when they see a "limited quantities" or "good for today only" slogan. They'll buy anything even if they don't need them because they feel they will "lost out" on something important if they don't act quickly.

Some marketers employ the "scarcity combo." They not only restrict the quantities of the item, but they also let people know that the information is limited to a selected few. Some would even use a "triple scarcity combo." Aside from the quantity and information, they also limit the type of people who can get the product (ex: only members of EFG Association is entitled to buy the material).

Some sly salespeople cleverly use the "persuasion fatal 4," combining the principles of herd mentality, reciprocity, and commitment with scarcity. When they see a prospect having even a bit of interest on their product, they would tell him that unfortunately, it was sold out because people are raving about it (herd mentality) and that the limited supply was not enough to keep up with the demand. The prospect would now feel more desire to possess it. He would ask, "Is there any way you can get me a copy?" The seller would reply, "I'll check at our factory and do everything I can to give you a copy since I like you." (reciprocity - The potential buyer might like him back because the salesperson made it seem like he's doing the prospect a favor, and he told the prospect he likes him). After some time, the seller comes back with the great news that there is only one copy left. He has a sales contract at hand for the prospect to sign (commitment) to ensure that the product is only reserved for that particular buyer.

## **Precaution**

When striving to obtain something scarce, you should evaluate whether it is for the purpose of gaining possession of it, or for the purpose of using it. By doing this, you will be able to estimate if the price you're paying is too much.

If it's for the purpose of possessing it, then the scarcity factor takes place and paying a large amount for it wouldn't be a major issue. But if your main purpose is to use it, you should remember that its benefits would remain the same

regardless of its availability or demand. This way, you will be able to make a better decision based on your true intentions for that resource.

Connected with the scarcity principle is the time principle. Use time to your advantage when persuading someone. The more time a sales person spends with you, the more he will be inclined to give you the lowest price because he doesn't want his effort to go to waste.

## Chapter 11

# Power of Participation

The more you get others to participate or be involved in a certain subject, the more chances you will persuade them. That's the power of the **principle of participation**.

Let's say you go to the store and just look around to see if anything attracts your eye. The sales representative sees you particularly interested in 1 clothing and approaches you to ask if you need any assistance. You ask if they have other sizes for your preferred clothes. He gives you multiple sizes to see which one fits you the most. After trying many sizes, you're much more likely to buy the one that fits you, even if you have no initial intention to buy.

You can get others to participate through many means. Listed are some of the ways:

- 1) Get them to spend more time with you.**
- 2) Let them use the product or take it home for a number of days.**

Pet shop owners use the "bring home the pet" technique with great success. They let people bring home that cute, adorable little puppy home and tell them that they can unconditionally return the puppy after a week or so, all payments refunded. This sounds like a risk-free guarantee for the buyer. But in reality, this is very smart marketing by the seller because nobody can afford to return the puppy home.

Let them use the product to their heart's content and make them feel that they are already the proud owner by giving them step-by-step instructions or details.

### **3) Get them to talk with you longer and more frequently.**

Make them feel comfortable to talk with you, then keep the flow of the conversation going until you find a spot where you can gently inject your persuasive message. One thing to get them talking is to ask their "expert" opinion or suggestion. Nobody wants to be ordered; but if you ask them what they think of a certain thing or what advice/ suggestion/ opinion they can give you, you'll be surprised how motivated they are to give you a piece of their mind.

The reason for this lies in human nature. People want to be recognized. They need to feel that they have something valuable to contribute. They want to feel that others need them. You satisfy that craving, and at the same time enhance your chances of persuading them, by asking them what they think.

Another great tip would be to ask questions that compel them to think of the answer, instead of asking a question answerable by a simple "yes" or "no." In lieu of saying "Are you still thinking about what course to take on college?" you could ask, "How do you make a decision in choosing the right course to take?" or "What are your criteria to know which course fits you the most?" You could use their answers to ask more open-ended questions, as long as you don't come across as nosy.

### **4) Get them to stay at your place longer.**

Some restaurants and stores create a unique ambience that attracts people to them and make them stay longer, such as dazzling lights, engaging music, or reviving aroma. The more senses involved, the more chances the prospect will be persuaded.

Remember to use the proper setting for the situation. You wouldn't want to create a "caveman" atmosphere in a technology shop. □

**5) Get them to be mentally and emotionally involved in the experience.**

Want your student to stop bullying his fellow classmates? Assign him to make a presentation on "how to be friendly and treat people nicely."

Mark Joyner applies this concept in his Simpleology website. He uses videos, audios, pdfs, quizzes and exercises on the same topic in order to impress the lessons in the mind and get the emotions involved.

## Chapter 12

# Wonders of Comparison

We love to compare ourselves to others. When we see a good-looking actor or an athlete with a stunning physique on TV, our desire to possess the same physical attributes as them increases tremendously, compared to when we don't see them at all. This desire intensifies when we see many people having better physical features than us. However, when we are around people who have less-than-desirable qualities than us, we tend to feel confident with our self-image. Isn't it strange how the **principle of comparison** works wonders?

We treat our self-worth differently based on certain situations, even if we possess the same physical features. We make our decision or give an opinion by assigning a yardstick that will be the basis for comparing 2 or more factors.

Rita's husband was a loving yet lazy man who quit his job and stays all day at home doing nothing, while Rita works hard at the office. He said he's just waiting for the right opportunity. She thought she has the worst husband in the world. Then one day, her friend Gina came running at her, weeping her eyes out. Gina said her husband beat and abused her and the children several times every day. Rita then realized how lucky she was with her husband. Although lazy, he's a loving husband and father who would never hurt them in any way. At first, Rita thought her husband was very irresponsible. But after "comparing" her situation with Gina, her perception about her husband changed. See how powerful the principle of comparison is?

A few years ago, the Philippine peso exchange rate vs US dollar was roughly around P55:\$1. When the Philippine economy improved and the exchange rate became roughly P50:\$1, Filipino overseas contract workers earning US dollars



complained because they get less peso for every dollar they're earning. Then came the time when Philippine economy boomed and the exchange rate became around P45:\$1. Dollar earners from the Philippines became more frustrated. But when the exchange rate came back to around P48:\$1, they were overjoyed. Now how come they were disappointed with P50:\$1, but were happy at P48:1, even if they got less peso from the latter exchange rate? It's the principle of comparison at work again.

## How to Apply Comparison in Selling

How do some marketers use comparison when selling seminar recordings or transcripts? A seminar costs \$997, but the seminar speaker decides to sell the seminar recording in a dvd for \$97. People will think it is an amazing deal even if it is \$97 because they compared \$997 with \$97 (a big difference!). They'll learn the same secrets and tactics for a much lower price! What if he decides to apply the principle of scarcity and make copies available only for 100 people? This offer becomes more attractive. And if he adds related bonuses worth \$500, he is further sweetening the deal!

When my wife and I went to Shanghai for our honeymoon, we went shopping at discount stores. When we ask one store owner how much he's selling a particular item, he asked for a very high price. We then negotiated and he gave us a 25% discount. We're not satisfied and continued negotiating. He slashed 50% off the price! Seems like a great deal. We thought if we can ask for a lower price, it would be a super bargain. We negotiated once more and after much haggling, the final price was 75% off! We knew that these sellers are applying the law of comparison (wonder if they knew it). The funny thing is that many of the vendors there are applying this principle in their selling efforts too.

Membership sites divide their monthly fee into its daily equivalent, then tell prospects something like, "For less than a buck per day, or the price of a small

burger, you'll be provided all the training you need to start your food business." Surely, a dollar a day sounds more affordable than paying a price like \$29 a month.

Studies have shown that selling a product individually (with added bonuses) is more attractive than selling a package for the same price. For example, you're selling a quality dvd that comes along with a book version and worksheet. Instead of selling your products as a package for \$77, it will have better chances of attracting buyers if you sell the dvd individually for \$77, then tell the prospects that they're just in time to grab the special offer - they get the additional book and worksheet at no extra cost!

Cross-selling involves the law of comparison. Sell the more expensive item first, before any related items that have a lower price. It will be easier to sell related products at \$20 or \$30 each if they paid \$300 for the main product. However, don't sell all the related products at a combined price. Finish selling each individual product before offering the next so the comparison factor is still in effect.

## **Different Interpretations**

There was a study done where one group of people were told that 35% of the people in a specific town are law violators. Another group was told that 65% of the people in that town does NOT have police record. The survey showed that the group who were told about the 35% rate has a much negative impression of the town than the other group, even if they were told the same thing (only in a different manner).

## **The Similarity Factor**

Did you know you can persuade someone to do something which he has previously refused to do? All you have to do is reword your statement.

If he says, "I don't want to attend the party," you can tell him, "Ok, would you just like to eat a fine meal in the company of our closest friends?"

You still asked him if he wanted to attend the party; but you did it in such an indirect way that he experiences the pleasure and benefits of going there.

## **Use Similes and Metaphors**

You can use similes and metaphors in order to paint a more vivid picture in the mind of the persuadee or to describe the degree of intensity of a certain subject.

Wikipedia.org states that "Metaphor and simile are both terms that describe a comparison: the only difference between a metaphor and a simile is that a simile makes the comparison explicit by using "like" or "as." The Colombia Encyclopedia, 6th edition, explains the difference as: "A simile states that A is like B, a metaphor states that A is B or substitutes B for A."

### **Examples of similes:**

"You shine like the stars above."

"He punched the enemy like a professional boxer."

### **Examples of metaphors:**

"She was so screwed up she can barely sleep."

"Time is running out fast."

## **Using Comparison to Prove a Point**

Others use the principle of comparison in extreme ways to get attention. For example, here's what a friend told his business partner when the latter becomes irresponsible and fails miserably to do his part.

*"I resigned from my day job thinking that this business we went into will finally free me from the rat race, but it seems I may have to beg from people down the street just to feed my family. I am on the verge of bankruptcy because of your inaction!"*

*Ok, I'm exaggerating...to the max. It would, however, help our situation if you can focus on our business and help me in boosting it."*

## **Important Things to Remember in Using Comparison**

Timing is crucial. If you talk for hours to an idiot, then suddenly talked to a normal person, you will perceive the normal person to be of above average or even superior IQ. But what if you talked to the idiot 2 weeks ago and talked to the normal person now, would you have the same impression of the ordinary person? Most probably not, especially if you talked to a genius right before you spoke with the average person. You'll think the normal person is not too bright.

Make a first request or offer that is "too much to be accepted" yet still realistic. Then present your second "more acceptable" request or offer (which is what you really want) after being rejected. People will tend to give in to your 2nd suggestion or request if they reject your first (more significant) one. Negotiators and sellers have been using this tactic effectively.

**Here's an example:**

*Buyer: How much for this?*

*Seller: That costs \$77.*

*Buyer: Are you kidding me?*

*Seller: Ok, I'll give you a special deal but please don't tell others or I would not be profiting. I'll give it to you for only \$37.*

*Buyer: Hmmm, ok, deal!*

Now would the buyer be persuaded much easily if the seller told him initially that the price is \$37? Highly unlikely.

## **What's Better – The First or the Last?**

There are many advantages of being the first.

I was the first grandchild of my grandparents (father's side) so I got much more attention when I came out to this world, than when my sisters and cousins were born.

The first man to land on the moon or the first person who reaches the peak of Mt. Everest always gets the recognition. Other individuals who followed in their steps did not attain the same credit.

The same theory applies in the field of persuasion.

If you're joining a contest, ask if you can be the first to perform. If you're going to write a proposal, structure it in such a way that the benefits are listed first before the disadvantages.

Your mind will pay much more attention to the first things that it encounters. Then it will tend to disregard the next data that does not correspond with the first information.

Studies have also shown that the initial things you do can affect the things that you do later.

How many dwarfs did Cinderella have? The answer is NONE! It was Snow White.

If this is the first time you encountered this question, you might answer 7. This is because the unconscious mind has initially associated the number 7 with the dwarfs, even if you have changed the fairy tale character.

A study was done by social psychologist Harold Kelley to two groups of students. He gave each group a separate list of traits describing a speaker they were going to meet.

One group was informed that the speaker was “cold, industrious, critical, practical, and determined.” The other group was advised that the speaker was “warm, industrious, critical, practical, and determined.”

Even if both sets of descriptions have almost the same sets of words except for the first word, the group of students who have been told the first description has an overall negative perception and opinion towards the speaker. This goes to show the impact of being the first.

However, studies have shown that people will also tend to remember the last in a series of events or information.

So which one is better, the first or the last?

The factor to consider is the length of time between the first and the last.

When I was in high school, the teacher divided our class into groups and she assigned each group with a science project. She said that the more impressive the project, the higher our grades will be.

She asked us who would like to present their projects first.

If our teacher designated one entire day for the presentations, we should take the initiative to go first. This is the time when her memory is still fresh.

But she said that only one project would be presented per day. In this case, we asked if we could be the last. (We did not know this technique at that time, we just wanted to have enough time to prepare well for our project). The teacher agreed.

We then got the highest score among the presentations. It may be because we've had enough time to prepare. But being the last may have also been a critical factor.

The impression we have imparted as the last contestants stuck in the minds of the judges. Because of the lengthy time span, the impact brought about by the first performers might have been a little overshadowed by the judges.

Disregarding other factor, the first and the last gets the most attention.

Which would you remember more, your first kiss or your third one? What would give you a clearer picture, your second girlfriend or your last (who eventually becomes your wife)? I think you know the answer already.

## Chapter 13

# Sizzling Techniques to Explosively Boost Your Sales Through The Roof

### Love Your Prospect First

Never sell anything for the main purpose of getting big bucks. The ultimate goal of selling is to build good relationships.

Treat your prospects as friends. Be interested in their life story. Know their deepest fears, anxieties, and concerns.

Never jeopardize your reputation. Always make sure that the customer will be satisfied and happy with your product or service.

If you sell just anything to get some quick cash without any concern for your customer's well being, you'll be on the losing end in the long run. Once trust is lost, it will be extremely difficult to regain it again.

If you offer excellent products or services, they will tell other people. You'll get free recommendations. These referrals will be more likely to buy from you because they've been referred by people they know (your previous customers).

You must be enthusiastic when selling anything which you believe will be beneficial to others. If you are not excited about your product/service, it will show from your voice and projection.



## Discover Values

Know your prospects' values, then relate to them how they will have their most cherished values attained by doing whatever it is you're asking them.

Ask your prospect how he arrived at buying something he really wants. Then structure your selling process in accordance with his buying process. For example, he might say that when he first saw what he wanted, he felt so excited he can't stop thinking about it everyday until he bought it and then he said it amazed his friends. If you've selling cell phones for example, you can tell him something like "When you check out what this cell phone can do, you will feel so excited you might be unable to fall asleep thinking about how it can amaze your friend."

People value different things. Some value money, some value freedom, while others value happiness in relationships. Whatever it is, know them and persuade people in accordance with their values.

How do we know their values? Just ask.

"What's most important to you in (going to this seminar, buying this computer, etc.)?"

If they say they value the happy atmosphere, work your message or proposal towards having a happy atmosphere.

Other questions you may ask:

"What's the next most important to you in....?"

"What factor made you decide to (move here, buy this cellphone, etc.)?"

"What do you value in a (relationship, house, etc.)?"

Ideally, if you want to know what someone values, pay attention to where he spends most of his time. If you want to know what someone is thinking often, just observe his actions. To know what someone's goals or dreams are, see what books or information materials he reads/listens to (Most people who dismiss the idea of continuous learning and improvement don't have ambition).

You may even dig deeper into their values.

**Example:**

*You: What's important to you in buying a fitness equipment?*

*Prospect: It has to make me sexy within the next 90 days.*

*You: What's important to you in becoming sexy within the next 90 days?*

*Prospect: I'm going to join a beauty contest.*

*You: What's important to you in joining that beauty contest?*

*Prospect: It will boost my self-esteem.*

Once you've dug deep, you'll be able to craft your sales message in such a way that your prospect's deepest values are met. In this case, you can say, "This fitness equipment will boost your self-esteem to the roof because you'll be having a body so sexy you'll be impressing the judges of any beauty contest you join."

First impressions last, so make sure the impression you impart on people (especially the first time you meet them) is a positive one. If you have established trust and respect since the beginning, there are lesser chances that they will change their perception of you. It may take a very long time before you can gain

the trust of another, but it only takes one single action to ruin it. And once you ruin the trust, you are almost assured that you will never get it back.

## **Give And You Shall Receive**

Once you've identified their needs, go out of your way to satisfy them. Give them free personal advice or a free report or e-book. Make them feel special. Remember their birthday, their sons and daughters, job, anything about them. Give them greeting cards during special occasions.

If you give them something of value or do anything that will make them remember you, then they will want to give something back. They will be more than happy to repay you.

Once you've gained their trust they will become a loyal customer for life. And if your product meets or exceeds their expectations, then you have a goldmine.

## **Motivational Triggers**

Make the prospect feel that who he currently is, or what he currently has, is not good enough. He can be better; or he can attain much more than his present condition. Show him how your product has helped many individuals just like him attain their desires, needs, and wants. Tell him about your unconditional guarantee so that he will feel safe and secure in getting your product.

Magnify his perceived fear, make him feel that his fear is absolutely capable of happening and that he is no exception from becoming a victim; then provide the solution to end his fear. You may use stories and visualization techniques so that he can easily "feel and experience" the upcoming benefits.

If you can craft your message in a way that it appeals with any of the triggers below, you are more likely to get better results.

- 1) Desire for pleasure
- 2) Fear of pain
- 3) Having/saving more money
- 4) Prevention of loss of money
- 5) Attainment of excellent health and long life
- 6) Enhancement of relationships
- 7) The need for love, respect, security, recognition, and trust

Probably the biggest motivators are pleasure and pain. If you can persuade them in such a way that you make them feel the pleasure of doing what you want or experience the pain of not doing what you want (using imagination and skillful word selections/descriptions), you will become an excellent persuader.

However, it has been proven that the avoidance of pain is much more of a motivator than the attainment of pleasure. For me, it is better not to develop cancer than to earn \$5000.

So you better paint a clear picture in your prospect's mind of the negativities, the consequences, the bad effects of not having your product or service.

For instance, you're selling life insurance. You could say, "Imagine if something unexpected happens to you. Your family has no one else to turn to. They would be forced to go out on the streets, or beg for mercy, or take any job that they could get no matter how hard it is. It would be a nightmare to say the least."

Then after they realized it, identify all the most beneficial and attractive positive aspects that your life insurance has to offer.

"For only \$XX dollars a month, you could have absolute assurance of financial security no matter what happens. Your family would have all the support they need; and you can always sleep well at night knowing that they will never have to struggle with life's hardships."

As much as possible, show a more emotionally-powerful benefit. If you're selling a liquid cleaner, don't just say, "It cleans effectively." Say something like, "It saves your children from having to experience the harmful effects of disease-causing germs."

## **Benefits vs. Features**

People respond better to emotions than logic. In fact, research suggests that we rely on our emotions most of the time when making decisions. Therefore, you should aim to expound more on your product's/service's benefits (which appeal to the emotions) more than the features (which appeal to logic). Here are examples of features and their corresponding benefits:

Feature: This car has a VVT-i engine

Benefit: This car is very fuel-efficient, so you'll save much more money in the long run by investing in this new car than continue using your old one.

Feature: This drink contains catechins.

Benefit: This drink prevents the growth of cancer cells.

However, we cannot eliminate the importance of logic. After people bought something, they justify their decision to convince themselves they did the right thing.

## **Be Accurate**

Be accurate when you're selling a product. It's hard to believe that \$100 is your discounted price. Make it sound more exact like say \$97 or how about \$99.97 (Numbers ending in 7 tend to be more saleable based on research). Don't say you're 40% done with your assignment; 37% or 37.5% is more accurate.

Accuracy or exactness is not only important in sales, but is important in many aspects of your life. For example, you are a programmer applying for a job position. In your resume's job description, instead of simply saying "Created analysis software program," you might want to say something which has some quantifiable figures, such as "Created analysis software program that has boosted company earnings by an average of \$7583.95 monthly."

On the other hand, there are many people (particularly salespeople) who are using inexact wordings with great results. That's because their vague statements give their prospects the freedom to make their own conclusions. Notice the words in bold from the examples below:

**More than half** of all applicants were hired. (51% is more than half, but our minds may tend to overestimate since there's no exact figures).

**Around 90%** of Mark's students have passed the Board Exams.

That store has a grand sale of **up to 80% off**. (But many other products in that store have less or no discount).

Accuracy in date and time is as important as the numbers. Don't say that you'll meet someone after a few minutes. Is it 5 minutes, 10 minutes, or maybe even 30 minutes? He may expect you to be there in 5 to 10 minutes, but your thought of a "few minutes" might turn out to be 30 minutes, resulting in miscommunication, frustrations and negative emotions.

Don't say that the deadline is at the end of the month. Be specific. Is it 5:00 am in the morning or 9:00 pm at night? There's a big difference. By being accurate with your time, you'll get more out of other people.

Don't even say *around* a specific time (ex: around 5:00 pm). I once attended a party that is scheduled to start at *around* 5:00 pm. Most of the guests arrived between 5:00 to 6:00 pm, but the party started at 8:00 pm! Some of the guests were so irritated they left the party even before it started.

## **Proofless Exaggerations**

Some master persuaders and salespeople have used this technique with great results! They say things that may "seem" to be true or that may be assumed as universally accepted fact, but there is no proof nonetheless.

### **Example 1:**

"This is the most delicious burger in town."

By whose standards? What are the criteria for judging the best burger? Well, no one has the final answer.

### **Example 2:**

"Everybody loves Mr. Brandon."

How did you know? There may be people admiring him, but you'll never know who might be jealous or angry with him.

## **Let Your Prospect Own the Product in His Mind**

As you probably already know, people would rather not get a thing that they haven't owned yet than lose something already in their possession. Once they possess something, they treat it with value.

How do you get your prospects to sense ownership of your product, so that they may feel its value and purchase it?

Devise a state in the mind of the prospects where the product is already theirs, and they are totally enjoying and benefiting from it.

For example you could say, "Once you've owned the Abs Megamachine, you'll be the envy of your friends. You're going to get six-pack abs and flatten your tummy in just 6 weeks. The days of suffering back pains are over. And who knows? You might be the next model for Flex Magazine."

## **Strike While The Iron's Hot**

If your prospects show interest or want to buy your product, do everything you can to satisfy them immediately. Don't wait for your presentation to be over, or for the rooster to crow in the morning, or after watching your favorite TV show.

Always be ready. Never deny their needs. They may change their decision in the blink of an eye, so grab the opportunity when they show any intent. When they have agreed on the sale, stop talking; or you might just cause them to think it over. "Less talk, less mistakes" as my Mom always says. I think she got the right idea.

You'll establish a good reputation and you'll also lessen the chances of your prospect dealing with your competitors.

## **Be A Hero**



Tell them all the pains and agonies you've gone through just to save them from doing or attaining something they hate.

For example, say, "I've tested all the methods and spent lots of money just to know what works and what doesn't. I've sacrificed time and relationships just to get this information that would be extremely beneficial to those who would apply it."

Make them realize that you did everything for them and endured all the hardships just to give them something of great value. And they get to enjoy the fruits of your labor. They get to reap what you painstakingly sowed.

## **The “Counter Proposal” Method**

Make an initial sales offer. Then craft another counter proposal, this time a larger one.

Give the larger proposal to your prospects. If they reject it, then offer them your initial sales offer. See what happens.

Your prospects will be more receptive to accept the smaller offer. By declining the larger proposal, they will feel embarrassed to turn down another one, especially if it's not as enormous as the first.

Tony's Mom wants to eat Luigi's lasagna for dinner. She knows he doesn't want to go out and buy dinner, but she also knows that he absolutely hates cooking.

So she'll ask, "Tony, could you cook me some lasagna for dinner?"

He'll say, "But Mom, I don't know how to cook."

She would say, "Could you then just buy me some lasagna from Luigi's?"

It's hard to turn down a second request.

Have you ever experienced someone calling you to sell or offer something; then when you did not buy, they asked for referrals? What did you do? You probably gave the contact details of your friend, didn't you? When you rejected his offer the first time, the 2<sup>nd</sup> request (asking for referrals) is difficult to reject, even if you never intended to share your friend's personal details.

People feel guilty if they refuse your request, so they want to make it up to you. And if your second offer is something they can afford to do, then they'll grab the opportunity to make it up to you.

The key is to make the first offer as big yet as realistic as possible without having the impression that you have a self-serving motive or hidden agenda. Don't make the initial offer so unreasonable that it becomes outrageous; it will only produce negative effects.

Now concerning the secondary proposal, how much smaller should it be? The answer: As long as the secondary request is smaller than the first one (no matter how reasonably large the first one is), your persuasion effort is right on track.

Here's how you can apply this in your marketing. Present the more expensive yet better-quality product first. If they buy it, good for you. If they decide not to get it, then offer them the less-expensive yet lower-quality one. The beauty of this is that they will tend to compare both. They may either find that the more affordable product is a better deal for the lower price, or they may find that the quality of the first product is far superior than the lower-priced product.

You can even do this strategy to the 3<sup>rd</sup> or 4<sup>th</sup> level, meaning if you can't get them to agree on your 1<sup>st</sup> and 2<sup>nd</sup> attempts, you may try and try again with subsequent smaller requests. Union leaders apply this strategy when negotiating with management.

Using this strategy also increases the chances that the person who accepted the secondary request will actually do or comply with the request. A test was conducted in which a first group was presented with the actual request upfront, while a second group was presented with a larger request initially before being asked for the actual (yet smaller) request. Both groups who agreed with the request were asked to come back after a week to fulfill what they have been assigned to do. The results revealed that the second group who complied initially had almost double the rate of people actually coming back and doing the request, as opposed to the first group who also agreed to return. More surprising is the fact that the second group is more willing to comply with future requests. Why is this so?

That's because by having an optional secondary request, the second group's freedom of choice was not limited. It's like they were given an escape route. And by accepting it, they felt like they were given a favor because they were allowed to reject the first offer. In this case, they felt a sense of contentment and at the same time, responsibility to fulfill the secondary and other future requests.

## **Fuse Your Message With Their Qualities**

I am about to reveal a very effective persuasion method. In selling, you can get more people to buy more of your products if you are focusing on a very targeted group of prospects. Would you sell lipstick to a man? Not a good idea. The same principle applies in all aspects of your persuasion efforts, whether you're using persuasion in your career, relationships, etc.

You have to make your message "fit in" with their personality, behavior, values, mindset, and beliefs in order to persuade them successfully. How will you be able to do that?

Use the power of questions. Just ask them specific details that will reveal more of their inner state.

### **1) To know their decision-making criteria**

You ask, "How do you make a decision in choosing which plan to push through?"

If they answer:

a) "I just know it deep inside." - This means they rely on themselves, so you can customize your message by saying something like, "You probably already know deep inside that this product is the perfect choice."

b) "I ask opinion of Mr. X/ Ms. Y." or "I do research on reliable books." - This means they rely on others, so you can craft your proposal by saying something like, "This strategy has proven to be the most cost-effective based on evidence gathered by Mr. X's group."

### **2) To know if they have the "need" or the "opportunity" mindset**

You ask, "Why did you apply to work as manager in this corporation?"

If they answer:

a) "I need the money to pay the monthly bills." - This means they are motivated by their needs, and less likely by what they truly want in their lives. They are

likely to stay in their comfort zone, so words like "having a safe, secure job" are heaven to their ears. You can't motivate them by describing how terrific their future will be because they are tied to satisfying their current needs.

b) "I love the opportunity to meet new people and take on exciting projects." - This means they are motivated by their expectations of something great or exciting to occur in the future. You cannot motivate them by suggesting they need your product or service.

### **3) To know if they focus on getting pleasure or avoiding pain**

You ask, "Why do you want to become a millionaire?"

If they answer:

a) "I want to travel around the world and buy anything I want." - This means they are going after pleasure, so you can customize your message by saying something like, "Our course provides you with the opportunity to go to exciting destinations, meet successful people, eat at the finest restaurants, and shop to your heart's delight."

b) "I don't want to suffer from poverty and constant worrying of where I will get the money to pay for the bills." - This means they want to avoid pain, so you can craft your message by saying something like, "With this new job, you'll never have to experience the agony of stressful labor."

### **4) To know if they are detail-oriented or the "in-a-nutshell" type**

You ask, "Shall we proceed or would you like more details?"

If they answer:

a) "Let's get right to it." - This means they want the big picture, and they don't want to burden themselves with knowing every specific detail of your product or service. They think and act quickly, so you can persuade easily by simply emphasizing the main benefits and getting straight to the point.

b) "I'd like to study your proposal first before making my decision." - This means they want to know all the facts, evidences, instructions, or details before jumping into any conclusion. They are prone to analyze and be meticulous with details, so you can persuade them by giving them full documentations.

When persuading anyone, remember that you should always state your message in terms of their needs, wants, desires, goals, dreams, etc. Remember that they are always asking "What in it for me"?

## **Focus On The Savings**

Are your products a little expensive? If people see a price tag of \$150, they will be discouraged and will move on to the next offer that allows them to save.

But what if you tell them that the total value of your products is worth \$2500? They would be able to save \$2350, a great big savings of 94%. Wouldn't that make them think?

Even if your products are not that affordable, if they perceive your products as having extraordinary value, it will trigger the savings factor and they will grab the opportunity of getting them at a very big discount.

Couple that with some specific figures (94% savings) and a time-sensitive offer (This price will increase on August 25), then you've got a proven winner.

They will overlook the initial price because they are so excited about the tremendous amount of savings they'll get if they buy your products.

## **Paint a Vivid Mind Picture**

If you want to persuade someone, you must paint a vivid picture in his mind of the pleasure he will receive when he does what you asked, or the pain he will suffer if he doesn't do what you asked. Ask him to imagine that perfect (or worst) picture in his mind.

### **Examples:**

“Just imagine how people would admire and respect you when they find out you hold an important position in this organization. Fill out the form now to gain the power you deserve.”

“Just imagine how horrible your oily face will look, with acne, pimples and postules sprouting all over your face, if you do not use our facial wash.”

## **Divulge Your Minor Weakness or Bad Points to Gain Trust**

You can gain trust easily by establishing a reputation of honesty & integrity. Tell them the flaws of your product before informing them of the overwhelming benefits to make the flaw look insignificant. This applies 3 principles of persuasion:

1) Reciprocity – They would want to return the favor of honesty you've given to them. By being honest, you've just shown them you can be trusted; they will repay that trust by buying your product.

2) Commitment – Once they knew you can be trusted and purchased your item, they will tend to continue trusting & buying from you as long as you meet their expectations.

3) Authority – Once you've shown the defects of a product, you establish yourself as an expert who is willing to reveal the bad points, even if it means abandoning your self-interest for their sake.

Sometimes when we list down ONLY all the good qualities of a product, people may tend to be skeptical or doubtful of what we're saying. To counter this, mention a flaw or bad side of your product before offsetting it with the many good sides.

The reason for this is because when you "confess" the negative part, your prospect's defenses will drop down and he will be able to focus on the positive aspects and be more open to accept your message.

Businesses have been using this technique to counter any marketing attack by competitors or objections by prospects. They'll say something like, "We have to admit that our new product is quite expensive because it has the highest quality all-natural ingredients and has taken 2 years to perfect. Despite its price, it has become the fastest-selling product in this store."

## **Highly Profitable Pricing Strategies**

Incidentally, asking an expensive price may be an advantageous move. The reason is that people correlate expensiveness with high quality. A very good friend of mine, who is meticulous when it comes to the quality of products she's buying, would almost always select the most expensive one, even if she has not carefully evaluated them all.



We live in a world of information overload; since we want to avoid confusion and mental agony, we often make our decisions and base our judgment on simple cues, such as the price of the product.

Another example would be discount coupons. People associate discount coupons as a way for them to save money, even if they provide no significant savings at all. People don't want to analyze the intricacies of things; their time is much too important. A discount coupon would give them a sense of relief because it is automatically perceived as a way for them to save money, time, and energy.

Some salespeople would even combine the power of expensive pricing and discounting. For example, the actual price of an item is \$100. They would go to such great lengths by saying that the original price is \$200, but the first 20 people get a half price discount of only \$100! They give the prospects the perception that the product has a high value, they give a significant 50% discount, and they employ the principle of scarcity.

Some marketers also utilize the "Make Them Feel Guilty" strategy, where they make the customers feel that they (the buyers) have taken much more than they should have, such as "The original price is \$77; but for this week only, you get it at half-price - only \$27!"

Some salespeople apply a tricky strategy. I've personally experienced it myself. When you ask a salesperson how much a product costs, he shouts to his superior (from a distance) how much it is, and the superior shouts back, "\$67!" The salesperson would pretend to hear the price by mistake and say, "He said \$37." He might also say something like, "Please keep this a secret between us. I'll let you have it for only \$37 because I like you a lot."

## Many Options, Less Sales

Martha has opened a pastry shop. She makes tarts that are so good just smelling them will make your mouth water.

For the first few days, her business is steady. She tried experimenting with other varieties and tart fillings. She perfected her craft, and soon she's ready to add 7 more assorted selection of tarts to her 8 original ones.

She began selling all 15 types of tarts. After a month, she noticed a drop in her sales by 20%. She thought this might just be a seasonal occurrence. The next month, her sales declined further by another 5%.

Her tarts are still the same old great-tasting pastries people have previously been raving about.

She thought. And thought. What was she doing before that she's not doing at the present? What does she have before that she doesn't have now?

Then she experienced a "light-bulb" experience. She will try to sell just 8 different varieties - 4 original ones and 4 from her new recipe. After a month's time, her sales rose by a staggering 35%!

The next month she tried a different assortment of tarts to sell, but never increased by more than 8 varieties.

Her sales remained consistently high.

She has discovered the secret strategy. It may sound ironic, but customers will be confused if you sell them products that have too many combinations, varieties, or options.

But customers will also find it quite boring to be patronizing the same products all of the time. So you also have to put some diversity in them. Change the flavors or colors or selections from time to time and they will be curious to try them out.

In a nutshell, don't provide too many options but change the varieties after some time so that they will not get bored.

## **Help Them Conquer The Fear Of Change**

People are afraid to make changes in their lives. They would rather stay with their unsatisfying state of living rather than risk having to lose anything. They foresee the negative consequences of their actions, but not the positive.

It is now your duty to let them feel the agony of staying at their current status. Make them visualize the undesirable outcome for not making any change in their life.

If they can picture the pain that comes along with being stagnant, they will be motivated to take the necessary action to avoid any suffering.

Make them realize the negative end result of staying where they are, then knock them down with the most attractive benefits of your product that will solve and end their dilemma.

## **Repeat, Repeat, and Repeat**

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 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.

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, 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.

Repeated exposures will subconsciously embed your message or image into other people's minds. If you constantly familiarize them with the good points or advantages, then you're going to the right direction in making them develop

likeability for you or your product. On the contrary, being constantly exposed to something that connotes negative aspects such as hatred, rivalry, or envy, will only intensify those negativities. If you dislike someone, seeing him often would only aggravate your bitter feelings toward him, right?

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.

Be sensitive enough to know when to limit repetition. One alternative method is to re-word or present your message in different ways, so as not to bombard them with the exact same statement over and over again.

There is a method to successful repetition, and that is moderation. Perseverance is essential; but 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 him or his network (who he will most probably tell) now or any time in the future.

## **Leave Them Hanging and Hungry for More**

According to wikipedia.org, the Zeigarnik effect states that people remember uncompleted or interrupted tasks better than completed ones.

How do we apply this in persuasion and sales?

Keep them hanging in suspense that they will not stop until they know the ending. TV and radio programs use this often to make the viewer stay tuned to the next episode. Writers are also doing this to make people continue reading until the very end.

If you're selling an information product, you can use this effectively by giving them a sample excerpt that ends in such a way that they will want more details from you so badly they'll have to buy your product to satisfy their urge or curiosity.

## **Make Them Say "Wow!"**

So you have successfully sold them your product? That's great!

However, this is not the end of your sales process. Make sure that they are more than satisfied with their purchase.

Surprise them with unexpected bonuses. Follow-up with them to see if everything's working smoothly. Get feedback to know how you can be of greater service to them or to their referrals in the future.

If they ever have any complaints, attend to them immediately. Just imagine how one unhappy customer may ruin your business by telling everyone the horrific experience he had encountered with your product.

Most important of all, establish relationships. Do not target a one-time sale. You'll have better chances of making some sales again with satisfied people who have bought from you in the past. They will also recommend you to other people and you'll get more exposure.

## **How to Get Sales Fast and Minimize Refunds**

Aim to have your prospect buy the product or conclude the transaction as soon as you can. This will only strengthen his belief that he's making the right decision,

and he will find the reasons to prove it. When a customer purchases your product, he has already confirmed to himself that he's making the right move.

After buying it, he will continue to believe (or find ways to convince himself) that he has made the right choice, even if people around him makes him realize that he may have made the wrong decision. However, there are times when people around him might be influential enough to make your customer doubt his own judgment, resulting in what we may call "buyer's remorse."

One thing you can do to minimize refunds is to communicate with the buyer immediately after he purchased. Say something like, "Thank you for investing in XX. You have made a great decision..."

Note the word "investing." It is much more powerful than "buying" or "purchasing" because it connotes that something of equal or greater value will come back in either tangible or intangible form, as opposed to "buying" which has the impression of spending money.

Then by saying that he has made a great decision, you are confirming his belief of making the right move. Think of a time when you know you did the right thing. Having someone else tell you that you made a wise decision makes you more confident in what you've done, doesn't it? The same principle applies in sales.

## **Common Challenges that Salespeople Encounter**

- 1) The prospect cannot afford the product or service (so it helps to be flexible and have a payment program).
- 2) The prospect does NOT need your product or service. You've heard many claim that they can "sell ice to eskimoes." They probably have a gun pointed at the eskimoes' heads.

The truth is, you cannot sell something they don't need. Otherwise, you are just manipulating them.

However, if you believe they need your product or service for their own benefit, but they said they don't need it, the challenge may just lie in the fact that you did not clearly explain its benefits to them. Make them realize and feel how the value of your product or service greatly exceeds its selling price.

3) The prospect wants to be sure he's making the right decision in getting your product. If that's the case, let him take the product home with him (if possible). Then tell him he can return it after XX number of days and you'll return the full payment if he's not satisfied. Once he gets his hands on it, he'll be more likely to keep it.

If he asks something like, "Will it be able to (do this)?" You can answer, "If it can (do what you want), will you invest in it?"



## Chapter 14

# How to Handle and Give Criticisms Nicely

### How to Handle Criticisms

You can never satisfy everyone in this world, which is why you have to know how to handle harsh words and offensive remarks.

The more you retaliate, the more you incite your opponents to strike back. They want and expect a fight, so are you going to give them what they want? They are well prepared to put you down, so don't let yourself fall into their trap. Anticipate any criticism before they say it so you can prepare beforehand.

For instance, someone who disagrees very much with your principles starts mouthing bad words at you. Ignore him completely as if he's not there. Just stay where you are in a relaxed mood, and let him do "his thing." He will feel awkward with what he's doing.

Let him say everything he wants to say before you utter your first word because he will never listen until he's done. He is constantly draining himself; soon, he will be exhausted emotionally.

While he is busy handing out his anger, you're secretly finding his weakness and thinking of a way to neutralize the assault.

Then after he has released his criticisms on you, focus on his feelings and sense his inner emotions. Tell him that you are aware about his concerns, agree partially, and ask him what you could do to rectify the situation.

People want you to respect and satisfy their egos. They would never want to be perceived as the "wrong" ones. If you directly insult or humiliate them, they will retaliate to reclaim their honor and dignity.

Don't try to come up with all sorts of excuses or alibis to offset the criticisms. Admit your mistakes if you are guilty (admitting your errors is such a humble act it will diffuse any hot temper); but even if you're not at fault, deny the criticism in a subtle way.

Because critics have the tendency to inflate the situation, ask them for quantifiable proof. But never ask in this way: "What makes you think that (what I did) was wrong?" Your question might be perceived as a defensive reaction to their criticism. There's a nicer and more subtle way to ask.

Before asking your question, it would help to say, "I don't understand" or "Let me get this straight" or "Please allow me to clarify." By saying this, you are not being defensive but open for clarification. Then your questions should be asked in a way that fosters suggestions or possible improvements.

**Examples:**

**"I don't understand.** What is it about my report that was offensive?"

**"Please allow me to clarify.** In what way was the data inappropriate?"

**"Let's get this straight.** What part of the presentation was inaccurate?"

Who knows? They may realize that their accusations are only trivial and there's no need to condemn you in the first place.

They may also be unaware of certain vital details that could have saved you from their insensitive words, so give them the complete facts and evidences to support your case.

It is very important to empathize with them, and let them know that you can be humble enough to acknowledge your faults.

Always try to find a solution that will be favorable to everyone concerned. Some of your critics may realize later that they are the ones at fault, so always be willing to compromise. If you need additional time or assistants to finish a certain task, simply ask if your request can be granted so that any future criticisms can be avoided.

If you're the one doing criticizing and you're not sure whether what you will say is offensive or not, use a third party. Instead of saying, "I think it may produce unsatisfactory results if we continue with your plans" use a third party and say something like "Although your proposal sounds excellent, all people who have already followed the same plan you're proposing right now have not yet achieved their desired results."

## **Fogging**

When someone says that you're a slow learner, is that true or false? That may be true if you're compared to someone like Isaac Newton, but it may also be false if you're compared to the fictional character, Mr. Bean.

In a general sense, what he says may be partially true, so why fight it? Admit that what he said might be right in order to diffuse the criticism or attack. When he finds out you're not affected, it will discourage him. It's like saying "Who cares?" or "So what?" in a gentle fashion. Words most commonly used when fogging are:

"You're probably right."

"I agree."

“Sometimes I think that way too.”

“You have a point.”

“I can see why you would say that.”

“That could be true.”

See the dialogue below on how Mr. Z has countered Mr. Y’s severe criticisms.

*Mr. Y: You look so ugly today. You don’t look like this a few weeks ago.*

*Mr. Z: I agree. My face has become ugly because all these sleepless nights are causing countless pimples to appear.*

*Mr. Y: In fact, you look like a pimple with a face in it.*

*Mr. Z: You’re probably right. I could go to a dermatologist and have them do something about my ugly face.*

*Mr. Y: And your clothes. It looks like it’s been worn by the victim in a massacre film.*

*Mr. Z: You have a point, you know. I may sometimes be so thrifty I have to buy the lowest quality outfit.*

*Mr. Y: Thrifty is the understatement of the century. You’re so cheap you can’t even buy yourself some ramen noodles.*

*Mr. Z: I can see why you would say that. I may be very cheap at times.*

*Mr. Y: The worst part is, your breath is as terrible as your looks.*

*Mr. Z: Sometimes I think that way too. My breath may stink so bad it could render anyone unconscious.*

*Mr. Y: You act like a spineless coward, the way you're answering me.*

*Mr. Z: I agree. I may be acting like a spineless coward sometimes.*

Through fogging, you accept the criticism in as far as whatever may be true in it (as stated by the critic). The critic will see it a hopeless measure to argue with you any further. This is an effective way to handle criticism without being defensive.

## **Negative Assertion**

What if the criticism is absolutely true? Then you must willingly accept the criticism, but you don't have to take the guilt trip.

Negative assertion allows you to be more tolerant of your own faults and eases any negative feelings the critic may have by admitting your mistakes, without having to resort to remorseful repentance.

Here's how the son uses negative assertion in his conversation with his father:

*Dad: Son, I saw your report card and I am very much disappointed with your grades.*

*Son: You're right, Dad. I should do something to improve my grades.*

*Dad: Well, you should! I think you're spending so much time on extracurricular activities that your studies are being sacrificed. Why not focus on just your studies?*

*Son: These activities do take up so much of my time, don't they, Dad? I will manage my time and learn to prioritize. If needed, I'll forgo some of my extracurricular activities.*

You may even admit your error right before you can allow someone to criticize you. For example, you can say, "Hello, I forgot to bring your book."

## **Learning, Not Criticizing**

If your child has done something wrong, never criticize him for his mistakes. Instead, ask him, "That did not turn out to be ok, didn't it? What lesson have you learned?" or "That was a great learning experience. What would you do differently in the future?"

Criticisms may hurt his ego and may only create a backlash. On the contrary, making him realize the moral or lesson to be learned in every failed experience will enrich his character and knowledge.

## **How to Criticize Gently**

Here are some other great ways to throw your criticism at others w/o being offensive.

### **1) "If I were you..."**

"I'm just thinking. If I were you, would I have made the wrong decision?"

### **2) Assigning Others as Critics**

“I once had a friend who gave into temptation (just like your friend), but he realized his faults and changed his ways.”

### 3) Assuming Related Traits

“You seem to be someone who is frank; with that in mind, I think you’re more prone to being less careful with your words.”

## Universal Principles

You may use universal principles to challenge people's opinion or belief.

*Critic: There are no honest people in politics.*

*You: Never?*

*Critic: Cell phones are unnecessary.*

*You: For all people?*

*Critic: My employees are stubborn.*

*You: Always?*

## The Non-Violent Way to Voice Out Your Hurt Feelings

It is oftentimes difficult to express your emotions because of the fear that the other person might get offended or even angry. You can persuade in a subtle manner by saying something like, "**When you** acted like a crazy person at the party, **I got** humiliated **because** everyone perceived our family to be highly respectful. **Is it ok if you** don't do that again in the future?"

The format is:

## **"When you..., I got (or felt) ... because ... Is it ok if you ...?"**

Some people might agree, while some might not get persuaded by such statement immediately. If he commits the same act again, simply repeat your statement in a slightly modified way. Let him know that you're not joking around and that you really intend to change his attitude for his own benefit.

## **How to Persuade the Hardheaded**

Some people just don't "get" it. You repeatedly tell them to avoid doing this and that, but they don't seem to understand the implication of their actions.

One technique you can use to make them understand your message is by role reversal. Ask something like, "If you're in my position and I always do \_\_\_\_\_, what would you do?"

By doing this, they will at least realize how their actions are affecting you.

However, some people cannot be convinced otherwise, no matter how hard you try. They defend steadfastly what they believe to be true, even if there's no reliable proof or not based on facts. In that case, use any of the following counters:

“How did you come to that conclusion?”

“What proof do you have to support your decision?”

“From whom did you get the facts?”

“What is your source?”

“Where did you get that information?”

### **Examples:**



*Critic: This project is impossible to finish.*

*You: How did you come to that conclusion?*

*Critic: James is a worthless employee.*

*You: Where did you get that information?*

*Critic: Foods like these cause cancer.*

*You: What is your source?*

Just remember to do it gently. Be careful not to sound like you're disagreeing with them, because you're not. You just want to be sure you get the facts right.

Another way to counter them is to use their own criticisms against themselves

### **Examples:**

*Critic: James is a worthless employee.*

*You: Maybe only a worthless employee might say such a thing.*

*Critic: This project is impossible to finish.*

*You: No, it is impossible to finish anything if you don't have any commitment.*

## **How to Counter Objections**

Learn to think of the proper rebuttal when people find a reason to not agree with you.

If your spouse says, "We shouldn't take this vacation yet because I have tons of work to do that are stressing me out," you could say something like "That's why we should go. You need to relax and recharge in order to boost your productivity."

Here are some other persuasive replies you can use to counter objections.

### **1) It's Not That....**

When someone has an objection, you can always negate the objection & point out the benefits/advantages

*Objector: This plan is too risky.*

*You: It's not that its risky. This plan will be the cornerstone of our success.*

### **2) Extreme Negative Outcome**

You can successfully overcome an objection by pointing out the extreme negative results of their belief.

*Objector: I'm too untalented to join the contest.*

*You: If you don't join, you'll never know what wonderful experience may come to you in this once-in-a-lifetime event. If you join, you either win or lose. But you lose 100% if you don't join. And you wouldn't want to spend the rest of your life thinking "What if.." would you? In fact, you might just miss out on becoming an instant celebrity with fans cheering if you don't even try.*

The worse or more negative the outcome, the more convincing.

Here's another example:

*Objector: Marketing products online is too difficult for me.*

*You: So you are willing to stay on your current job, hating every minute of it until you retire, and missing out on the chance to have financial freedom, travel around the world, and be happy for the rest of your life?*

### 3) Extreme Positive Advantages

You can also point out the positive effects or benefits of changing their belief.

*Objector: It's too stressful to study Law.*

*You: How could being focused on studying Law give you the brighter future, rewarding career, and dream fulfillment you've always longed for?*

### 4) Opposing Instances

Think of occasions or instances when their belief has been proven wrong.

*Objector: I don't believe in God because I don't believe in aspects I can't see.*

*You: You can't see air, but you know it's there, right?*

*Objector: I'm too lazy to go to the bank to pay my bills.*

*You: Well, you're not lazy to go to the bank to cash your checks.*

## Immunity Against Criticisms

And finally, here's a method to protect (or should I say "immunize") the people you know from criticisms that may hurt their feelings or ego.

Let's say you have a child who is ready for his first day of school. He might come along some other students who might belittle or tease him. Before he meets other students, "immunize" him from any possible verbal attack by saying, "Son, you're going to meet other kids who might tell you that they are better or smarter than you. Just ignore them because what they are saying is wrong. Some kids are so insecure they'll discourage you from doing your best. But you know better now that I've told you this secret."

By doing this, your child will be well prepared to face such incident if it ever occurs. If you don't do this on the first place and he encountered a confrontation, your kid might think that you're only trying to make up an explanation to make him feel better.

## **Chapter 15**

# **The Art Of Persuasive Attraction**

(Note: The following techniques are intended for single people, or if you're married - to be used on your spouse to spice things up a little.)

Some people are born with the natural ability to attract the opposite sex. Others are just not lucky enough, or maybe they just haven't found the solution yet.

Possessing the face of an Adonis can be an asset. Having the six-pack abs of Brad Pitt can be an asset too. But even if you don't have these features, you still have the potential to attract the opposite sex, like bees to honey.

Apply the techniques in this chapter, and I can reasonably assure you that you'll be pursued regardless of any flaw in your physical appearance (if there's any).

### **Establish The Proper Mindset**

Repeat the following:

1. I radiate charm, confidence, and affection that women (or men) find extremely attractive.
2. I have the awesome capacity to meet, attract and win over any women (or man) I want.
3. My actions, words, and thoughts are bringing me irresistible power with women (or men).

4. I am the best-looking person on earth. Women (or men) are dying to meet me.
5. I have unlimited power to get any woman (or man) I desire.
6. I am the master of my mind. I can attract anyone with my attracting moves.
7. I always know what to say and do to melt any woman's (or man's) heart any day.

Create your own affirmations.

Just remember to fully believe in what you're saying. Repeat them over and over until they become a part of your belief system.

Say them. Feel them. Breathe them.

Say them out loud for at least 15 minutes a day. I know you may get discouraged because you don't know if they're really going to work. But trust me, they will. Just believe and say them out loud everyday. The payoff will be rewarding.

You may want to record them while you're saying them. Listen to them whenever you're waiting for the bus or just killing some time.

These affirmations are extremely effective if you couple them with vivid visualizations. As you're saying them, imagine the woman or man of your dreams proposing to you, or saying to you how much he or she is in love with you.

## **Let Your Body Attract**

Here's what you have to do in order to catch the eye of your Honey Bunch.

- Smile sincerely and frequently.
- Give non-offensive touches.
- Have a sense of humor. Learn to laugh at petty matters.
- Maintain eye contact.

Do you want to know if that special someone is interested in you as well? Let's assume you're a man. You see a gorgeous lady that made your heart beat fast.

Look at her with extreme confidence letting her know you are interested. Then wait for her reaction. She may be a bit shy to stare back at you, so it's natural if she shifts her glance. Here's how to find out if she's attracted to you.

- If she looks down and away, she's interested.
- If she looks to the left or right, she's not interested.

## **Conversation Openers**

If you want to start a relationship, you've got to initiate the dialogue. Here are some great openers.

- If he or she is a specialist, ask her "How do you..?" or "What's it like to..?"
- Ask him or her about his or her experiences, like "Have you ever tried to..?" or "Have you ever gone to..?"

Find out what interests him or her and look for things he or she would be open to talk about. Give compliments in-between conversations. Always stay calm and relaxed.

Be curious and interested. He or she loves to flaunt his or her expertise and would like to tell stories of his or her life's adventures. Nod to signify that you're listening. Say, "Wow," "Great," "I see," etc.

## **Qualities That May Spell The Difference**

Men give more weight to the outer physical appearance when choosing women. Ladies, on the other hand, give more importance to personal character and achievements.

Here are some qualities that most women aspire for in a man:

- He must exhibit authority and command in every situation.
- He must have strong bonds with his family and friends.
- He must have ambition and the fire to succeed.
- He must have a sense of humor.
- He must have an exciting personality.
- She must feel safe and secure in his presence.

## **Press The Magic Button Of Seduction**



Congratulations! You asked him or her for a date, and that person has agreed! Finally, you get the opportunity to impress the apple of your eye.

You have applied the steps above. Everything seems to flow so smoothly. It's now time to make a lasting impression. Remember the chapter about anchors? We're going to use them in this situation.

When he or she is telling one of their happy or exciting experiences give a charming and sincere smile, then do any one or more of the following combinations.

- Stroke his or her hair.
- Tilt his or her chin upwards.
- Touch his or her shoulder.
- Gently squeeze his or her hand.

Then mention his or her name in the most irresistible and sweetest voice you can ever muster. Don't be too obvious with your actions. Act normally and with grace.

Fire these anchors every time he or she is happy or excited; or better yet, if he or she is in a romantic mood. Every time you trigger the anchors, he or she will associate them with the wonderful feelings.

Your dream lover may never want to leave your presence anymore!

## Chapter 16

# Ask And You Shall Receive

Have you encountered a situation where you want to do something but don't know how to implement it? You just can't seem to get all this data out of your mind. It's at the back of your head and you want to do it, but you can't because you don't know how.

People encounter this everyday. They want to do a certain activity, but they get stuck not knowing how to start and get it going. Others are so confused that they don't know where to start.

Effective persuasion requires a clear goal and laser-like focus. But how can you get your point across if you don't know how to get all that stuck data out of your brain and transform it into reality?

Patrick was one of my best friends. When he was my classmate in high school, he often had a hard time doing any project that our teacher assigned him.

He had these great ideas inside of him, but he didn't know what to do, where to start, and how to go about it. It was jammed in his neurons and he just became so frustrated.

I would then ask him, "What type of project do you really want to do? How would you do it?"

Instantly and just like magic, his ideas just flowed out. He wrote them down immediately so that he wouldn't forget them. He accomplished his project in record time and had garnered very high grades.

I just asked him two questions and his subconscious mind automatically gave him the answers he was looking for. He managed to express his creativity and to find the solutions to his problems.

He already knew the answers before I asked him the questions, but they were trapped within the depths of his mind. There was a barrier that prevented him from extracting his thoughts to their physical components.

By asking him two questions that he already knew the answer to, I removed those impediments and allowed him to squeeze those ideas out where he utilized them to his advantage.

Some people really have a hard time visualizing their plans or action steps. I have people try this exercise.

First I have them close their eyes and then have them imagine a dog. Some people will picture it in their minds right away. Many people, on the other hand, will see nothing but darkness. They can't seem to envision an image of a dog at that instant.

Then I ask:

"What type of dog is it?"

"What is the color of its fur?"

"Is it an active dog or does it want to lie down all day long?"

"How large or small is it?"

Only after asking those questions will they be able to clearly visualize a specific dog in their mind. That's the point. They can picture it, but they need some kind of "support" to be able to conceive it.

The next time you see people who are confused and having problems carrying out their thoughts, just ask them, "What do you exactly have in mind?"

Their brain will work harder to provide that answer and they will be able to think more clearly. If they are still stuck, ask them more questions about their concerns.

## **Remove All Barriers**

If your friend is striking his head with a closed fist to think of solutions, gently remove his fist and say, "Get this obstacle out. Now what do you have in mind?"

His closed fist is symbolizing an impediment that blocks his thinking patterns. By getting rid of the fist, you just opened his mind to new ideas.

Combine that with asking more questions and you will ultimately get him to find the solutions that he has been looking for.

## **Anyone May Ask**

You can use this technique on yourself. If you're writing an article or a book, ask yourself.

"What do I really want to write about?"

"How do I want my readers to feel after reading it?"

"What words will I use to captivate my readers?"

"What message would I like to convey?"

"How would my e-book help them to succeed?"

By asking yourself questions such as these, you're wiping out writer's block and established some guidelines to help you in writing. You might say it's a little bit boring to be asking yourself. Well you can use your imagination.

Imagine a great author like J.K. Rowling or Joe Vitale as your mentor. Every time you encounter writer's block, just ask any of them. Then envision them giving you the greatest advice and suggestions you have ever heard of. Imagine them in your presence, smiling at you, and always there to answer any question you may think of.

Apply this method and you'll be surprised at the astounding results!

## **How Other People Can Generate Ideas For You**

You can ask things such as:

"What do you know (or think) about...?"

"Do you know anything about...?"

"Could you help me think about something?"

This is not just asking for a piece of information, or a yes or no answer. It's actually opening up someone's mind to think about a topic you're working on or dealing with. It can help you, especially if you do this in a group and several people get to talk. It can help you get lots of new ideas and perspectives, and it can also get the person or persons you ask to start thinking about "your" topic.

When they make a decision to participate or to buy from or support you, they will think it is THEIR idea, not yours. A lot of good, positive energy can build up around this kind of conversation and will yield positive results for everyone.

## **How To Get Inside Their Minds by Asking**

I'm now going to teach you one of the most effective, if not the most effective persuasion faculties there is.

If you want to successfully convince or persuade people, you have to know their decisive factors and principles. You've got to know their desires, from the deepest to the most trivial. You must get inside their subconscious, and identify their soft spots.

How are you going to do that? Just ASK.

Here's an example.

Roy is a judge for a beauty contest.

*Mae: Hi, Roy. Nice weather today, an ideal day to go strolling in the park.*

*Roy: Yep, I'll be doing just that later.*

*Mae: Roy, what's important to you when choosing a winner in a beauty contest?*

*Roy: Well, the contestant has to be beautiful, sophisticated, and she has to have a figure that complements what she's wearing.*

*Mae: Right. She has to project a classy and stunning impression. What else is important?*

*Roy: She has to be smart, witty, and have a genuine concern to preserve our environment.*

*Mae: Yes. Beauty and brains is a good combination. Being interested in environmental affairs is also a bonus. What else is important?*

*Roy: She must have a good outgoing personality.*

Mae now knows Roy's preferences. She knows what captivates his interest when judging a beauty contest, in the order of significance that they have been depicted to her.

Roy's subconscious is giving away increasingly valuable details whenever Mae asks him what's important. If Mae is joining the contest, she already knows that Roy will go for an outgoing, smart, and gorgeous lady.

Take note that Mae started the dialogue with a greeting and comment. She first established a bond with Roy. She made Roy feel comfortable with the conversation before asking him about "what's important."

## Chapter 17

# Expectations Become Reality

When you expect someone to do what you want, and that person treats you with respect or admires/looks up to you, you have already increased your chances of success higher.

The magic word here is "expect". You expect your child to get high grades in school and he will get high grades. You tell your son that he's a bright student, you really expect that to happen, and your son will meet or exceed your expectations.

We aim to meet, if not exceed, others' expectations of us, especially if we stand to gain benefits like getting rewards, earning trust, or being regarded highly. There have been cases where the law of expectation can produce almost miraculous results.

Take the case of cancer patients who were given placebo pills. These are just plain pills that have no healing capabilities. So how did they get well?

The power came from their thoughts. They were told that these pills contain the highest amounts of cancer-fighting ingredients that can effectively cure them in a matter of days. They expected to be healed, and so that's what happened.

See how powerful your mind is?

They believed that their health would be restored. They have registered in their minds that these pills will cure them of their illnesses. In the process, the belief embedded within their subconscious came to reality.



There was once a weightlifter who couldn't lift weights in excess of 300 lbs. So his coach devised a clever idea and told him that the barbell he has to carry weighs only 300 lbs. With all his might, the weightlifter managed to put it above his head. After he puts it down, the coach told him that he has just lifted 350 lbs. of weight! It's all in the mind!

A famous person once said, "Whenever you think you can or you can't, you're right."

If you think you are poor, then you are; unless you properly condition your thoughts to the positive mindset and expect great things to happen.

Read this inspiring story about a potential failure who turned into a success magnet. Here it is:

*My Dad's way of disciplining me when I was growing up could have made me a big time failure, had I not realized its consequences in time.*

*Now, don't get me wrong. I love my Dad very much, and I respect him. I'm sharing this story for the purpose of making you aware of things that could set you up for failure, so you can avoid them.*

*Now back to the story. When I was a young boy growing up, I oftentimes make mistakes (as small boys usually do). Every time I do something stupid or something that my Dad doesn't like, he would say things like "You're not using your head", "This is common sense stuff, and you don't know it", "Your cousin is much better than you are", etc.*

*My Dad often made me feel like I'm a stupid person, that all other people are smarter and much better than me.*

*He said that it's his way of disciplining me, so that I can grow up to be a better person.*

*As I grew up, his words often echo in my head. In due time, his words made their way to my subconscious. I was literally telling myself that "I am stupid" or "I am a failure" every time I make a mistake. I feel like I am my own worst enemy.*

*And I indeed failed in many of my endeavors. It was very frustrating for me to keep on failing and being a nobody. But because I simply cannot accept my fate, I read all sorts of self-improvement books to get out of my predicament.*

*And that's when I found out what's wrong with me. I've let my Dad's negative words about me become a part of my life. And because I accepted his teachings as words of wisdom, I took on the personality of a failure.*

They say that people act or behave according to how you treat them. When we assign a person certain positive qualities or attributes, that person will allow us to believe that what we said is true. So if you treat, let's say, an average student as a genius, and tell him that his performance exhibits that of a highly intellectual person, he will allow us to believe it and indeed become a very smart person. Try it; you'll be tremendously surprised.

If you're a parent, assign positive qualities to your children, even if they don't have those qualities yet. Tell them they're smart, and they will indeed become smart. That's the power of the subconscious mind.

We can use this to our advantage by adding certain words such as "You probably already know" or "You probably realize" in our statements. This is powerful because you are assuming yet unconsciously suggesting at the same time.

**Example:**

"You probably already know that this is the best deal you can ever find."

Some people presume that they are being perceived in a particular way, and they will act according to their own perceptions. An employee, who assumes that his co-workers perceive him as incompetent, will probably be unable to fulfill his job well. On the contrary, if that employee thinks that others are praising him for his good work, he will probably produce good results with his job. This phenomenon has a lot to do with their beliefs. What you believe will happen, can actually manifest into reality.

## **How to Use the Power of Expectation**

To use the power of expectation, find some point of similarities between you and the person you're persuading. For example, both of you are members of a reputable association. You can say something like, "As a fellow member of 'Justice for All Inc.,' I know you want justice to be served at all times. I respect you and regard you as one of my heroes. I'm sure many people treat you the same. Just want to thank you in advance for continuing the fight to give justice to Mr. Jones."

Want to know how to use expectation to persuade others to accomplish tasks 2 times, 3 times, or even many times faster? If the task requires 3 months to finish, tell them it has to be done within 3 weeks. The magic in this is that the work will be completed in a span of time based on a person's expectation of how much time is required to do it. Parkinson's Law states "work expands so as to fill the time available for its completion."

If they cannot absolutely do it in that span of time, use another principle – the principle of comparison. Tell them that if they can produce excellent results, they will be given a 2-week extension (or more, or less – you decide). They will

compare the 2 time frames and may even thank you for giving them enough time! (You gave them the impression that they are given a lot of time even when they are not).

Another great tip to maximize the power of expectation is to be as specific as possible. If you can say, "I know you're a fast writer who can turn out at least 7 quality articles within 5 hours" instead of "I know you to be a fast and efficient writer," then the results will be better.

Keep in mind also that people base their expectations on various aspects such as your physical qualities, your surroundings, etc. Everyone will expect a neatly dressed and well-groomed person to be wealthy and successful; that's why it pays to look good when you're persuading others. If you wear dirty clothes and have unkempt hair, you'll be treated as someone who has bad manners, and they won't expect good outcome from you. The same goes if you have an orderly and tidy home. People will expect you to be an organized person.

## **What to Do When Others Expect Negativities Qualities or Results From You**

Learn to become a human filter. To become one, you must learn to filter out negative comments or suggestions. You know yourself better than anyone else does. Block out all those pessimistic views, while you absorb the positive ones.

And of course, never listen to those who have nothing good to say. Believe deep inside that you're fully capable of doing things which they don't think you can do.

They say that opinion is the cheapest commodity. And because different people have different opinions, you just can't simply accept the viewpoint of one person as the standard rule.

## Presuppositions

Presuppositions assume that the person you're persuading has already accepted your proposal or has reached an agreement with you, even he has not yet done so. Notice the words in bold from the examples below.

“Are you **still** willing to join me in my quest?”

“Have you submitted your application **yet**?”

“I will give you \$100 **when** you finish this task. (Notice I didn't say “**if**”)

“**When** do you want to **start doing** your assignment?”

“**Fortunately**, you can get the product at a big discount.”

“**How happy** are you to be here in this memorable event?”

“I'm glad you checked this out. **How** will you **apply** it to your business?”

“Shall we start the program on Thursday **or** Friday?”

“**How satisfied** are you after reading my book?” ;-)

When you ask these questions, people will start thinking of answers and may therefore get distracted from thoroughly understanding your question. The result would be compliance.

## The Magic Question

Make the persuadee do what you want right now by asking a question that assumes he has already did your desired request.

### Example:

“If you made money with this program, would you continue your membership?”

If he says "yes", then you're in a much better position to persuade. That's because he will never know if he will make money with your program unless he joined.

## **How To Bring Out The Fire In Anyone**

Jason is the new coach of a basketball team. His team has won many games since he has arrived to replace the previous coach.

The players are more at ease with him and more open to discuss any concern with him. Moreover, they have become more confident and motivated to play now that he's leading the team.

Before he coached the team, they were on a losing streak. Now the team is on a hot streak and they may even have a chance to win the championship.

What is Jason's secret?

Whenever one player does something nice, Jason gives him a good name to live up to.

When a player makes good blocks or does a great job in rebounding, Jason will tell him, "Wow! Your rebounding and defense are very much like Tim Duncan. Keep it up."

When a player shoots consistently well, Jason will tell him, "Super! Your sweet moves rival those of Steve Nash. Wow!"

When his team wins, he'll encourage them, "We will win one game at a time. We'll win the championship, just like the San Antonio Spurs did."

Jason knows how to praise his players and how to motivate them to do better. He assigns qualities and aspects that the players are inspired to adopt, even if the players don't possess those characteristics yet.

The players, on the other hand, would try their best to establish the reputation that their coach has assigned to them. They don't want to humiliate themselves by performing below the reputation that Jason has delegated to them.

Whenever he needs something to be done by a player, Jason tells him, "James, you always shoot like Michael Jordan. In this play, you're going to take the game-winning shot. Let's win this!"

James feels like the MVP. He's all fired up and his coach expects him to play like Michael Jordan. James simply can't let his team down.

Sometimes Coach Jason will apply a slightly different approach.

When he expects David to defend Brian (the other team's star player), Jason will tell him, "David, you've always been a great defensive specialist. Nobody has ever stopped Brian from scoring above 20 points in any game before. Would you be able to stop him this time?"

Coach Jason issued a challenge to David. David couldn't back out now. He has to prove that he can defend Brian. He has to show everyone that he is one of the greatest defensive players ever.

When you give out a challenge to someone, that person will be much more motivated to prove to you that he can accomplish any task you assign him. Moreover, he will want to enhance his reputation by trying to surpass that challenge you brought out to him.

## **Press The Magic Button Of Motivation**

Now every time his team wins, Coach Jason will credit their accomplishment to the team's amazing teamwork, coordination, and dazzling plays.

By ascribing a certain event (the team's victory) to a cause (the team's amazing teamwork, coordination, and dazzling plays), he has established a connection between the winning and the team's performance.

By doing that, the team's desire to win has always spurred from within themselves the driving force to perform well.

Coach Jason would also celebrate a win by inviting the whole team to his home. His wife would cook the most delicious pasta in the city.

The pasta has become the team's motivator, and it has also become an anchor. Whenever there's a game, Coach Jason would just tell them to "Win this game and get a mouthful of pasta later."

Just imagining the appetizing sight, smell, and taste of the pasta would stimulate the team to do their very best.



## Chapter 18

# How to be an Impressive Hypnotic Communicator

To become an expert persuader, you have to use the right words at the right time. Words are very powerful. Although there may be many words that mean the same thing, there may still be differences in terms of their emotional intensity. Here's a list of "unfriendly" words and their "better-sounding" counterparts.

### "Unfriendly" Words

objections

cheap

buy

problem

mistake

failed

ill

fat

bad

traditional

committed suicide

painful

late

tumor

stinky

die

weird

nerd

### Better Equivalents

concerns/issues

affordable

invest

concern/issue/challenge

moral lesson

not up to standards

not feeling well

large

negligent/unwise/inadvisable

old-fashioned

took his own life

uncomfortable

delayed

growth

not fresh

pass away

mysterious

genius

## Turn Difficult Words to Easy Words

Some people try to impress others by using jargons or difficult words. What they don't know is that they are only creating confusion and impatience in the persons they're talking with. Master persuaders should be able to impart their message in a clear and easy-to-understand manner. Here's a list of "difficult" words and their "easy" counterparts.

### Difficult Words

currency  
diffusion  
bestow  
utilize  
manuscript  
procure  
discern  
respond  
petition  
imperative

### Easy Words

money  
spread  
give  
use  
book  
buy  
distinguish  
answer  
request  
important

When asking a question, the other party's response or reaction depends on your choice of words.

For example, a study was performed where 2 groups of students watch a speaker with a height of 5'7" talk on stage. One group was asked, "How **tall** do you think is the speaker?" It generated responses ranging from 5'8" to 5'11". The other group was asked, "How **short** do you think is the speaker?" The answers that came up ranged from 5'3" or 5'6". It is obvious that the words "tall" and "short" affected the students' answer.

## Spice Up Dull or Boring Words

Here's how you can hypnotically motivate people to do what you want, and make them like to do it.

Make them believe that they're doing something far greater than the actual task at hand.

Don't tell teachers that they are teaching young kids because it's their job. Instead, tell them that they are training and mentoring the future leaders of the world.

Your repairman isn't just repairing, he's saving lives from any possible electrical threats.

Your chef isn't just cooking, she's eliminating hunger and satisfying taste buds.

You can also say "nicer" words in lieu of the original, to increase your likeability.

Say, "**sanitation engineer**" instead of "**garbage collector**" and you'll get better service from him.

Say, "We have a challenging **situation** at hand" instead of "We have a big **problem**" so you can cause less anxiety.

Say, "You're getting **slim**" instead of "You're becoming **thin**" so you'll boost his self-esteem and he will see you as a nice person.

Say, "You're **often** late for work and you **seldom** finish the task on time. Is something bothering you?" instead of "You're **always** late for work and you **never** finish your task on time." **Always** and **never** are often harsh and

exaggerated; **often** and **seldom** are more subtle and do not convey that he is doing the irresponsible act all the time.

Say, “You **could have** given him a chance” instead of “You **should have** given him a chance.” **Could have** implies that he had a choice, which could then serve as a moral to make better decisions in the future; **should have** attacks the ego and sounds like a forced thing to do.

Words are extremely powerful, so be careful in your choice of words.

## Words that Appeal to the Emotions

There are certain words that appeal to the emotions and grab attention more than any other words. These powerful words are used mostly by salespeople to get better responses. Here's a list:

Free	Results	Discover	You/Your
Money	Now	Breakthrough	Fun
Health	Profit	New	Proven
Guarantee	How to	Save	Powerful
Love	Happy	Benefit	Easy
Safe	Secure	Naked	Controversial
Shocking	Exciting	Crucial	Comfort
Freedom	Deserve	Right	Introducing
Sexy	Vital	Breaking	Red Hot
Cool	Advantage	Truth	Trust

## Disguised Words

Have you ever come across a statement with a cleverly disguised word within it that reflects the writer's true intentions? Such word can be picked up by the subconscious but might not be apparent to our consciousness.

**Examples:**

“Going here is **plane** and simple.” (Plane instead of plain because the writer wants the reader to visit him by plane.)

“To help the community, you can do **money** things.” (Money instead of many because it may need money more than voluntary service.)

This technique might be a little confusing; but when used properly, it can be an effective persuasion tool.

## **One-On-One Conversation**

When talking one-on-one to another person, use the first name of that person (but don't overdo it) in order to grab his attention and to positively connect his name to your request.

Use the word "you" often to make your message more personal and unique to the recipient. The person will feel that the message is addressed only to him.

## **Importance of Listening and Clear Communication**

Listening and clearly understanding the other party's message are probably the most important keys to effective communication.

Never speak when the other person is talking. That is plain impolite. Wait a few seconds after the other party stops speaking before you speak.

Some people end up being poor listeners because they would daydream or think of something else instead of listening attentively to the speaker. Others are thinking in advance on what to say "next" instead of focusing on the other party's message. Some would consider factors such as manner of speaking, background or experience, outside appearance, race, religion, etc. in judging the message of the speaker; hence, its intended meaning becomes distorted.

When you communicate with others, treat the person you're talking to as special. Maintain eye contact, and pay attention to what he's saying. Nodding your head, or saying "yes" or "yeah," means that you're listening. Don't immediately talk the moment they stop speaking. Think before you speak. Wait for around 3 to 4 seconds before responding. This will make the persuadee a little uncomfortable due to the silence and might tell you something personal or revealing just to fill the silence.

## **Problems with Miscommunication**

Individuals of opposing ideas can stir up conflicts and arguments. It's that situation when one person thinks he has the right idea while the other one also believes he has the proper concept. Both of them would try to outwit and manipulate each other until one is declared the winner.

Here's an actual example.

My wife would sometimes buy me signature clothing. When my Mom founds out how much it costs, she would advise us to budget our money and just buy the affordable ones.

A problem occurs when Riza thinks that her effort to give me the best was unappreciated. Mom, on the other hand, would think that Riza is such a spender.

There's a conflict with their beliefs. No two people are exactly alike. We are totally unique; not only physically, but mentally and emotionally as well.

There will be many times when your idea or opinion will not correspond with that of another. So how can people prevent misunderstandings from occurring?

Proper communication is the key to overcome doubts and conflicts. You should let other people know what's in your mind. Don't keep them guessing.

There was a story about two couples who were filing a divorce. After the lawyer have spoken to them both, he found out that the root cause of all their dilemmas was due to miscommunication.

Here's one of the couple's problems.

The man filing the divorce said that he just hated the meals that his wife often prepared for him. On the other hand, the wife said that she's only preparing such foods because she thought he liked them. But she never liked cooking them because they are not easy to prepare.

See? If only one of them has the courage to speak out what's in his or her mind, then that particular problem would be over, and there'll be no need for any expensive lawsuit.

Now why would people prefer to keep their emotions and criticisms to themselves? What's holding them back?

It's because they do not want to be rejected. Most, people, if not all, would like to be accepted and to be perceived as likable in the eyes of others.

So can you get your message across without hurting their feelings?

Substitute negative words with positive ones.

Instead of declaring "You don't understand," say "Let me explain." Instead of saying "You're wrong," say "Allow me to clarify." Instead of stating "You failed to say," just mention "Perhaps this was not stated."

There are certain words that affect a person more negatively in comparison with other words that have the same meaning.

Nothing could be more pleasant to the ear than hearing someone else say that you are right. In this case, be prepared to let other people know that you respect their opinions. You may add your comments at the end, but acknowledge them first. Say:

You're right, although ...

Terrific suggestion, however ...

I agree with your opinion, however ...

I would feel the same way if I were you, although ...

I can imagine how hard it is for you, but ...

I understand your situation, however ...

Reassure them that the decision made will benefit both parties. People need to feel that they have made the right choice.

To prevent misunderstandings and let the other person know that you're interested and listening, you may also confirm to emphasize your understanding.

**Examples:**

“Just to be sure I get this right, you're saying that ...”

“To confirm I understand what you said, you're asking if ...”



“To ensure that I have taken your order correctly, you ordered a ....”

Miscommunication can ruin a potentially good relationship, business, or career. Read this conversation.

*Husband: Honey, let's go hiking on the mountain this weekends. It will be fun.*

*Wife: I think it's going to be very tiring and boring, with no exciting views to see.*

*Husband: How can you not like the cool mountain atmosphere, the fresh air, the green trees that are invigorating to see, and the great feeling of walking while enjoying the experience?*

*Wife: I never thought of that. I was thinking it's for the athletic people.*

*Husband. Nope, it's a very relaxing and energizing experience.*

*Wife: Let's go then.*

If the husband has not thoroughly explained the benefits in vivid details, his wife would probably not go with him. The more you can connect with another on the same mental or emotional level, the better you'll be able to persuade.

## Voice

Persuasive people use their voice to their fullest advantage to get what they want from others.

Master persuaders talk quicker, more clearly, more enthusiastically, and more fluently. You may reduce your speaking pace if you want to give the impression

that you're thinking or analyzing; increase your speaking pace if you want to convey passion or liveliness.

Fillers such as "ahhh" or "ummm" are absolute "no-no's" for master persuaders. They are also aware NOT to repeat certain words said by others, so others won't think that they pick up information slowly.

They have a deep pitch, as this conveys confidence and commands respect. They put the accent on certain words within their message to stress their point. Notice how the meaning of each of the sentences below changes when you highlight a specific word.

**Everybody** agrees Jake wrote the best story.  
Everybody **agrees** Jake wrote the best story.  
Everybody agrees **Jake** wrote the best story.  
Everybody agrees Jake **wrote** the best story.  
Everybody agrees Jake wrote the **best** story.  
Everybody agrees Jake wrote the best **story**.

By talking at a higher pitch before pausing, master persuaders will also be able to keep people interested in what they will say next.

## Personality Types

People have different personality types, so you must learn to adapt to each one's uniqueness in order to be a great hypnotic communicator and to get the most out of your persuasion efforts.

The 4 personality types include:

### 1) Directors

Traits:

- Task-oriented, goal-achievers
- Focused, determined, love challenges
- Fast thinkers, quick decision-makers
- Dominant, tend to take charge of situations
- Intolerant, inconsiderate

Persuasion style to use on them:

- Highlight the main benefits and get to the point.
- Acknowledge their reputation and abilities.
- Ask a "double advantage" question where you assumed to get what you want whatever his answer may be. Example: "Do you prefer an automatic or stick shift for your brand new Lexus?"

## 2) Analyzers

Traits:

- Love to analyze and solve problems
- Tend to be loners
- Organized, systematic, meticulous
- Perfectionists, slow decision-makers
- Rely heavily on facts, proofs, and details

Persuasion style to use on them:

- Acknowledge their intelligence/talents.
- Provide them with all the proofs, details, and data you can give them.
- Give them sufficient time to make a decision. Don't pressure or force them to make a quick decision.

## 3) Charismatics

Traits:

- Friendly, passionate, people-oriented, charismatic, optimistic, outgoing
- Social animals who love to hang out with a group/groups and hate to be alone

- Make decisions based on intuition or gut feeling

Persuasion style to use on them:

- Admire their positive traits and make them feel important.
- Use a lively, interesting conversation style in persuading them. Incorporate entertainment and humor in your communications.
- Hang around with their group/groups. Prove to them that people who have the same interests as them have benefited from your product/service/proposal. They tend to follow the herd.

#### **4) Sentimentals**

Traits:

- Value the feelings of others. They would never think of hurting others' feelings and treasure the friendships of others
- Good listeners, supporters, advisors
- Team-oriented, cooperative, polite
- Hate changes, afraid to take risks
- Slow decision-makers

Persuasion style to use on them:

- Take it slow, befriend them, and earn their trust.
- Acknowledge their capabilities.
- Show sincere interest.
- Make them feel that they are making the right choices and that their decision is accepted by the rest.

## **Powerful Hypnotic Messages**

When you convey an order or command, people will tend to set up a barrier as a form of defense mechanism. To effectively persuade them, you have to lower or tear down this invisible force field. The succeeding sections of this chapter will give you some ways to do that.

## Tell A Story

When you tell a story, you lower their resistance, make complicated things easier to understand, and perk up their emotions. You get them to escape temporarily from the real world and enter another dimension. When they are in storyland, their minds are more open to accept concepts and ideas that they have previously denied.

Engage as much of their senses as possible. Let them see, hear, smell, taste, and feel the various aspects of your story.

Here's an example. Lisa visited her sister's family one day. She thought that everything was going smoothly with their relationships. The moment came when Lisa was left alone with her 21-year-old niece, Cindy.

Cindy went to her and Lisa listened to her story. Cindy's parents never gave her any freedom. She was not allowed to go out with boys. She was not allowed to stay out late.

She doesn't even have her own bank account. Her parents are treating her like a mindless baby. In whatever decision her parents had, Cindy was left with no choice but to follow it.

Cindy was crying and asking for her Aunt Lisa's help. Lisa knew how inflexible and uncompromising her sister was, so she had a better idea.

When she had the opportunity to be with her sister, Lisa asked her if she had heard about the story of the girl who committed suicide. Lisa went on to tell her about it.

Here's how Lisa related the story of Kathy to her sister.

"I was shocked at the news about Kathy. She never used drugs, never smoked, never drank, but she still committed suicide.

I've read that Kathy was the only daughter of her parents and that's why she was spoiled and well guarded.

Her mother wouldn't even allow her to stay out late with friends for fear of being influenced by drugs or other negative things.

When they would go out to eat, she couldn't order her food of choice. She had to eat what her dad ordered for her.

When they would go out shopping, her mom always selected the clothes she would wear, and the things she must or must not buy, etc.

Even though they were rich, Kathy never got what she wanted because her parents always decide for her. She felt like a prisoner in her own family. She wanted to complain but her parents would always tell her that they know what's best for her. Poor child! And she's 23 years old!

So one day, she couldn't take the pressure any longer and slashed her wrist. What a sad story."

Lisa's sister suddenly realized that the same incident might happen to her own daughter. From then on, she gave Cindy some space. She gave Cindy her own bank account and Cindy couldn't be happier with her newfound independence.

In our story above, Lisa's story focused on the horrible consequence of what might happen if her sister didn't give her niece Cindy a certain degree of independence.

A story can also have characters that are actually doing what you want others to do. As world-famous author Joe Vitale said, "Whenever you want to persuade someone, consider telling a story about someone who did what you want the person you are persuading to do. The story can seep in easier than a direct command. And the results can be miraculous."

As you can see, stories allow you to state your case in a way that fits their world.

## **Use Examples and Correlations**

You can easily get your point across if you use fitting examples to make your message easily understood.

You may also use correlations such as this: "Having this book by your side is like having your own personal coach ready to give you advice and guidance whenever you need it."

## **Use Quotes**

Using quotes has the same effect as telling a story. Quotes can indirectly provide more power to your command because they have been widely used and accepted as true.

For instance, a salesman has this quote in his offer.

"Destiny is not a matter of chance, it is a matter of choice; it is not a thing to be waited for, it is a thing to be achieved." - Winston Churchill

"So choose wisely and reach your dreams by grabbing one of our work-at-home business manuals."

Incorporate quotes into your language and you'll see great results in your persuasion.

## **Use Reliable Data**

You will be able to persuade people better by providing them with statistical data, proofs or evidences to back up your claim.

Anyone can say they are the greatest in something, so people are always wary of what you say. But if you provide verifiable data (along with the source and how the data was compiled), you'll get a boost in credibility and trustworthiness.

## **Use Emotionally Mental Images**

If you can make others understand your thoughts and emotions, you can persuade them better. Let them feel exactly what you're feeling and think what you're thinking. Let them understand your state or condition.

How do we do that? First, you have to ingrain a vivid mental image in their minds; and second, you have to appeal to the core of their emotions.

Use words messages, experiences, or stories that appeal strongly to both their minds & emotions. Let's call them "emotionally mental images." Remember the ff. points:



Plan ahead. Don't just say anything that comes to mind. You must prepare beforehand so you can communicate your images clearly.

Create your images based on their model of the world, not on yours. If your target person loves nature & you love shopping, don't make your images correspond to shopping no matter how passionate you are about it. Craft your mentally emotional images based on his interests, his desires, his goals, his personal preferences, his experiences, etc.

Timing is crucial. Make sure there are minimal distractions and they are in the right mood, so you can mesmerize them while applying "emotionally mental images."

Here's a story employing the use of "emotionally mental images."

*Jane had always wanted to see her favorite boy band Westlife in concert, but she's living in a far away place, which made her think she'll never be able to watch them live. There came a time when Westlife conducted a concert in her place, she was so excited, but she missed the opportunity because she was given an urgent job assignment on the exact day of the concert. She was crushed.*

*Fast forward to the future. Jane is looking for a new job. Her friend Dina is inviting her to apply for the great job opportunity in Canada, but Jane is unsure and undecided.*

*Here's what Dina has devised to say:*

*"Jane, did you remember the time when you missed the opportunity to watch Westlife in Concert? How bad did it felt to miss a once-in-a-lifetime opportunity? Now here's another opportunity that can make a dramatic impact in your life. If*

*you don't move fast, others may beat you to it. Are you going to miss the chance again?"*

*Jane suddenly realized how great of an opportunity she might be missing. It made her remember how bad it felt to miss the Westlife Concert. She's not going to let another important moment slip her by.*

In using this powerful method, remember to emphasize the best-case scenario if the person you're persuading does what you want, and the worst-case scenario if they don't!

Emotionally mental movies are equally, if not more, powerful. With this method, you put the prospect as the star of his movie. You tell him in descriptive details the pain, agony, or torture of not having or using your product. Make the prospect actually feel the hurt. Then present your product as the ultimate solution to the problem. This time, describe the intense pleasure, happiness, or satisfaction he will experience in having using your product.

Instead of simply saying, "This suit looks good in you," say something like, "Just imagine how impressed your family will be when they see you wear this suit. As you drive downtown, girls can't stop staring at you. Hey, did the girl give you a wink? As you enter the meeting room, your boss compliments you and asks you where you bought your suit, as he likes one for himself too. Your officemates now treat you with more respect as your suit emanates power. You feel so confident and sexy as you speak with every person you meet."

Here's a powerful tactic to make them willingly visualize a situation where they are already using and enjoying the benefits of your product or service. For example, you're in the catering business. Just ask the prospect, "What must take place for you to say, 'Oh my God! The food is terrific. This is the best catering service ever.?"

To answer the question, he should visualize himself enjoying the food and being completely satisfied with the catering service, as well as saying the statement above. And you already know that once he visualizes using your product or service, he is much more likely to accept your offer.

## **Powerful Persuasive Questions**

These are gentle yet effective approaches because you structure your request or outcome indirectly, which is by asking questions.

### **1) Would it be reasonable to say that ... ?**

#### **Examples:**

“Would it be reasonable to say that getting a professional copywriter to write your sales letter can double, triple, or even quadruple your sales?”

“Would it be reasonable to say that investing in your education is the best decision you can make to excel in your career?”

### **2) Have you ever known ... ?**

#### **Examples:**

“Have you ever known that enrolling in this course has changed the careers of many professionals?”

“Have you ever known that people who get this manual now enjoy a life filled with happiness and satisfaction?”

## **Divide And Conquer**

People have a difficult time remembering too many things at the same time. Unless you have a photographic memory, information overload may hinder you to grasp the full meaning of long statements or sentences.

If you are persuading others, don't confuse them with long and winding passages that bore and give them a hard time to comprehend

You can divide your long statements into short sentences so that people can understand one before the other. If applicable, you may also use fragments, the way hypnotists do.

“As you close your eyes...relaxing your whole body...you feel comfortable...very comfortable...imagine a flight of stairs...going up...reaching the sky...”

## Embedded Commands

Did you know you can unconsciously request or command people to do what you want? You can "implant" your command within your statements, either orally or written.

For the oral application, just speak louder or deepen your pitch whenever you're going to say the words in **bold** below. This will allow you to suggest your commands unconsciously.

“I think you will **find it easy** to **get familiar with these techniques**. With daily **study and practice**, you can **achieve** the highest **goals**.”

This will distinguish your command: **Find it easy...get familiar with these techniques...study and practice...achieve goals.**

For the written application, just make sure you **bold** the words in order for the reader to accept your suggestion.

## Tell Me Why

When persuading someone, try to include the word "because."

People have reasons for everything.

"I've chosen this course because it's challenging."

"He stole the money because his children are hungry."

"The children went to the store to buy some candy."

State the reason "why" because it justifies your cause. For example, "May I ask your help in processing the papers because I really need them done ASAP?"

Instead of asking your mom, "Can I go the movies?" Ask her, "Can I go to the movies because we have just finished our finals and we need a break?"

Alternatively, if you can't think of any reason, just say, "Can I go to the movies because I really want to?"

The question above may not make much sense but it is still powerful because of the word "because."

Some studies have been made that explaining the reason "why," even if the grounds are not sensible enough, can contribute much to the success of a persuasion process. When you say "because," the persuadee will think that you are giving a valid reason for your statement, even when the words following "because" doesn't make much sense like "Can you clean the room for me because it needs to be cleaned?"

Even more powerful is when you incorporate "because" within a question.

**Examples:**

"Can you imagine how your health will improve because you made the right choice in choosing your vitamin supplements?"

"What would result if you joined this club because you realize how it can develop your skills and give you countless opportunities to network with successful people?"

Here's a modified version of the above technique. You can use other words to connect the cause with the effect, even if they are not entirely related. A statement such as "**If you** don't go to this event, **you will** miss the opportunity of a lifetime" is a powerful example employing the "cause and effect" technique. Other "cause and effect" words include: **causes, allows, leads, implies, so, makes, enables, permits, therefore, brings about, produces, triggers, creates, becomes, results in**

**Examples:**

"Reading my book **causes** you to understand the lessons of life."

"Going to the park **triggers** a happy feeling inside of me."

"Looking at the scenery **allows** you to appreciate Mother Nature."

"The team needs to finish this project, **so** give your full cooperation."

"Your wise decision **results in** your having a rewarding career."

## Tricky Sentences

When you put the word "or" in a sentence, the reader will be inclined to believe that you're presenting the reverse of the first option. This is called a bind.

**Examples:**

“Would you like to pay in cash or buy using your credit card?”

“Are you taking me to New York or touring me around Manhattan?”

It's like you're given two options, but the offers are identical. If you ignore the first choice, you are made to believe that the second one is the proper alternative.

You can use a more effective version of this technique.

Create a bind, insert it into a sentence, and then continue with the discussion.

Ask a question to obtain the desired reaction.

**Examples:**

“Whether you're thinking of earning huge affiliate commissions now or quitting your day job to get out of the rat race and earn a living online, you've got to join the [expert persuader affiliate program](#). Wouldn't you agree it's an intelligent decision?”

“I'm positive that you'll either be so happy with our products or you'll be so excited that you can't wait to tell everyone about it; the important thing is to really harness its power immediately. Have you started to experience its benefits?”

People hate to be confused. The binds in the example confuse them and the question at the end serves as a route to escape that confusion. It also evokes a suggestion to the unconscious.

Whether you're going to apply this method alone or if you're going to combine it with other techniques, the end result will still be the same - that you're going to be successful in persuading other people. This stuff is great, isn't it?

## The More You ...

Form your sentence this way:

The more you \_\_\_\_\_, the more you will \_\_\_\_\_.

The first blank will trigger the second blank.

“The more you read this e-book, the more you will learn about persuasion tactics.”

The first blank may even be conflicting to the second blank like:

“The more you hate me, the more you will feel that you need me.”

Isn't this fun? Even if other people oppose you, you can shoot a positive suggestion back at them. They won't know what hit them!

It's even better if you say your desired outcome (make it as simple as possible) after a series of rather confusing statements. The reason is that the mind seeks simplicity and wants to avoid confusion. Your desired outcome will be much easier to comply when said after a tricky sentence.

### **Example:**

“The more you comprehend the magnitude of gracing us with your presence, the more you will attain an awareness of belonging to a steadfast alliance. So come to the meeting this Thursday; we'll be waiting for you.”

## Pacing And Leading



This technique is an efficient way to get other people to agree with you by linking proven or factual data with things that you would like them to perceive as true.

This is not the typical "yes set" applied by many sales people. The "yes set" has become an outdated ploy because many individuals have come to recognize it and have built a defense wall against it.

The "yes set" goes something like this.

*Seller: Hello, are you Thomas Smith?*

*Prospect: Yes I am.*

*Seller: My friend referred me to you. Do you know Jane Lowe?*

*Prospect: Yes.*

*Seller: She said you manage the Superpower Gym, is that right?*

*Prospect: Yes.*

*Seller: Terrific! Can I ask you a question?*

*Prospect: Yes.*

*Seller: If you can have the most advanced body-sculpting machine on the planet at half-price this week, you would really want to look at it, wouldn't you?*

This strategy may still work for some, but it has become so used it irritates people every time they hear the same procedure.

Pacing and leading employs a more graceful tactic.

Create 3 statements that are true (pacing) and one statement that you want others to conceive as true (leading).

Here's an example.

Pacing statements:

1. Heart disease is the main cause of death in many countries.
2. Moderate amount of exercise can significantly lower the risk of people contracting heart disease.
3. Many people in today's society are not exercising regularly because of their stressful and busy work schedule.

Leading statement:

1. Our awesome videos will teach you how to get the exercise you need while in the office using equipment such as your chair and table in a non-obvious manner.

The pacing statements are factual. You read them in books all the time. You know that they are not only made up.

The leading statement is not yet proven as true. But if you create your proposal with the 3 pacing statements in front and the leading statement at the back, they will be convinced that the 4th one is also true.

Construct your offer this way:

*Heart disease is the main cause of death in many countries. Moderate amount of exercise can significantly lower this risk of people contracting heart disease. Unfortunately, many people in today's society are not exercising regularly because of their stressful and busy work schedule. Our awesome videos will teach you how to get the exercise you need while in the office using equipment such as your chair and table in a non-obvious manner.*

Their minds have accepted the first 3 statements as true (which they really are), so they will also accept the next statement as true.

Here's an effective format when using the pacing and leading technique.

Pace - pace - pace - lead;

pace - pace - lead - lead;

pace - lead - lead - lead;

lead - lead - lead - lead.

I want to remind you. Don't just go about constructing sentences that follow the pace-lead format in a nonchalant manner. These statements have to make sense and they have to be conveyed smoothly.

Use pacing and leading often in your persuasion process. People will be surprised how easily you can convince them.

## **Words that Pass Undetected by the Subconscious Mind**

These words include "don't," "might," "may," and "maybe." Why do we use them even if they go undetected?

The answer is to make your request or command more subtle or gentle. It is also because they make your request or command sound like it is up to the people

you're persuading, that you are NOT forcing them to do anything they didn't like to do.

**Examples:**

"**Don't** buy this now if you don't think it can solve your problems."

"You **don't** have to do it if you don't feel this is helpful."

"You **might** want to help me clean up this clutter."

"**Maybe** you can teach me how to market your products."

## From Negative to Positive

It may sound ironic; but if you say the negative, the brain has the tendency to process the information without the negative.

If I tell you that "You are not a persuasive person," your mind will unconsciously relate it to you as "You are a persuasive person." It's like if I tell you not to think of a green, one-eyed giant, you would still envision it in your mind.

As much as possible, avoid saying words such as "not", "can't", "don't", "won't", or other such words. Convert them into their positive equivalent.

If you want to say, "I don't want you to be a couch potato," just tell him, "I want you to clean the mess in the room."

If a coach wants to motivate his team, he could just say, "Go for the gold!" instead of saying "Don't lose this game."

We, however, are not remote-controlled robots who just follow any command or request with "don't" or other negative words included. You won't automatically

jump like a frog when I tell you, “don’t jump in a frog-like manner” (unless you want to do it).

Negative command words work effectively because they make the statement more memorable, attractive, and controversial; however, we are still the masters of our actions.

Don't forget these lessons, ok? Or should I say, "Remember these lessons well."

## Agreement Catchers

Adding words such as “isn’t,” “doesn’t,” “won’t,” “can’t,” etc. and converting your message into a question allows you to obtain agreement more easily by getting other people to answer "yes" either verbally or in their minds.

### Examples:

“This is an excellent proposal, **isn’t it?**”

“They can finish the project in due time, **can’t they?**”

“You do want to achieve your goals, **don’t you?**”

“You’re not one of the quitters, **aren’t you?**”

## “You Don’t Have to”

One of the most powerful ways to get someone to do something is to tell him, “you don't have to do it.

For example, you want your brother to do his share of cleaning up the kitchen. You can say, "Bro, I had a hard time in the office. Hmm, I noticed the kitchen is messed up. You might want to help clean it up. Thanks for your help. But you don't have to do it."

Why is this statement effective?

1) First, nobody wants to be pushed or ordered around. When you say, "might" instead of "should," the receiver will not feel being commanded. It is such a gentle way to persuade.

2) Saying "thanks" makes the receiver feel you appreciate his help. Moreover, it presupposes that the other person will do your request, because you have already thanked him in advance.

3) If you say, "you don't have to do it," the person will feel more compelled to do it. Moreover, it's another way of NOT being forceful.

Who would you grant a favor to? A person who says, "You should do this" or someone who says, "You don't have to do this"?

If you can think of any benefit as a result of doing something after saying, "you don't have to do it," that will make your request ingeniously persuasive.

For example, if your kid is lazy in studying, you can say, "Son, it is important for you to study your lessons, but you don't have to study if you really don't want to. If you do, you'll just earn lots of money after you graduate and you'll be able to buy anything you want. But the final decision is yours. Whatever you decide is fine with me."

As previously discussed, the subconscious tends to filter out the word "don't." Plus, it lessens the pressure to follow your order or request. Add the word "unless" in your statement and you'll cook up a powerful persuasion formula.

**Examples:**

"Don't enroll in this course unless you really want to transform your life."

"Don't invest in this equipment unless you want to have a stunning physique."

You'll get even more effective results if you can incorporate the words "let's" in your message without sounding awkward, even if it's meant solely for one recipient. For example, "Let's make sure that this task gets finished before 4 pm."

## **No Pressure Statements**

Nobody wants to be ordered around. So you should state your suggestion in such a way that it will not be conceived as forceful, pressuring, or compulsory.

### **1) "Anyone can.."**

"Anyone can do this simple task."

You're not ordering the person to do the work. You're not referring to any person in particular.

### **2) "I was wondering.." or "I wonder.."**

"I was wondering if you are open to this idea.."

You're just wondering, leaving them with options to not accept anything you say. Ironically, the more they don't feel pressured, the more they're open to suggestion.

### **3) "If you could.."**

"If you could promote this product, that would be great. If not, no problem at all."

See? No pressure at all.

**4) "I heard from.." or "XX told me.."**

"I heard from a reliable source that anyone who bought Joe's course tripled their income."

You're not ordering him to order the course; you're just telling him what you've heard from a reliable source.

**5) "With your permission.."**

"With your permission, I would like to invite you to attend the seminar."

You're asking permission, so no pressure on his part.

**6) "Have you noticed.."**

"Have you noticed that most marketers use this software?"

You're asking if he notices, but you're subconsciously (and gently) suggesting him to use the software.

**7) "It's good/great/nice/satisfying/amazing to know.."**

"It's great to know that customers are realizing the positive effects of this program to their health."



Once again, nothing compulsory. In fact, you're also using the social factor, where people would always want to join with the flock because we are social animals.

## **How to Boost Their Spirits**

If they say they can't do something, one effective way to bring back their can-do attitude is to say, "What would happen if you could do it?" or "Just imagine if you could do it."

The word "could" doesn't pressure them to believe that they can do it. But it conditions their mind to agree that they can do it.

After asking the question, all you have to do afterwards is to suggest that it is vital to do so. Say something like, "You must do it!"

## Chapter 19

# How To Win Arguments And Negotiations

The way you communicate will be one of the factors that will spell the difference between a successful compromise and a fruitless one.

Be relaxed and confident. Speak in a way that commands respect. Project your voice in a low, downward-inflected pattern.

Be focused and get straight to the point. There's no need to add unnecessary details that prolong the persuasion process.

### Winning Arguments

There will of course be times when your opinion is different from that of others.

In this occasion, you should never "fight fire with fire." Do not allow your temper to match up with theirs. The battle is lost if both parties let their anger control the discussion.

The more you oppose their point of views, the more they will try to find your weak spots and disarm you.

What you must do is to agree with them to some degree, then gently insert your own viewpoint. After they have sensed your acceptance and respect on some of their perspectives, they will calm down a little. They may then be more open and considerate to your opinions.

Then they will be much more receptive if you give them a counter-offer that will be beneficial to them.

Let's say your family is complaining that you're not giving them enough attention. You're always the first one to leave the house and you don't come back until late at night.

Your wife says, "You never have time for us anymore. You're always out of the house enjoying yourself. You never even bother to take us out on Sundays anymore."

Now if the reason you're staying out late is because you're working your butts off just to give your family a decent life, it will fire up your temper to hear those words. You might think she's so ungrateful to you, after all you've done.

Consider her feelings. She has the right to feel this way.

Tell her, "I know I have been staying out late and I have not been able to take you out. The workload is just enormous. I have to meet strict deadlines so that I may be promoted to give all of you a much better life."

She calms down a little, then asks, "Could we then go to the mall on Saturday and watch a movie?"

You pondered and realized that you've got a boatload of tasks that may not be finished until Tuesday of next week.

You want to make it up to her, but you have to finish this job. After this project, you'll have much more time for them.

Just tell her, "Honey, I would really love to go out with you and with our two sons, but I have to finish a deadline, which will require me to work full time up to Tuesday. Tell you what. After my project is finished, we'll go shopping and watch a movie together. We'll go to Disneyland. We'll go swimming and biking. We'll spend all day together until my next project comes up. Would that be okay?"

She will understand your situation. Ultimately, she will not be able to refuse such sweet counterproposal.

Most arguments are caused by difference in opinions. These opinions may be based on personal experiences, and not every person has the same experiences on any particular subject matter.

For example, your friend Jack went to the newest barbershop in town to have his haircut. He found the service to be terrible. The barbers are unaccommodating, and the haircut looked like it was done by an inexperienced grass cutter.

Weeks later, the old barbers have been replaced by much experienced and professional barbers. Your other friend Eric, not knowing about Jack's experience, went to the barbershop to try it out. He was very satisfied with his haircut and impressed with the service.

Now you want to try that barbershop too and asked your friends if they have ever went there and what they think of the service. Jack told you that if he were the boss, he would fire the barbers for their unfriendly behavior and for making him look like a monster in a horror flick. Eric, on the other hand, told you that he has never looked so good until he tried out that new barbershop. He's now a close friend of the barbers.

In this case, who do you think has made the right judgment? Both people based their opinion on their own experience. If we argue with others that our opinion is

right based on our personal experiences, we stop learning and we restrict our potential.

A simple, exploratory question may resolve this issue. Instead of insisting that he's right because he has personally experienced it, Jack or Eric may say something like, "Seems like our experience with this new barbershop is different. Maybe we can learn from this experience by sharing our insights. How did you arrive at your opinion?"

By doing this, not only will the details of the discussion be clarified, but also a learning process takes place. Perhaps it might be better to see if the barbers can stand the test of time. If after some time, the same barbers are still there and people are still going there, then that may be a sign that the service is good.

The case is different if the opinion is based on fact or evidence. If you are not sure whether your viewpoint is factual, it would help to say something like, "Seems like one of our sources gave us the wrong details. We had better find out which one is accurate, or we might suffer the consequences later on." You can also say this even if you're absolutely sure you're correct, as we don't want to hurt anyone's ego or self-esteem.

By saying the above statement, you transfer the accountability of the inaccurate or wrong data to an external factor. Instead of fighting who among you is right, you both cooperated to achieve a common goal – that of finding the correct information.

## **Winning Negotiations**

To ensure a triumphant negotiation process, you should observe the following:

- Define your goal with clear-cut precision.

- Plan your approach and prepare to engage any opposition.
- Respect the other person's principles.
- Your suggestion or proposal should be adaptable according to the circumstances.
- If conditions are not appropriate, regroup and formulate a superior strategy.
- Satisfy the other person's needs.
- Don't project any image of negativity in your negotiations.

Note that people with different traits respond to your proposal in different ways. People who lack confidence are more susceptible to believe in what you have to say. You will have better chances of influencing them.

Compliment them on their proposal, then gently point out the weak areas and convince them to consider your proposition.

People who are self-confident have a firm personality. They will not give in easily.

Acknowledge their decisions, point out the advantages of your offer, and prove to them how applying your suggestion could bring about success in attaining the desired outcome.

## **Picking Their Brains**

You can easily influence people if you think like the person you are persuading.

Put yourself in their shoes. Would you be impressed with your own proposal? Would you be ecstatic about the many advantages of your offer?

If you don't feel excited or interested with your own idea, then chances are they won't be either. Revise your strategy. Don't stop until you get the right formula to captivate their emotions.

Aside from evaluating it yourself, ask your friends how they would feel if they were given your proposition. It would be better if you ask a third party so that the comment will not be biased.

If you're offering something so irresistible that you want to accept your own proposal, then you've got yourself a winner.

## **Try And Try Until You Die**

I was just joking when I said, "until you die." It doesn't have to be that brutal and heartless. Nevertheless, you have to possess that persistent, undying determination in sticking to your convictions.

When I was in high school, one of my classmates borrowed some money from me. Since I was a kind-hearted person and still had a couple of bucks to spare, I gave him the money. He told me he'd give it back after he received his allowance.

One week had passed. Two weeks had passed. Every time I went to him, he would just say his allowance was not yet enough to pay me. I got really frustrated. The time came when I was the one who was short on cash, and I had no one to turn to.

I approached my classmate quietly, and saw that he had a lot of money in his wallet. He did not notice I was behind him.

I politely asked for my money. He wouldn't give it to me, saying he had to buy many important things. I stood there and did not let him go.

I said, "Please give me my money now. It's my Mom's birthday and I need it to buy her a gift."

He said, "Not right now. I have to buy some school supplies for our project. I'll give it to you some other time."

I said, "This is a very important occasion. I've caught a glimpse of your wallet and saw that you have more than enough. All I'm asking is that you give me what you owe me. Please give me my money now."

He said, "I'm sorry. We need to have these materials for our class project. Can I give it to you next week?"

I said, "I would like to give you an extension. But I also really need the cash. It's really important that I have it now. Please give me my money now."

He said, "Some other time maybe? I have other urgent things to pay for."

I said, "I'm sure you have other important things to pay for, but that's your concern. Please give me my money now."

He said, "I really can't give it now. Sorry."

I said, "I can understand why you would say that, but please give me my money now."



I stood firm with my mission and did not give him a way out.

Finally, he couldn't take it any longer. He handed the money to me and I felt an overwhelming sense of power. I also learned my lesson well.

You have to be determined to get what you want. No storm, no earthquake, no war, should ever hinder you from carrying out your ultimate purpose. Ok, I was exaggerating.

The tone of your voice should have a downward inflection to suggest a command.

Don't let your temper burst out of control. Maintain courtesy and self-awareness.

If you have to sound like a broken record, so be it. Let him know that the only way he can stop the agony of hearing your never-ending request is to simply give in.

Never give the other person an easy way out. Stay focused on your target. Force that person to make you stop by giving in to your request.

Remember that if you're fighting for a just cause, you have absolutely nothing to fear. The good ones always win in the end.

## **Set Yourself Free!**

Don't you just hate it when other people take control of your decisions? You want to eat seafood, but they say you have to eat fruits and vegetables. You wanted to take Psychology in college, but your parents forced you to take Engineering.

You're tired of hearing all those commands; but because you're such a good and responsible person, you end up doing them even if they are against your will.

Freedom is what you want - freedom to do whatever you like without hurting other people's feelings. It's very difficult if you have to choose between following your own desires or catering to other's request.

You have to know your rights, and enjoy them.

If you have the right to remain silent, then you also have the right to voice out your inner feelings. You can state your views even if they oppose the opinions of other people.

You have the right to make your own decisions. If you don't like to do something, then nobody has the authority to force you to.

Please read my article below. It will give you some insight and motivation on your right to be free.

### **Are You The Master Of Your Destiny?**

How strong are you?

I'm not asking if you can carry 150 lbs. of weight. What I'm after is your strength of character. How resilient are you to hang on to your dreams amidst the raging forces of discouragement and criticism?

There are far too many individuals who never get to experience the joy of attaining their desires because

other people's influence has significantly (and sometimes negatively) affected their crucial decisions.

Are there instances in your life when other people said that you shouldn't continue your plans because they're never going to work? What did you do? Did you continue your endeavors or did you just follow their command?

If you always adhere to other's beliefs and opinions even though they are contrary to yours, you're just torturing yourself. It's like you don't have a mind of your own. You're like a shadow following the moves of someone else.

You may listen to other people's advice, but never let them control you. If their advice would contribute to your success and well being, then by all means follow it. But if it would hinder you and stray you away from what you really want in life, then you've got to take a stand and pursue your heart's aspirations.

Sure there would be criticism, but if you always avoid them, then you will never be truly happy.

As one famous person said, "There is a sure way to avoid criticism, be nothing and do nothing. This remedy never fails." True enough.

Take my case.

When I was in my first year of college, my dad wanted me to shift my course to Physical Therapy because it was in demand in the United States at that time. But I wanted to continue my studies in Accounting. I remained firm with my decision and after some negotiations he finally gave in.

Then there's my love life. Chinese tradition states that Chinese people marry their own kind (no offense). But I fell madly in love with this Filipino girl. Despite all the criticisms and discouragement, I defended my love for her. Right now we're going strong and my relatives have respected my decision.

You see if I had given up easily in any of these two scenarios, I would've deprived myself of joy and contentment in my life.

Sometimes other people's words will cut like a knife. But never be disheartened. Listen to the voice inside of you. We will never be able to satisfy everybody because each of us is unique. We have our own distinct traits and values. Respect for each other's opinions should be upheld.

With that said, I would like to leave this final message that sums it all up. Follow your heart and happiness will follow.

Okay, so you know your rights. If God has given you free will, then no ordinary human being can ever take that away from you. You hear me? No one!

Independence does not mean you can do anything you want to do without suffering the consequences.

Criminals have rights, but they abuse them. They steal and they kill, so they have to pay the price and be punished. If there were no rules, then this world would go berserk.

You must take full responsibility for your actions. You have the rights and the freedom; but you will still be held accountable for your deeds, so be wise and do the right thing.

## **Chapter 20**

# **Conditions That Foster Persuasion**

There are certain circumstances that enhance the process of persuasion. Do not use the following information to take advantage of other people's situations.

### **Fasting and Poor Diet**

A person cannot think well without proper nutrition. People who are on a strict diet or who are engaged in fasting are more apt to agree with whatever you are saying.

Their metabolism has slowed down. Energy is drained and concentration levels deteriorate. They may become disinterested with the outcome of their decisions.

### **Physical/Mental Fatigue or Discomfort**

A person who is suffering from physical/mental exhaustion or pain is likewise unable to give proper attention to their evaluations. They exhibit poor judgment because of their inability to focus on the present situation.

### **Drugs**

Drugs can significantly affect an individual's behavior and way of thinking. Even a normal person may do the most unexpected things under the influence of drugs.

### **Sound And Lighting Effects**

Certain special effects intensify the emotions or feelings in a given situation.

People in fundraising organizations use dim lights and heartrending background music to immortalize the pitiful conditions of the poor.

If you get them to feel for you, then you're on your way to persuasion success.

## **How to Protect Yourself from Manipulation**

We all possess gut instinct, that part of our being that warns or alerts us when we are being tricked or cheated. Always listen to what your gut says in every situation. If you perceive that some people are doing something to you for the sake of manipulation, avoid them. If you cannot avoid them, tell them frankly, but in a subtle way, that you know what their main agenda is.

Be alert to situations that are suspicious or those that seem to be "fishy." Admit it or not, we sometimes lower our defenses and allow some devious people to trick us. This should not be the case. We should make a conscious effort to stop them, and even inform others of their "true motive or nature" if need be.

For example, if a politician uses the principle of association by supporting a charitable institution or hiring a well-known celebrity to endorse him, we should still not vote for him if we knew all along that he's accepting bribes. We should not let him trick us with manipulation tactics.

Now that we're at the end of this report, you are aware of the specific manipulation techniques that some shady people are using against you; so build a "shield" to protect yourself from such manipulative attacks.

# Conclusion

Our journey is almost at an end. Did you have a great time? Have you already applied some of the persuasion tactics I've taught you? These persuasion techniques are extremely powerful, so use them in good faith. Never employ them to manipulate others into doing anything that is against their will.

Practice them in your everyday activities. Some methods may not show immediate results, but constant application will bring the desired effects.

Just remember to always have faith in yourself and never give up no matter what. Some people read a book, become frustrated when they don't succeed at first attempt, then go on with the next thing that interests them. The cycle continues and they wonder why they can't seem to accomplish anything. They're not aware that no one else is to blame but them when their goals seem out of reach.

If you want to achieve an endeavor, stick to it through thick or thin. You will likely encounter obstacles on the way; but if you refuse to surrender amidst the raging difficulties, your subconscious will instinctively find a way to solve them.

While your conscious mind is busy doing the present activities, your subconscious mind is occupied in employing the invisible forces that will resolve your problems. It is in your most desperate times that your subconscious becomes active, so never give in until your purpose is met. Just remember: There is always a way!

Wishing you the best!

Michael Lee



# Bonus Article

## 4 Powerful Ways to Fire Up Your Motivation

By: Michael Lee

It's so difficult to go on when everything seems to fail, isn't it? Are there times in your life when you really want to call it "quits" because you just can't see any good results from all the hard work you've done?

Hold your horses!

Never ever think of giving up. Winners never quit and quitters never win. Take all negative words out of your mental dictionary and focus on the solutions with utmost conviction and patience. The battle is never lost until you've abandoned your vision.

But what if you're really exhausted physically, mentally, and most of all emotionally? Here are some sources of motivation to prompt you in reaching the peak of accomplishment.

### 1. The Overwhelming Feeling of Attaining Your Desired End

How would you feel after accomplishing your mission? Of course you will feel ecstatic. You might be shedding tears of joy. Let this

tremendous feeling sink in and encourage you to persist despite all odds.

When I was studying for the Board Exams, I used this technique to motivate me. I would envision the sweetness of folks calling me a CPA. It would command respect. People will look up to me as a higher level of authority. And I would have a better chance of finding a good job. I absorbed all these great perceptions into my inner being in order to achieve my ultimate goal.

## 2. The Reward System

How would you feel if you've entered a contest, but there are no prizes for the winners? It's not very encouraging, is it?

The same principles apply to your vision. Reward yourself after accomplishing a goal. Set a particular incentive for every objective.

Let's say you've achieved a particular task, you'll treat yourself to your favorite restaurant. When you've finished a bigger task, you'll go on a vacation.

Got the idea?

Just set something gratifying to indulge in after completing a certain undertaking.

### 3. The Powerful Force of Humanity

If you want to succeed, surround yourself with the right kind of people who will support and encourage you all the way.

Be with people who have the same beliefs and aspirations as yours. Positive aura is generated by this fusion of collective energy from people of "like minds."

On the contrary, being with people who oppose your ways of thinking may trigger a negative, yet very powerful, kind of motivation.

Has anyone ever said to you that "You'll never get anywhere" or "You're wasting your time with what you're doing?"

Didn't it make you furious and determined enough to prove to them how wrong they were? This is what I'm talking about.

When aggravated, you will do anything to make those who are against you swallow their words. But of course, your main focus should be on the accomplishment of your goal and not on revenge. Never let your emotions toward others alter your main objective.

#### 4. Take Care Of Your Health

Exercise regularly. Fill your brain with enough oxygen to allow you to do your daily tasks with more vigor and energy.

Take regular breaks if time allows. Having the will power to continue despite all hardships is extremely important, but you should still know your limits.

If you don't have enough rest, you will not be able to think clearly and you will not be able to do your tasks properly. In the process, you will just get more frustrated.

Make sure to get sufficient sleep and recharge yourself after a hard day's work. Never, ever ignore your health. I've learned my lesson when I sacrificed my health for the sake of success. I've worked very long hours everyday and just got minimal sleep. As a result, I became ill.

It's not worth it. Success won't matter if you don't have good health to enjoy it.

Fire up your motivation and live life to the fullest!

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