

Covert Subliminal Influence

**How to Persuade Using Covert
Images, Stories and Messages**

With Kevin Hogan, Psy.D.

20 Keys to Using Covert Persuasion in Story

The intention of communication is to influence.

Captivate Your Listener

A story about boredom!

And it can be captivating!

Stories can captivate to the point where you are there with the person and experiencing everything as if you are there with them.

A story can also completely shut down the listener. It takes very little time to drive someone past boredom and drop them off at exhaustion junction.

When you are telling a story, *it should have a purpose*. Answer these questions. This is factor #1.

(1) What intention do you have?

Why are you telling this story? What is the point? What is the purpose? Are you telling it for fun, to make people laugh? Or is there no point whatsoever...just talking without thinking?!

(2) What do you want the other person to think or feel after you tell your story?

Don't think, "maybe they will like me."

Do think, "I want them to know that I care and that there problem is something I'm interested in."

Or

Do think, "I want them to feel better, so I won't tell a story that's 'worse' than what they told." I will listen for awhile before even thinking of telling a story.

Sometimes it's best to not tell any story. And that is something the most powerful storytellers practice!

(3) What is your purpose?

Not the intention of this specific story but the point of you being wherever it is you are with this person or group... then think, what is my plan? What stories will help me persuade them that I'm credible, interested, concerned and want them to come out on top too?

What brief story or stories do I have in my repertoire that really help illustrate what I want to happen here?

You say to yourself..."I am telling this story to Kevin because I want him to _____" and you make sure your story moves Kevin in that direction?

If people thought in advance WHY they were telling a story they would tell far FEWER stories.

Covert Persuasion Fact

Stories can kill rapport or captivate to a plane far above rapport to a place of connection that is almost electric.

My intention of telling you a story must be clear to me or I don't tell it.

Note: Just because you intend to tell a story for a specific result doesn't mean you will get that specific result. It often will be filtered through people's beliefs, biases and values and the story could be "offensive" or "felt" in a negative way. That will happen particularly when you tell a story to more than one person.

Know two things:

* It's not the intention of every story you or I tell to be to deliver a "calm message." Many messages MUST ignite emotions to influence people.

* The other notion is that if you get similar feedback from multiple people you might want to reconsider the value or usefulness of a specific story.

With this caveat: The best communicators are often those who generate the most emotion, positive and negative in others. When you think about Bill Clinton or Ronald Reagan, you have two very different people and sets of beliefs, but you also have two successful communicators that were generally respected by the majority of people...even those who disagreed with them. Emotion influences.

Key Point: Capture, hold and focus the audience's attention until they go into a natural waking trance. Share information in a simplistic fashion that appeals to the audience's innate curiosity and need to learn.

(4) Give certain powerful SINGULAR self-revelations that reveal and teach the audience your values, beliefs, the goodness of your heart, and the emotional and experiential reasons for it.

That said, put all the emphasis on SINGULAR. If you tell a story that is a biography or a travelogue of your ENTIRE life-trip you space the other person out and they lose interest ...completely.

If you want someone to know that you value loyalty or that you believe in God or that you are a Red Sox fan or whatever, you want to STICK TO THE SINGULAR. PICK one covert message and stick with THAT message. (I'll come back to the covert message in a few minutes.)

Avoid communicating too much and avoid too much information in any one story. A good story maxes out at about 4 minutes in conversation with one person. You get one of those about every half hour. With small groups you have to make your stories tighter and more concise. With large groups of say 50 or more you can tell a longer story if it is emotion or action packed. Perhaps 6-7 minutes.

You want to self reveal because you must have the person you are communicating with be able to empathize with you....to know who you are "inside." But self reveal in a non-threatening fashion.

Always put words of self flattery back into the mouths of the people who originally said the words. So if you want to tell how smart you are, you will make sure the story you tell is one where someone ELSE tells you how smart you are.

This is the beauty of "covert." It's why a testimonial means so much more to the average person than a scientific study.

And, a testimonial that is SINGULAR in it's message is ALWAYS more effective than a testimonial that says you are smart, good looking, and a good gardener...

(This is profound...please take notes...you'll never see anything that matters as much in conversation in your life.)

A good story must:

1. Have a clear purpose, or intent, a particular influence you wish to achieve by telling it.
2. Have intention. You have to be clear in your own mind, "I am telling this story in order to get my listeners to ...!"

People babble and babble and say nothing, have no clue what their intention is and worst, while babbling they have no idea that the other person can't hear them any more because their mind is just west of Neptune. YOU always

have a clear intention AND pay VERY CLOSE attention to feedback, verbal and nonverbal, from your listener.

(5) Capture, hold and focus the audience's attention until they enter into a state of captivation.

A State of Captivation is accurate. When a person is completely wrapped up in what you are saying and there is nothing else happening in the world you have a **State of Captivation**.

You have created a tunnel between you and your listener and you are meeting in the tunnel. You will meet them at their end and take them by the hand and bring them to your side.

What grabs attention?

- Something they passionately agree with you about (pro-life/pro-choice, handgun/ban handgun, etc.)
- Something controversial that creates a significantly attention-getting emotion inside of them (anything that causes emotion that is NOT SO GREAT to take attention away from your story...nor too dull so that they pay no attention)
- Peripheral things that have nothing to do with the actual later content of the story. (camera focuses on the cheerleaders between plays to hold attention in commercial breaks)
- Setting, environment. where the story is told (the restaurant you are at)...or if you are good...where the story takes place in the mind of the person you are talking to

SELF EVALUATION:

What grabs MY (I'm your listener) attention about your product/service?!

There's more than this, but this is the key: *You want to wake up your listener.*

Get them OUT of their walking-through-life trance and then bring them into your world. You WANT to stimulate an emotion but not to a degree that they become compelled to argue with you or debate you about something. You stir emotion...you don't boil it. Stir and you captivate. Boil and you eliminate.

I was in the 14th row at the MGM Grand Garden Arena in Las Vegas. Paul McCartney was on tour promoting his new album. Along the way I heard these lyrics, "There's a fine line between courage and recklessness...a fine line between chaos and creation."

Simple lyrics yet profound...and one of the reasons that he is such an ingenious story teller through song.

McCartney 2005. That's the deal.. Your story is told because they are fascinated and they don't want to walk away. They are not repelled. They are magnetized with interest. There can be tension. It must be relieved at times during the story.

Any of the 16 drives that we discuss later will do the trick IN THE RIGHT PROPORTION.

A scary story works as long as the person feels no compulsion to run. It makes their heart beat faster but not to the point of a panic attack.

You tell some detail but make sure you keep unnecessary detail OUT. Detail can become VERY boring, very quickly...in seconds you can lose captivation and even simple attention.

Rapid digression can recapture a drifting mind if you then put the mind back into the story at a quick pace.

Lots of things captivate...but it's important that each sentence ends with certainty that your listener is fascinated.

(6) Share information in a simplistic fashion that appeals to the listener's innate curiosity and need to learn and acquire knowledge.

Never try to be too smart...or stupid... for your listener. Bring everything to their level of comprehension and DO NOT make a mistake by going too high or too low. If I'm not in the military, don't tell me you are going to the PX to get some food. (the store). Meet the listener on THEIR landscape.

People want to know things. They want to know secrets. They want to understand the way things work IF it's easy to understand. Otherwise you can forget it and move on. Keep your story simple and emotion filled if the subject of your story is not about technical things.

(7) Reveal that you are humble.

People want to know you and trust you. Believe in you. Tell a story in your absolute most humble voice that reveals who you really are to the listener. Arrogance is explosive...and never good. It breaks rapport and causes de-captivation and attention deficit.

(8) Create vivid visualizations by giving descriptors that appeal to both the senses and the emotions.

Trigger as many safe or relatively safe places in the brain as you can. Communicate what you see, hear, feel, smell. Cause the other person to almost hallucinate those sensations as well. That's captivation. Emotion and Sensory.... Therein is the holy grail....

(9) Regress and/or progress the audience through time, deliberately avoiding the present as you do so.

Get them out of today back to whenever. The present is where they feel uncomfortable. Once in the future or past you can take them somewhere that you have discovered to be helpful in meeting the needs of captivation.

Get them in the moment. Never talk about your biography. Tell a story..A SINGLE STORY...and never tell another without demand until they have told one as well.

(10) Be REAL, be true, and be your own experience.

The story won't be the same every time because it won't be scripted. BUT THE HEART, THE SOUL will be awesome. No matter the situation, beware of telling a story without thinking about WHY you are telling each part. You need to have INTENTION. PURPOSE. And it must align in some way with your listener. Parallel, not perpendicular.

(11) It must somehow provide historically verifiable convincers of that reality, e.g. Names, dates, places, appeals to the audience's collective experience/memory, etc.

This is one of the most powerful covert techniques in the book. Develop a recollection for dates and locations. Remember where the things you experienced took place. These details weave a web of credibility and thus reduce resistance dramatically.

People want to have what they consider evidence that something is true. Names, dates and places don't PROVE something is true but they at minimum create an illusion in the listeners mind that the story is true.

And truth matters. When people hear person, place, thing, date...they can be there with you and when they are THERE you ARE telling the truth, BECAUSE THEY CAN SEE, HEAR and FEEL IT too.

The story can be fiction or fact but if the listener hears name, date, place, time...it is not fiction...it becomes part of their memory...it becomes part of their understanding of truth and who you are. And when people "know" who you are they LIKE YOU MORE and they like you INSTANTLY!

(12) When you are telling a story that involves other people, have the characters come alive by speaking directly in the first person, rather than indirectly in the third.

No one does this anymore and yet it is powerful.

Compare:

"He said, ...'I'm doing the best I can, man.'"
(Scotty, Star Trek)

vs.

"He said that he was doing the best he could!"

As you make that character real, it gives LIFE to your story. I can't tell you how many people tell me they remember the story about the little girl in the wheelchair I met in Chicago during my first book tour. There are others that people tell me they remember...but they all remember Barnes and Noble, Chicago. July 1996.

(13) Your story must contain important embedded intentions, lessons, or keys, to achieving your, or their purpose.

Example: I'm telling a story to a woman that Al really wants to take on a date. I'd like her to attend *Influence: Boot Camp* in February. (*Influence: Boot Camp* is my live signature event I hold in Las Vegas every year.) Two separate intentions that can both be met to create a triple win.

"...and by the way, Al wasn't the only one who went to *Influence: Boot Camp* last year that got a book deal utilizing information he learned."

Now she knows that Al went to *Boot Camp*, and that he got a book deal and that the information he got at *Boot Camp* was stuff he could actually *use.* Multiple purposes can be sandwiched into a story about Al with ease. One sentence, then I can return to telling a story about Al and how amazing he was when he presented at *Boot Camp*.

(14) You must place yourself in a context and situation that makes you relatable to the audience.

This is accomplished by either direct or visualized common experience. They must be able to go inside and go, "Yeah, that was just like when I ...". Or, if they have no similar reference, it must at least appeal to the sense of curiosity, "Yeah, I've always wondered/imagined what it would be like to ..."Yes. I'm just like the listener.

"Who'd have ever thought it... there I am... Kevin Hogan, a kid from Chicago, wondering if my tie looks good.... wondering if it's obvious that my heart is pounding away, seated across the table from one of the most important people in Poland."

It's easy to relate to someone being nervous and we all like to be with someone important so it makes the story that I'm about to tell completely relatable....something you can connect with easily and instantly.

(15) Sometimes you want to....Have meaning!

Your story can contain points of information that could just have been told directly, but are instead woven in as part of the tale. AND the lesson is usually learned BY ME

(the storyteller) from someone else in the story. That way I'm NOT preaching. I'm learning and relating what I learn....as it happens...in the past.

"I never realized how important it was to X."

And that is my message for the listener or audience. I want them to X, but I'm not telling them to X. I'm simply telling them that I previously had never REALIZED how important it was to X.

(16) Very "graciously" tell your listener or audience how great and REAL you are! Really! But YOU don't tell your listener, the people in your story do.

"...and Kevin we got a letter from the management of that Barnes and Noble...they said it was the best experience they ever had with an author."

You can't tell your listener how wonderful you are, but the people in your story can...

(17) The charismatic covert charm and irresistible attraction is achieved by putting words of praise on the lips of other people in the story, (as they happened!)

You can also offset what might be seen as boasting with self-deprecating humor or humility.

And of course always be revealing your vulnerabilities, inadequacies, weaknesses and plain ordinary "human-ness."

Every great story I tell includes a great deal of self deprecation...lots of vulnerability. Plenty of personal exposure and human weaknesses. That's what my audience wants and that's what they connect with. All the self deprecation. It's the trademark of great story.

(18) Give the listener opportunity to believe, have faith, and create their own trance-identified solutions in YOUR story.

You want her to think, "Well, if she did that, then I can/could ..." or put another way...If you can get them to say x vs. tell them x, they will much more readily acquiesce and with more power and attitude.

(19) Provide clear inspiration, a "nudge", to a specific action! Be viral!

Be simple, powerful and memorable enough that they will repeat it, both mentally and verbally, and fully re-experience it when they do!

All the classic stories in the repertoire can be told to someone else that they meet on the street. and it's always followed, "oh my gosh...he's such a great guy, or, such a great speaker...you know what he said?..."

Notice the power of being "in the moment".

(20) Use QUOTES!

Compare and contrast these examples CAREFULLY

He looked at me like I was nuts. "Kevin, you idiot. What are you doing? Have you lost your mind?"

vs.

He looked at me like I was nuts and called me an idiot.



She locked eyes with mine and said, "Kevin Hogan, I love you."

vs.

She locked eyes with mine and told me she loved me.



He looked at me, shocked. "Kevin, you did that? It's amazing! You are incredible. How did you do it?!"

vs.

He looked at me shocked. He told me I was amazing and wanted to know how I did it.



It's this simple...or this hard.

Now, here is the next big disaster or disaster averted!

KEY BONUS POINT: You are telling a story. Not a biography. one story.

Stories are almost always events. One day, or one hour or two similar related events...one causing the other.

If you tell TWO stories before your listener has told one, you are at the cliff's edge. It's time to be quiet.

Remember in covert hypnosis, the key is subtle. The single most common problems in Story are bragging, boasting and boring.

THOSE BOASTFUL WORDS must come from someone else's mouth or they don't get said!

LOOK:

Option 1: "Kevin: I'm such a great speaker and writer and renaissance man."(sucks)

vs.

Option 2: Someone else saying,..."Kevin you are just an amazing speaker, a brilliant writer, how did you become this renaissance man?" I shrink away not knowing what the renaissance really is. I think that's a good thing but I don't know...

Notice how in Option 2, you covertly tell the world all this neat stuff because your fan said it to you. No one can argue or react negatively to the fan. But, they can think you really suck if you say it yourself - about yourself.

Powerful, yes?!

Achieving Success... Subliminally

Subliminal Persuasion: Secrets Scientists Don't Want You to Know

Putting It to Work for You

Kevin Hogan

There are two ways that marketers and researchers have attempted to use subliminal persuasion (outside of awareness...covert). One has never worked and is completely bogus. The other has remarkable potential for just about every encounter for persuasion.

Let's start with what doesn't work.

Audio "Subliminal" Messages

Listening to audio tapes that purport to have subliminal messages on them have been an utter failure. Not one tape or program anywhere...not one research study...anywhere at any time... has been able to show results above the placebo response.

What's that mean?

Greenwald, Pratkanis, et al did a remarkable study where they had people listen to one of two tapes. One, they told participants, was designed to improve memory. The other, they told other participants, was designed to increase self esteem.

There was no subliminal message on either tape in this study. (There isn't on any of them in this study or for sale...it turns out.) The label of the tapes were randomly assigned to the cassettes which all had the same music on them. One label indicated the tape would help improve memory. The other tape had a label that said it would raise self esteem. The experimenters told the groups examples of what they would...not...hear on the tapes. "I feel fantastic today."

Results of the study?

The individuals receiving the tapes with the label that said it would improve their memory...did indeed help their memory...and those tapes with the label that said it would raise their self esteem did raise their self esteem.

The placebo effect. And there is nothing wrong with the placebo effect. It's a good thing. And while I intend to save the rest of the research in this area for Boot Camp,

you can know the proof is in the label...and not the subliminal messages on the audio tape. They aren't heard and they aren't processed in the auditory system.

They don't change attitudes or behavior.

But...

There is a silent revolution happening.

Researchers are finding some startling results in visual subliminal persuasion.

It can work...and we now know how to cause it to work and why it does work...and you won't hear about it on the news because researchers are very nervous about this area of study. They simply don't want anyone to know about it.

Some kinds of subliminal messages do indeed work at changing attitudes and behavior when presented visually.

And yes, scientists around the globe are concerned about their findings. They worry that the application of such technology will give an unfair advantage to advertisers and marketers. Perhaps an enormous advantage.

You've heard about the study (which never really was done) that took place 45 years ago where the movie theater owner put in visual subliminal images for movie goers to buy popcorn and coke. The news got out that it was an incredible success. Results were never recorded, however. The study was not a study but a story.

Over the years scientists have wanted to learn about all kinds of things ranging from what causes prejudice and racial stereotyping to how the visual system of the brain absorbs and records information to what kinds of subtle and covert techniques influence others.

I'll delve deeply into all of this research (most of it only buried in Scientific Journals until now) at [Influence: Boot Camp](#), but I am compelled to give you a foretaste. One recent study where prejudice and racial stereotyping were being researched was illuminating.

Individuals were shown slides of words that were "neutral" in emotional content. Right before some of the words were shown, an image of an African American man or Caucasian man was flashed at a speed that could not be picked up by human awareness. Skin response and other measures, including behavioral observation were noted. Then when the individuals shortly thereafter were presented with an error message on their computer that required a problem be fixed the behavioral differences were striking.

Those individuals (cross cultural) who were exposed to the subliminal images of the African American man reacted with significantly more hostility than those who had been exposed to the subliminal images of a Caucasian man.

The results were so profound that the study first done in 1997 has been replicated several times since then by different Scientists.

Subliminal images in this case caused behavioral change in the form of emotional expression.

Sociological ramifications are enormous and incredibly helpful in beginning to understand and ultimately solve prejudice and racial stereotyping, but that isn't the subject of my work here.

Other researchers presented with this information created new studies where individuals were given a task on a computer. A flash of light would appear somewhere on the screen and the individual would have to move the cursor to that point as quickly as possible. The flash of light included words. For some people all of the words within the flash were related to hostility. To other people 1/5 of the words in the flashes were related to hostility. To another group no words in the flashes were related to hostility.

Each individual was presented with a brief description of a person who behaved in an ambiguously hostile fashion. The experimenter(s) found that those individuals subliminally presented with more hostile words in the computer task described the stimulus person in a far more hostile way. Those who were flashed no words related to hostility had no significant negative impression of the individual.

After these results were recorded one final piece of data was discovered. The individuals had no recognition memory for any of the words in any of the groupings that exceeded chance levels. The words never "hit" conscious awareness.

This study has been replicated.

Subliminal perception can change both attitudes toward others and actual behavior.

As researchers discovered and studied these heart pounding phenomena they would go on to find what kinds of messages caused attitudinal and behavioral change.

Indeed there are only two categories of subliminal activation that will cause behavioral and attitudinal change. All of the rest of the prompts and stimulations simply don't work. What does work, works predictably and predictably well. What doesn't work is an utter failure never exceeding chance.

The research is extensive and no one is bringing it out because they don't want it misused and abused.

In Science of Influence, I'll show you new research and give you the answers you need to know.

Subliminal Perception

Causing Change with Subliminals

I was like every other college student. I wanted to use the sleep learning audio tapes to learn while I slept. I wanted to use the super dooper speed reading (25 times faster than the Evelyn Wood course!) so I could pound through those annoying textbooks that were as boring as they were heavy. I wanted to use the subliminal cassettes so I could have more confidence, and do everything faster and better. None of them worked.

We all burned the midnight oil in the dorms with our Calculus texts and problem for the night with only our brains. No other gateways were opened. It wasn't long before I became disenchanted.

Lack of money caused an investment in a 7-tape audio program in 1983 to bring instant prosperity. Subliminal. Recorded by professional sound engineers. I spent the \$100. Nothing. On a few other occasions desperation led to unwise investment and my desire to improve was never helped. Same as everyone else's story. I was doing as well as I could in the circumstances and the very nice sounding musical selections were doing little more than relaxing me.

Having spent thousands of dollars and had zip to show for it in return, I confess I was bitter on the entire concept of subliminals. I did some research. Scoured the textbooks and journal articles. Everyone else except the person selling the subliminals found the same thing I spent tons of money on. They don't work.

Then about six years ago, I found myself writing a diatribe about subliminals and their impotence. I got the typical letters and emails from those who sold them demanding withdrawal of my comments. That wasn't possible... And...I got one email that detailed numerous studies that had just taken place in the prior year about the value of video subliminals and visual priming to cause attitude and belief change.

My initial reaction was skepticism (I anticipate you know that is my nature...) but appreciative for the intelligent and even-minded reply with which the email was sent. I went to the original articles. There was indeed something working and working very well in some subliminal videos and various computer experiments where subliminal messages were being used to change the attitude or behavior of the user. It was fascinating stuff. I was captivated.

For the next six years (to date), I have followed subliminal research closely and experimented with many of the facets of subliminal perception and what works...and what doesn't in the video/visual area.

There was always the nagging thought, "If audio doesn't work...why would the video?"

If, as one study showed, you could help elderly people enhance their memory and activity level after visual subliminal exposure...why not on an auditory level.

The reason it turns out was very simple.

Our auditory system has a very different make up than our visual system. It turns out that the failure of audio subliminals is not in the diligent creation of the tapes using the latest recording equipment....it is in the antiquated auditory system. The brain is simply not primed by subliminal audio perception.

The analogy of being at a rock concert in front of the speakers blaring full blast while two people talk at the top of their lungs 20 rows back and can't even hear each other...and their very loud conversation is confusing and unheard even by each other. It has zero impact on you at the front. The sound of the two people is masked (You learn about this in tinnitus reduction and auditory habituation research) and is not perceived in any fashion.

On the other hand, our visual system meets capacity with approximately 10,000,000 bits of information per second. What you see in one hour, unfiltered, would fill the hard drive of 98% of computers.

Meanwhile our brain can process about 45 bits of information per second. (A few words at most) When reading, it processes about 30 bits per second. (A little more if reading silently.) When doing mental computations we can process about 12 bits of information per second.

In 10 minutes, your unconscious mind filters and processes 6.6 billion bits of information. Most of it is instantly deleted. A tiny fraction (but still a lot of bits!) is coded into implicit (not explicit) memory. That information can prime behavior though unless targeted...won't. Of that tiny fraction, you aren't going to "remember" it for recall, but it will be there for potential recognition. (You'll recognize the face but you won't remember the detailed content of the book that you try to hyperspeed read. You will unconsciously recognize those things that trigger crucial needs for survival. (Eating, sex, acquisition, etc.)

And, when done correctly stimuli that is presented subliminally (under the radar of conscious awareness) your behavior...and mine...can be primed without our knowledge.

This happens in lots of ways.

In the case of the video, a message can be flashed so quickly on a screen or TV that you don't see it but your unconscious mind ...caught it. The unconscious mind doesn't evaluate the information, it simply is primed to move in the direction of the subliminal.

Of course, most of us don't walk around with a subliminal video that we can show our prospective buyers, clients, or mates. So you have to change the strategy from flashes of information on a TV screen to a specific subliminal message in the immediate environment.

And it has to be presented in a very specific fashion to be effective. Researchers testing visual subliminals urging participants to drink Coca Cola found only one way that subliminals would work. All the rest failed. (I'll explain specifically how this works at Influence Boot Camp. Then you can develop your own subliminal strategy for each communication you enter.)

It is this subliminal perception and the ensuing encoding, filtering, deletion, and similarity matching in the brain that in large part causes those things like "love at first sight," "instant sale" and sense of comfort (or not) you experience in one place but not another.

Most attempts at subliminal persuasion don't work simply because the person attempting the influential strategy don't know how to make it work. It is in fact...a predictable phenomenon. Done correctly you will know in advance if your technique will work.

It turns out that visual subliminal perception is a valuable asset and one that doesn't work while you sleep...doesn't cause instant prosperity...but does cause attitudinal and behavioral change in the majority of people...and I'm going to show you precisely how to utilize this competitive advantage.

You'll find out the simple scientific evidence of why affirmations (repeating phrases over and over...or listening to them on a tape or watching them on a subliminal video) don't work...with one very crucial and startling exception.

One recent study showed the power of subliminals and it's potential for misuse. Showing slides of 9 different pictures of the same individual to a group of people, individuals wrote down how they felt about the individuals they saw in the slides.

The first group found the individual to be fun, exciting, and kind. The other group found the individual to be hostile, unkind, scary. Neither group reported seeing anything but the faces in the slides when queried.

Those that reported the positive information had unwittingly been shown very short images of Mickey Mouse, Disneyland and other fun stuff, before the slides. Those that reported negative feelings had been unwittingly shown very brief images (13 ms. each) of sharks and other nasty things. Subliminal perception can cause attitudinal change and CREATE attitudes all by themselves.

Granted that is fascinating but here is something shocking. In a similar study pairing "subliminal" faces evoking happy and positive feelings with a neutral (expressionless) face and then another set of neutral faces paired with unhappy and angry faces something amazing happened...

As you might have predicted the participants rated the neutral faces that were paired with positive faces as positive... later. The same was true with the negative. However, the incredible thing was that when presented with the neutral faces months later, the group still paired the positive with positive and negative with negative. There was no decay! The implications of course are enormous...and THIS is why scientists are so wary to publish about visual subliminal research.

Your Subliminal Edge

Factors that Cause Successful Subliminal Persuasion

I've found 13 factors in creating effective subliminal messages. There are probably more.

In this article I want you to find out some of these factors and discover how you can use them at the office, the club, the bar and with anyone you choose. Part of my mission on this orb has been about giving my friends the edge in life. The edge over the competition, against the scamsters, the edge on achievement of goals and desires.

People buy the "Instant_____ " because they are greedier than they are smart.

- Instant Billionaire
- Instant Influence
- Instant Weight Loss
- Instant Fame
- Instant Pick a Desire

And, there is a *lot* of money to be made in the "quick buck business."

I can confirm to you that I was asked to co-venture a promotion where you would spend \$10,000 (I would get paid 1/2) and the claim was that you would be able to simply "imagine" and "think" about something and it would manifest. No kidding.

And in fact, I am regularly asked to put someone's junk in *Coffee* for you to look at....and try to kindly refuse. Let someone else do it. I'm having *Coffee* with you. Now, if I tell you that something which is claimed to be spectacular... is true..., there is a reason to consider the proposition (which is why I was chosen to be a vehicle of the message to you). You've trusted me for 5 or 6 years or however long you've been with me on Monday morning. And you know that if it's in *Coffee*, it's worth considering. You've been "primed" to know that what we talk about is worthy, trustable and typically falls in the realm of usefulness, value and fun.

So, many would consider that \$10,000 is worth exchanging for Kevin Hogan telling them that they would get something for nothing, virtually instantly, like unexpected piles of money in the mailbox. (And I am not kidding, that is precisely what this "opportunity" that I let you miss was about.)

How and why was this amazing program going to work?

- Because you imagine it.
- Because it's the nature of the universe.
- Because it's understanding the nature of the universe and utilizing that.
- Because you did affirmations for it.

And that is total garbage and though I rarely name names, don't ever fall for it.

Let me ask you this. Do we all have a greedy side?

We Are All Wired for Greed

Look, we ALL have a greedy side. It's nothing to feel bad about. We are biologically hooked up that way long before birth. We all have our pride, lust, envy, avarice, vanity, and whatever the rest of the fun things were that when you O.D. on them, they become sins.

(Because, in excess they can cause self destruction.) Everyone has these traits. Mother Teresa did. Gandhi did. Everyone.

KEY POINT: We all have desires that drive us beyond rational thinking and decision making.

You can buy a CD that claims it's filled with subliminal messages that will do XYZ for you, and it is garbage. Pure garbage. I always keep my fingers crossed that those selling such things at least believe that they are performing a service...because when I see people burning dollar bills it pains me...because you only have so many and every purchase in life IS AN INVESTMENT.

So, when we are talking about subliminal persuasion, you can know that it is more than "real." It is profoundly and amazingly powerful. Without hesitation, it is that which is most exciting to me in the field of influence and covert hypnosis, and it is that which makes me the most nervous.

The Negative Side of Subliminal Persuasion

The two negatives are simple.

First, you can misuse every form of influence. We saw the results of influence for random killing in London on the tube a couple of weeks ago. Persuasion is powerful. It is VERY easy to cause people to kill complete strangers (and loved ones) for absolutely no reason other than a belief. Someone once said to me, "hypnosis can't be used to make someone do something they normally wouldn't do." Just about ANYONE can cause anyone else to do something they normally wouldn't do. There's nothing unusual about it.

Secondly, I become concerned because when we're talking about subliminal persuasion, 10 people will come out of the woodwork, make a subliminal DVD and put it on the market, make a few thousand bucks and it will do absolutely nothing for the unwitting customer.

There are so many conditions that have to be met for subliminal persuasion to be effective and that probability that the huckster has studied it and tested it approach nil.

And they will attempt to sell us this DVD which was made based upon what was written here or something I released...but buyer beware...they don't have the whole story....

They are already cropping up...and I mention no names.

I want to share with you today, factors that cause success or failure in Subliminal Persuasion.

Exciting Developments in the Field of Subliminal Persuasion

Now, let me tell you straight away that I think the idea of being at a website and having subliminal cues there is nothing short of exciting. The idea of having subliminal messages on the restaurant table or at the bar simply fascinates. Using subliminals to get the girl to say "yes," or the client to say "yes"....it's all exciting...and you should be able to know how to do it.

If I invest 200-300 hours into subliminal research, I'm going to write four articles about that work....and then I'm going to create a program of perhaps 5-10 CD's and let you own what I know. You could do all the same research at approximately 20-40 times the cost... but you COULD do it. There are no secrets in HOW to discover what works, there are plenty of secrets in knowing what works. My place is to save you the 9,999 attempts at creating a light bulb before finding the one way that works. What would Edison have paid for that? Exactly.

The subliminal pull occurs when several things are already in place.

Factor One: Person Being Persuaded Must Be Motivated

The person to be persuaded needs to be present. (I swear to you there are people that will tell you that you can influence Bill in Tucson with your mind power because of Quantum blah blah....)

KEYPOINT: The person has to have some motivation. (Remember we talked about the "thirst" study where people who were not thirsty were not motivated to drink or buy *anything* when subliminally "persuaded." Only those that were already thirsty reacted to very specific subliminal messages. Almost all subliminal messages fail because people don't know how to create them so they are effective.)

A recent study showed that people who knew they were going to be interacting with someone else responded to an ad for a CD that would put them in a good mood. Those people who were not going to be getting together with someone were not motivated in any way by the subliminal messages to purchase the CD.

In other words, the conscious awareness that they were going to be getting together with someone was a prerequisite to buying a CD that would restore their mood.

Understand that. If you don't want to go to church Sunday or have an aversion to going to church or want to watch the football game or whatever, my subliminal messages for you to go to church are going to fail, period.

Factor Two: Subliminals Wire into Motivation and Desires

KEYPOINT: If the girl is on the fence and your subliminal hits the right button, she'll happily come off the fence. But if she is repelled, all the subliminals in the world

won't cause motivation. As a rule: Subliminals WIRE INTO MOTIVATION and DESIRES, OR, they direct the individual to do or think ONE specific thing.

Return to the "interaction study" for a moment. What do you think motivated people to buy the CD when exposed to the advertisement???

- A message that said,... "feel better and buy the cd"
- "appear happier to the next person you meet"
- "this cd will make you feel good!"
- "feel good!"
- "feel better!"

See, all those affirmation goofballs will tell you that is the kind of stuff that will work. It doesn't. The people who bought the CD were exposed to a subliminal SAD face!

Factor Three: Know the Priming Factor Before Attempting to Influence

FASCINATING: Priming SADNESS enhanced the persuasiveness of an ad for a CD with Mood Restoring music when people expected to interact with someone. A neutral stimulus (an oval) showed no change in whether people would buy the CD or not.

Now, the only way you come up with these kind of results is by understanding the process of nonconscious "thought," and fortunately, essentially, no one does.

Let's do something simple for using subliminals in a supraliminal environment. (Fancy way of saying the subliminal image is actually visible in consciousness and possibly even observed but not likely to be DEEMED as important in influencing behavior.)

Factor Four: Don't Dilute the Message

If there is too much noise in your office...too many competing messages...then no environmental prime is going to be that big of an influence (if at all) on someone's behavior or decision making.

Imagine you sell car insurance and people come to your office to consider buying. Here are two exaggerated extremes. Which do you think is going to CAUSE more people to purchase car insurance.

Factor Five: Wire into the Non-conscious Mind

A) A photograph of a family, smiling in their car as they drive down the road. Everyone happy and making lots of eye contact, enjoying the ride.

B) A photograph of a car mangled with people standing by the scene crying, tearful, in agony.

The answer is B.

The horror of B will FAR outsell that of the pain of A. Remember the person is in the office to consider buying insurance. Seeing a happy family is nice. It's pleasant. It's comforting and causes good feelings inside. But the prime of the accident and what

that "means" to the nonconscious mind of the fence sitting individual is overwhelming and CAUSES a purchase decision.

Think about homeowner's insurance. Hurricane coverage doesn't come with homeowner's insurance. It's a separate policy. But the way you SELL homeowners insurance is to show the remnants of a hurricane and all the surroundings THEN show the agent giving a check to the family. Nothing sells like that picture because it wires into the drivers and motivators of who we are as people.

Factor Six: Placement Matters

The location of the photo of the car accident with mourners matters as well. If it's on the desk...that's manipulative and you just killed the sale. People do not OVERTLY wish to be manipulated. (The antithesis is an entirely different article.) If it's on the side wall and visible but not standing out when the people walk in, then it does it's job.

Covert Subliminal Persuasion: Seven Facts that Will Change the Way You Influence Forever

Can People Be Influenced Subliminally?

The girl sees the word "sex" on the TV screen and of course she hypnotically becomes unyielding in her quest to dominate you. (Or guy, if the case is appropriate.) We all dreamed of it when we were younger (it wasn't just me, was it?)...and the images didn't fade much with time.

In the last 15 years, subliminal perception and influence has been put back on the front burner, albeit very quietly.

The first discovery to share with you is that audio subliminal recordings simply don't work.

Priming in Persuasion...and Subliminal Influence

Priming is a way we can covertly influence, as we've discussed in The Science of Influence CD Library in numerous contexts. Priming is all about activating conscious and unconscious associations with intention.

Some quick examples of every day priming:

- Someone says, "Mr. MacDonald was a nice old man," and the listener has a 'thought' to go to McDonalds and get a hamburger.
- Someone asks you what TV show you want to watch tonight. They are playing "Who are You" on the CD player in the background, and they say, CSI. "Who are You" is the theme song for CSI.
- You hear a commercial for The Apprentice, or 24, or the upcoming special about Elvis on TV. You think, "I wonder what Kevin Hogan will write about in Coffee this week."

Want to know why auditory subliminals don't work? Continue the article below.

Why Don't Auditory Subliminals Work?

Why didn't the subliminals work? Simple. The brain couldn't get the message from outside in the world to the inside of the brain, as there was no vibration for the ear and then auditory cortex to work their magic. It was a shame, too, after all the recordings we bought for better grades and self-esteem in college. (or was that just me again?) Like sleeping on a book and praying for the information to be pumped in by osmosis...well you get the picture...

There's still people who produce "subliminal CDs", but I can assure you that the zealotry of the producers of such materials is utterly and totally unwarranted. They don't work and it's been shown in every single scientific study ever done about it.

What about video?

An entirely different and very enticing story!

The visual cortex WILL respond to stimuli which are not in conscious awareness and which are NOT able to be seen with conscious attention and effort. The visual cortex will take this information that isn't or can't be seen and share it with other parts of the brain CAUSING actions to be taken on the stimulus.

Scary cool.

What Does New Research Show?

Research out this week shows that if you show a picture of Pamela Anderson to someone, there are literally single cells (neurons) in the brain that "know" that is Pamela Anderson. These neurons react to Pamela (and who wouldn't?) in a "knowing way." In other words it's DIFFERENT neurons that react when pictures of The Beatles are shown and different from those of Jennifer Aniston and so on.

Now don't get the idea that "memory" is single cell. L. Ron Hubbard wasn't that on target with "engrams," but one thing is for sure...Pamela Anderson can excite a cell that wasn't turned on by Jennifer or John Lennon.

And that's crucial in understanding subliminal persuasion. (When I first read about this in popular form last week, I was VERY skeptical. The research bares it out though and my skepticism has been quelled.) I'll go into the research about all of this later in the summer, it's beyond "pretty incredible."

The brain acts on external and internal impulses.

And that's where visually stimulated subliminal persuasion begins. Without someone's awareness, you can cause them to want to drink, for example, via subliminal perception. Carefully look at this example. Out-of-lab scenarios should start popping into your mind shortly.

What did the researchers learn? Continue the article to find out.

What Does New Research Show?

*****1*** People alter their consumption behavior based on subliminal exposure to faces.**

In studies led by Piotr Winkielman, associate professor of psychology at the University of California, San Diego, people altered their consumption behaviors after exposure to subliminal facial expressions.

*****2*** Subliminal perception of smiles and frowns have profound effects on behavior.**

Hidden smiles persuaded thirsty subjects to pour more and drink more of an unidentified beverage than did neutral expressions. Frowns had the opposite effect.

*****3*** Subliminal perception of happy faces cause people to be willing to spend more money...a lot more money.**

Study participants who were unconsciously "primed" with happy faces also reported being willing to pay up to triple the price for the mystery drink. And they reported wanting another half cup instead of just a sip or two more.

*****4*** The entire process is covert at the emotional level. People have no idea their feelings have CHANGED.**

Remarkably, the test subjects, whose actions had been influenced by these emotional cues, were not aware of their feelings having changed.

"This is the first demonstration that you can influence consequential, real-world behavior without affecting conscious feeling. We can change what you do, without changing how you feel," Winkielman said.

Winkielman, coeditor of the forthcoming book *Emotion and Consciousness*, believes the findings, presented at the American Psychological Society annual convention in Los Angeles, May 26-29, support the existence of unconscious or "unfelt" emotion.

"Emotional states operating outside conscious awareness can drive behavior. The subjective experience of a feeling is not always necessary to the process," said Winkielman.

"Feelings are often slow," he said. "In a frightening situation, you run first, feel afraid later."

To tease apart emotional reaction and subjective feeling, Winkielman and colleagues devised two different experiments.

In both studies, subjects were first asked to rate how thirsty and hungry they were. Next, they were subliminally exposed to a series of photographs of happy, angry or neutral faces -- masked each time by a neutral face. Consciously, the subjects were aware only of seeing the second, neutral image, which they were then asked to classify as male or female. Immediately afterwards, they were asked (in varying order) to interact with the beverage and rate their moods.

Happy and angry expressions were selected as primes, Winkielman said, because it is easy to extract a simple positive and negative interpretation from them: Grins and glowers are flashed at us in approval and reproach since Day 1 and are essentially equivalent to "stop" and "go" signs.

The researchers chose drinking in part because ingesting an unknown substance can have obvious biological consequences and is therefore not a trivial act -- even if, as in this case, the drink is made of nothing more than water, sugar and lemon-lime Kool-Aid.

In the first experiment, 39 undergraduates freely helped themselves and drank as much as they wanted. Unknown to them, the amounts poured and consumed were

recorded using an electronic scale. Thirsty participants poured and drank more than twice the amount of the beverage after happy primes than after angry primes.

In the second experiment, 29 undergraduates tasted a small, predetermined sample and were then asked to evaluate it after one sip. Those at the high level of thirst reported willingness to pay 38 cents (U.S.) after happy primes and only 10 cents after angry ones. They also expressed desire for an additional half cup instead of one to two sips.

Learn more of the most important findings.

What Are Some of the Most Important Findings?

*****5*** It's all about the predisposing factors being acted upon subconsciously...The Subjects Motivation.**

In both studies, thirst proved a necessary precondition for influence. Moderately thirsty participants were only moderately affected. And those not thirsty, not at all. Thirst also correlated positively with ratings of the beverage's deliciousness and thirst-quenching abilities.

"Motivation matters," Winkielman said. "Your motivational state -- your level of need -- prepares you to process relevant information and gives value to the stimulus. Otherwise, the emotional message falls on deaf ears."

*****6*** Better act fast or it won't matter.**

Can Advertisers Benefit From This?

To businesspeople or politicians tempted to apply these findings to advertising, Winkielman says: It won't work. The effects of subliminal expressions were too short-lived. By the time people arrived at the store or polling booth, all influence would have worn off.

The studies were supported by a grant from the National Science Foundation. Results were published earlier this year in the *Personality and Social Psychology Bulletin*, with coauthors Kent C. Berridge of the University of Michigan and Julia L. Wilbarger of the University of Wisconsin-Madison.

Subliminal Influence: From Mating to Marketing The Answer about Your Face

How important is "your face" in selling and marketing?

Should you have your photo on your business card? Your website? Your marketing materials? Does it really make a difference?

The answer is more than important. It is going to in large part determine your income and who you are seeing on a personal level in the real world.

Did You Know?

The brain associates familiarity with attraction...strongly. So, you are going to be attracted to, and have more positive feelings toward, people whose faces are familiar to you (your brain, to be precise).

People who neglect to put their face on their business card, their website and everything else they do, are making a big mistake.

On the Flip Side

Just like the brain connects familiarity with attraction, it also connects seeing unfamiliar faces with FEAR.

Let's look at some exceptions, first. Imagine that someone gives you \$1000 cash and it's the first time you've ever seen their face. The chances are you are going to develop liking with that person right away. Similarly if someone you've seen before robs you and takes that \$1000 from you, you're going to develop dislike for that face.

These kinds of exceptions set aside, you want to do everything you can to ensure that people know your face, that they are familiar with it. A recognized face is generally a trusted face (except in exceptional cases noted above).

The Subliminal Factor

Recent research into subliminal video exposure clearly shows that a genuine smiling face will change emotional response and buying attitudes. And that's when the face isn't even in consciousness.

A frown or scolding facial expression has the opposite effect so again, a familiar face that has negative emotional expression in it, is not going to be seen with greater liking.

KEYPOINT: With each exposure, on average, a person will find you more attractive and ascribe more positive attributes to YOU as a PERSON without ever having communicated with you, as they become MORE FAMILIAR with your face!!! OK, so in sales and marketing it becomes obvious that utilizing your face in your materials is going to be a big plus.

But what about in personal relationships of the romantic kind????

Faces and Choosing a Partner

Scientists at the University of Liverpool have discovered that the human brain favors familiar-looking faces when choosing a potential partner.

The research team found that people find familiar faces more attractive than unfamiliar ones. They also found that the human brain holds separate images of both male and female faces and reacts to them differently depending on how familiar it is with their facial features.

Dr Anthony Little, from the University's School of Biological Sciences, examined whether early visual experience of male and female faces affected later preferences. The research team asked over 200 participants to view a number of human faces that had been digitally manipulated to change their facial characteristics.

Dr Little said: "We found that participants preferred the face that they were most visually familiar with. In one of the tests we showed participants a block of faces with wide-spaced eyes and then asked them to compare these with a face that had narrow-spaced eyes. We found that participants preferred the face with wide-spaced eyes, suggesting that the brain connects familiarity with attraction."

The team also asked participants to judge the same preferred facial features in those of the opposite sex. Participants who were shown male faces with wide-spaced eyes preferred this trait in subsequent male faces but not in female faces.

Research Reveals...

Dr Little explains: "The research revealed that the sex of the face can be a deciding factor in facial preference. The tests showed for the first time that the brain holds separate visual patterns of male and female faces and responds to them based on their sex as well as their familiarity. We will continue to investigate why this is the case."

"The next step in the research is to find out why the brain makes a link between familiarity and attractiveness. It maybe that visual experience of particular facial features suggests that a person is 'safe' or more 'approachable', both of which are desirable traits."