



MASS MIND
CONTROL

Mass Mind Control



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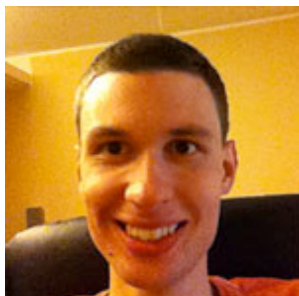


Table Of Contents

Welcome	3
Chapter 1 – Introduction	4
Chapter 2 – First Dirty Little Secret of the Human Nature	7
Chapter 3 – Second Dirty Little Secret of the Human Nature	11
Chapter 4 – Why We’re Always Lying	13
Chapter 5 – Hidden Habit #1	15
Chapter 6 – Hidden Habit #2	17
Chapter 7 – Hidden Habit #3	18
Chapter 8 – Why We Watch News?	20
Chapter 9 – The Biggest Secret of Mass Mind Control	24
Chapter 10 – Deepest Desires	29
Chapter 11 – Isolation	36
Chapter 12 – Gaslighting	39
Chapter 13 – Mind Hijacking	42
Chapter 14 – How to Become a Guru	45
Chapter 15– How to Become an Authority	52
Chapter 16 – Summary	55
Congratulations	58



Welcome!



Welcome!

My name is Lucas Adamski and I'm an internet marketer.

I was always passionate about the topic of persuasion and influence. I read a lot of books about it and lately I got interested in copywriting.

The purpose of this book is to integrate the most powerful persuasion tactics with the practical use. How can you use these extremely potent strategies in your online business to boost your conversions and create a magical connection with your customers.

The information I'm about to share with you can have an enormous affect on your business. Read every chapter carefully and take notes. After reading this book you'll see the world in a different way.

I put a lot of effort in this book and I truly believe it can help you to become a remarkable persuader and a world-class copywriter. Some of the secrets you'll discover can make you a bit uncomfortable or even surprised. But, that's good. My goal here is to open your eyes to new ideas.

Let's dive into it, shall we? :)

Lucas Adamski

Lucas Adamski



Chapter 1 - Introduction

This book is going to focus on human nature because I do believe that once we understand human nature, we will become better persuaders. This is because the more we understand each other—why we do things we do, why we think the way we do—the better we can persuade other people to do the things we want them to do. Just becoming more aware of these concepts and these principles can help us to become better people, their motives and their intentions.

It will also help us to understand better other people. Once we understand other people, we understand ourselves better; we'll become better at persuading and influencing.

Sometimes it's hard to accept our nature, but realizing the truth can really make the difference. Some of the things I'm going to talk about in this book may not be easy to grasp, may not be easy to accept.

Some of the deepest desires that most of us are really unconscious about, most of us are not aware of. Most of you may not accept what I'll share very soon and sometimes it's hard to accept that because some of the things are quite ugly and 'untypical'.

Human nature doesn't change. It is not a temporary thing that changes and fluctuates over time. It's not affected over time and is actually quite similar to how human nature was a thousand years ago. Most likely human nature will be similar a thousand years from now. It's psychology. It's the way we are as human beings.

That's why these principles are so important to grasp, because once you grasp them one time, you will be able to use it for the rest of your life. Over the time you will understand them on a deeper level.



Later on in this book I'll cover how this hidden persuasion can be used in your own business with practical examples. But remember, human nature is the key to become a better persuader.

What should you do right now?

Absorb this information with an open mind. I don't want you to label things—what's right, what's wrong—until you finish this course. This is because once you filter your perception with your own concepts, your own morality sense, it becomes distracted.

Then you will not accept the whole information I'm going to share with you, just some parts that agree with your reality, with the way you see the world.

Take notes and use this information right away. I want you to take notes. There are a lot of different concepts that will be a little harder to grasp. Also, think about it all the time: how may I use this knowledge to grow your business. How can I use it to understand my clients better. how can I use it to create a better copy, better sales letters. How can I use it to create better e-mail titles

All of the principles are the basis of every human being. And, all of your clients are having them. Everyone is having the same human nature, the same motives and the same desires. It rarely changes. In 99.9% it's the same.

This book can have a profound effect on you and your business and that's because it will open your eyes to new things. It will open your eyes to what persuasion and manipulation really is. It will open your eyes what drives us to take action, what are our true desires. What are our hidden motives. Plus, you'll learn some hidden persuasion tactics, how to become a guru, how to become an authority, and an instant expert in your niche.

Some of the biggest experts in different markets understand these principles (bust most are unconscious about them) to attract thousands of people to them.



Once you understand these principles, you will never have a problem to get money from other people. If someone sees you as an expert, see you as someone who has this ‘secret knowledge’, it’s really easy to persuade this person to give you money for your product or service. It’s all about positioning. It’s all about becoming the ‘go-to person’.

I’m going to go deeper and deeper within each module. The course is going to give you a totally new perspective on the topic of persuasion and what make us do the things we do.

This perspective may be quite controversial. It may be quite unconventional, quite untypical. You may never heard about it before. Maybe you know the basics of persuasion but you never went any deeper into this subject.

Maybe you know what scarcity is, what urgency is, social proof, but you really didn’t go and further than that.

Why is it that we need these social triggers in order to persuade us to do things?

I hope I got you curious and interested. If you want to continue, if you dare, I will see you in the chapter. Thank you for taking the time and reading this book.



Chapter 2 – First Dirty Little Secret of the Human Nature

Manipulation versus Persuasion

Let's start with 'what is manipulation?'

What does it mean to manipulate someone else?

From the dictionary, '**to manipulate**' means *to control or play upon by artful, unfair, or insidious means especially to one's own advantage or to alter for one's own purposes.*

Let's break it down. *To control or play upon by artful* (that means clever or sharp), *unfair* (to work or handle skillfully - it's not that negative), *or insidious* (means sneaky - that can mean many things - it's a bit worse term, but it's nothing that bad that we could think, like manipulate to kill someone).

You manipulate someone for your own advantage, for your own benefit, or to alter for one's own purposes. It means, you want to manipulate someone to achieve your own goal, your personal goal. It may happen when you are not taking into consideration someone else's desires, or needs, but just looking for your own needs. To manipulate can mean to fulfill and meet your own needs, and not someone else's.

Let's compare it to persuasion.

So, what is persuasion?

Persuasion is a form of social influence. It is the process of guiding oneself or another toward the adoption of an idea, attitude, or action by rational and symbolic (though not always logical) means.



It's actually quite similar to manipulation. 'Guiding oneself or another' can be seen as a more subtle way of manipulating. But still, it's a guiding to adopt an idea, attitude, action or thought.

It seems that we still want adopt someone to our own ideas, or thoughts, or beliefs, but in a more subtle sense.

We could say that manipulation means evil persuasion. Persuasion means ethical social influence.

Manipulation is bad, persuasion is good.

We persuade for example in advertising for good reason. But, in comparison cult leaders manipulate to do bad things.

But, let me give you an example.

We are on the conference. There is a speaker and in the last 15 minutes of his speak, he starts to pitch his product. He's a very successful business person, and he helped thousands of people to quit their jobs and become financially free.

He is telling to the people that his product is free for the first 30 days. They can buy his product for free. So suddenly dozens of people start to fill up the order forms. They go in the back of the room, and pull up their credit cards.

In the very end the speaker reveals that the product actually costs \$1997. You may say: "Well, it's sneaky. Because he didn't tell the real price at first." But isn't it what marketing is? it doesn't always the full picture right away.

The speaker wanted people to go in the back of the room to create a social proof that will drive more interest. If he would reveal the price at the beginning, less people would buy his product. It creates social proof. It will basically make him more money.



He does have good intentions though. He had helped thousands of people and he will definitely help out these people too. But he did use some manipulation techniques to get them to take action. Most of the people are lazy and sometimes you have to push them to take action. Even though they're not satisfied with their life, or their financial situation, they will not take action. Even if this action could change their life forever.

So now the question is, is the speaker ethical or not? Is he persuading or manipulating?

Let's take another example.

We got a rebel teenager. He acts out and he doesn't behave well. Parents want him to change his behavior. They believe it's better for him to behave differently.

They use various manipulative methods in order to change his thoughts and behavior. Now why manipulative? They want to change. They want him to adopt some new thoughts, new ideas about how he should behave. Teenager doesn't agree to these new ideas.

Parents wants to change his actions. They have good intention sand they want him to become a better person. Parents want him to be happy and successful in his life. But what we don't know (and, we're not conscious of) is that parents do it to feel better about themselves. They will feel better about themselves with a well-mannered child, because then people will tell them, "How well behaved child you have," "How proud you should be about your son, your daughter." It will make them feel better but unconsciously, they are not aware of it. They do it to feel better about themselves.

Basically, there parents want to persuade their teenager to do something for their own advantage, to their own purpose. That's what means to manipulate someone. You may may ask yourself now whether they have good intentions.

Most people manipulate unintentionally.



In most cases, we don't even know we are doing it. We don't know what our true desires are. We don't know what drives us to do things. That's one of the main problems. We truly don't understanding our human nature.

Even though we speak we have good intentions, we are always manipulating people, circumstances, and environment. We manipulate for our survival and to meet our needs. Anytime we do things, is to meet our needs and to feel better. We may rationalize that we do it for other people, but in truth, we do it for ourselves.

This is one of the truths you need to understand about human nature - as ugly it sounds - we really do manipulate people all of the time to meet our needs. Once we understand this concept and once you find it in your own life (and maybe in yourself), then something will start to shift.

We are all manipulating - that's the first secret.

Anytime you want to change someone's thoughts or behavior, you are using manipulation. With understanding of this first secret of human nature, you will become a better persuader. You will become better at communicating with other people.

You will understand them better and the true reason why they do the things they do. Also, you have a better grasp how to persuade them because you will know what drives them.

Once you know what drives other people, you can create a better sale copy, and become better at selling literally anything.

That is the first secret. Let that sink into your mind and think about it. Think about some examples from your own life where you were using manipulation.



Chapter 3 – Second Dirty Little Secret of the Human Nature

Issue with morality

Morality tells us what's right or what's wrong. We get it from religion, parents, teachers, and other sources. Morality is very useful because it tells us what's good and what's wrong and it helps us to live more coherently in our society.

But morality also keep us blind from the actual reality and this is because using labels can limit our understanding of things.

Here's an example.

All people that commit suicide are crazy.

We generalized here that everyone who commit suicide is crazy. It limits our perception. With this limitation we are not going deeper into this problem. If we were to understand that people who commit suicide, maybe we would find deeper causes. Maybe these people had some psychological issues that could be not yet discovered. Maybe some desires were not met that caused them to do this.

I want you to investigate someone's actions and behavior without judgment. For a moment, discard all your sense of morality and your interpretation of reality, and try to understand their morality and their reality without judgment. Once you do that, you will see an absolute reality. You will see 'through' reality as it is. Not filtered by your mind, by your perception or your judgment. Once you judge something, once you have a belief attached to your mind, then you try to interpret things.

You are not seeing the world as it is. You are creating an interpretation in your own mind. You are filtering and creating distraction. You're just reshape the reality and it creates a false reality. Non-judgment is often taught in Eastern philosophies. You will



find it in Buddhist and from various spiritual teachers that talk about non-judgment, and seeing the world without your mind, without your ego.

If you still think that you are your mind and you try to interpret everything with filter, it does limit your reality. You are not seeing things the way they are. You're just in your own world that you created in your own mind. This is an illusion, this is not how the world is

Your sense of morality can distract the way you see your world. If you can go beyond that, you'll find out it's much easier to understand people from their standpoint and also to persuade them. That's why non-judgment is a very important concept.

The second secret is that our sense of morality filters our perception and changes the way we communicate with other people.

What's your sense of morality?

What do you think is right and wrong, and why? Where did you get these beliefs from and why do you think they are true? I know these are some deep questions, but I want you to go deep into yourself.

Once you understand yourself better, you will understand your prospects better. You'll be able to create a better copy, create a better conversation, and make more money.



Chapter 4 – Why We’re Always Lying

Hidden motives.

Cheating lovers, lying children, politicians.

You’ve already find out that we all have hidden motives, hidden intentions in everything we do, in every action we take. We just don’t admit it to ourselves. We are not conscious of it.

We have hidden motives because we need them to keep us motivated to do things. You may tell yourself that’s not true, that you don’t have hidden motives.

You may tell yourself that you give money to charity because it’s something that you want, because you want to help someone. But if you go deeper into it, once you give money to your charity, you’ll feel better about yourself. You will feel more generous. Maybe you are actually doing it so other people will see you in a better light as a good person. It may be true or not. I just want you to question things.

Propaganda and mind control covers the intent for a more powerful persuasion. We do cover our intent purposely or not purposely to create a better persuasion message.

Why we’re always lying?

Why are we always hide our motives to meet our needs?

First of all, because it’s the safest choice. Tell people who are buying your product that you are doing it to make quick money out of them. Tell them how it is. Tell them



that you are selling this internet marketing course because you're struggling right now and you're not making any money. Then see how many people are buying from you.

We want others to be honest to later reject them. Being honest is not the safest choice as you may think it is. It is a lie we want an honest communication. It's not what we want.

We want something totally different, but I'm going to leave this for the next chapters where we're going to get much deeper to this topic.



Chapter 5 – Hidden Habit #1

Example

There is a salesperson in a store. You're in an electronics store and you want to buy a camera. The salesperson comes to you and asks: "How can I help you?". Your automatic answer is: "No thank you, just looking.". It's an automatic resistance you have when you detect that someone wants to sell you something.

You may not think about it but it happens all the time in our lives. Every day we get attacked by new sales messages, telemarketers calling us, salesperson at a mall trying to sell us something.

The more we are exposed to it, the more resistance we create. That's one of the unconscious habits we all have. We have this resistance when someone tries to sell us something and we know it. It's something we resist right away and it's a very unconscious response.

How to overcome this resistance?

*"Psychology teaches us that the only successful way by which to make another mind to obey a wish of our own mind is to present that command or desire in such a subtle manner that it will be either **unconsciously or willingly accepted** by the other mind and acted upon with cooperation **before it has had time to analyze it and resent it**. But the instinct to resent a direct command is always present, and this natural and normal resentment must be overcome if we would have other person do our bidding."*
-Spencer Lewis.

So first principal is, in order to persuade someone, we need to do it in a subtle manner. Also it's the best if it can be accepted unconsciously, so our desire could be accepted without resistance.



Another important element in this quote is “unconsciously or willingly...before it has had time to analyze it and resent it.” It means that the person is not aware that he’s sold. From our example, you go to the store and you don’t know whether this person who approaches you is a sales person, there’s no resistance. So there’s no time to resent it, to resist the approach, and also there’s no time to analyze it. If you will notice that the person wears elegant clothes and uses the same line as everyone is using, “How can I help you?”, then there’s an automatic resistance right away as you will detect that’s a sales person.

But if the same sales person would approach you differently, maybe using some untypical question, then maybe the resistance will not appear.

What can you learn from it?

If you sell, you want to make it sure it doesn’t look like you’re trying to sel. Persuade people before they notice it’s happening, before they had time to analyze it and resent it.

In order to overcome the resistance, we have to approach things in a bit of a different manner. We have to stand out and become unique in our approach.

Hidden Habit #1

People tend to resist undesired attempts of being persuaded.

We don’t like to be persuaded. We don’t like other people to change us. We might like to change ourselves, but if someone tries to change us, we don’t like it. Then it’s very hard to overcome such resistance.

Think about how you may use this hidden habit while writing your copy and trying to persuade people.



Chapter 6 – Hidden Habit #2

Heaven's Gate cult

Let me give you an example first.

We have new recruiters who want to join a cult. They were told that their ultimate prize is to leave on UFO. They were never told that they had to commit suicide to do so. They were told they had to go 'through a change'.

Basically a cult leader didn't want to tell the new recruits they had to commit suicide right away because no one would agree to do so. But saying it like that, in a more indirect way, 'go through a change' to win the prize (in this case to leave in the UFO), it was much more appealing. Once they got deeper into the cult, they were told that they had to commit suicide. The recruiters were already so involved in the cult that it was too late.

Hidden Habit #2

People can't resist what they are not aware of.



Chapter 7 – Hidden Habit #3

The power of conclusion

This is a very important concept.

We are more likely to believe what we conclude than what we are told.

If we conclude that someone is dishonest, we will look for any slight evidence that will agree with our assumption.

That's happening all the time in our lives. Our assumptions and conclusions are very powerful. People can tell you a lot of things, but you always know better. That's a really 'human' thing.

It's one of the things we can exploit in our copy. Create conclusions in our prospect's mind in order to tell them something indirectly. You tell them indirectly using stories, pictures, proofs, media, and other things. I'll show more examples how to do it very soon.

We're not even aware of it. Most of our responses and conditions are unconscious; we don't know that we make conclusions, we don't know that we make assumptions about someone.

Our conclusions shape our reality, so really, we can't have an objective look at our reality, because we don't even know what reality is.

It's all really in our minds and our conclusions are mostly unconscious. It's truly hard to find out what are conclusions are about someone, some situation, or some circumstance.



Our conclusions are much more powerful than what other people are telling us. Our conclusions shapes the way we see the world.

If you're telling someone that you are an expert, it is not as powerful as if the person would conclude it by himself. Maybe by seeing you at a seminar, right away you're an expert. Maybe Your YouTube video. Or maybe because five other friends told them that you are good at something. Then, you're an instant expert. That's how the person could create his conclusions from various social proofs and different things he observed. The best part it that you can manipulate someone's conclusions and exploit it.

It happens all the time in internet marketing.

Fake blogs and Acai Berry CPA offers with Oprah testimonials.

Marketers create fake blogs with fake stories and fake picture in order to sell some CPA offer. It creates some nice social proof and it does convert well. They create a story about some average person who bought this product and had this amazing success.

Marketers use fake news sites with some reviews of CPA products on a 'CNN looking site' design to demand authority. In this case, visitors will conclude that the article that is on authority site has to be true. The same principle applies to newspapers. If someone reads an article in a newspaper, he concludes it has to be true. If something from an authority source, it has to be true.

Marketers exploit this principle all the time. There are even sites with fake TV news videos selling MLM products. It's very easy to notice that it is a fake TV news video as it's not that professional, but it has all the elements that a TV news reporting video would have. It has two spokespeople. At the bottom of the video, there are latest news. There are like some branding icons and logo of some TV channel. These proofs are enough to create the assumption and the authority.



Chapter 8 – Why We Watch News?

ABRAHAM MASLOW HIERARCHY OF NEEDS

Maslow, A. *Motivation and Personality* (2nd ed.)
Harper & Row, 1970.



This is the Maslow's Hierarchy of Human Needs. It's a quite well known breakdown of human needs.

At the very bottom we have physiological needs: food, water shelter, warmth. Then if you go a bit higher, we have safety: security, stability, freedom from fear. Then we have self-esteem: achievement, mastery, recognition, respect. Then belonging - love: friends, family, spouse, lover. At the very top we have self-actualization: that can be pursue inner talent, creativity, fulfillment.



The main concept behind it is that in order to achieve the needs at the very top of this pyramid, you need to fulfill physiological, safety, self-esteem, belonging—love needs. Any time you want to go upper in the needs, you need to fulfill the needs that are below this need. If you want to fulfill safety needs, you need to fulfill physiological needs before. If you want to fulfill self-esteem needs, you need to fulfill physiological and safety needs before you're going to fulfill self-esteem needs. That's the basic premise behind Maslow's Hierarchy of Needs.

So why do we watch news?

If we would ask 10 random people: "What would you like to have in news?", most people would answer, "I want positive stories in news.". But, do we have positive stories in news?

Not really. We've just asked these people what do they want, and they just told us something that is not what they really want.

What do we really want is betrayal, mistakes, attacks, disaster, tragedy, scandal, sex and negativity.

Look in gossip magazines - that's a great example. Top stories in TV news always show disasters, there's always someone who made some mistakes, always some betrayals, tragedies and negativity. Every year there's always some scandal. There's always something going on it repeats constantly.

There may be 10% of positive news and 90% of negative news, and that's not the reality. Most of the events that are happening in our world are positive. If TV News were showing the objective reality, we wouldn't be able to go outside our house as there will be total chaos & anarchy. 99.99999999% events in our world are positive, and this 0.000000001% is negative that is really exaggerated in TV news. You may not agree with me, but that's fine. Can you see the contrast now?

It's not something by accident, it's something people really want. We want it. We want the negativity. Why? People basically tell you that they don't want to watch



news, they don't want to watch negative things, but they do it at the end. If they did not do it, news would change, because news adapt to what people want. If people want negative news, they will show negative news, because that will give them the better ratings. This is just an example that proves that what we want and what we really want can be totally different.

So what do we really want?

Let's go more general.

We want security, sex, power, immortality, wealth, happiness, safety, health, recognition, and love.

These are the basic needs we all have. You may ask yourself now: "What needs does your product fulfill?". For example, for internet marketing product, it will be wealth maybe also happiness, power and security. For a relationship product maybe sex, health, love and happiness. You should always ask yourself: "What need does your product fulfill?".

Your product should fulfill some of these needs because these are the basic needs anyone has. If it doesn't fulfill any of these needs, there may be no strong desire from your prospects to buy your product. You should really think about it, as the more needs it fulfills, the better.

What do we really want?

We don't consciously communicate what we really want. We say we want that is not true and does not align with our true nature. I just showed you that with the TV news example.

We don't know what we really want. We don't know what we really want deep inside of us. Entertainment, TV and media exploit this. They fulfill our needs. That's why the TV news has so many viewers. It's not because it helps us to become better



people. It's because they fulfill the needs we all have. That's why people are gladly watching news.

In the next chapters I'm going to show more practical ways how you can use this information in your own business. Keep reading!



Chapter 9 – The Biggest Secret of Mass Mind Control

Attention!

When was the last time you were not paying attention to anything?

Think about it, was there any time you were not paying attention to anything, even in your leisure free time? If you think about it, we're always engaged in some activity. Even in our free time if we're not doing anything, we're actually doing something. We're always listening to music, watching movies, playing sports, talking to people. There's always something we do, even if we want to relax.

We're paying attention to something. That also creates a problem that our mind is scattered, and it's hard for us to be disciplined and to do one thing at a time. It's wired in our brain to be scattered. Our brain likes multitasking.

That's why you have to push yourself every time to focus on just one thing. It does require a lot of effort and a lot of discipline. From my experience I know it's pretty damn hard to do just one thing at a time and not get distracted.

Even when you try to meditate at the very beginning, it's very hard to not think about anything. You will focus on your breath or your body or some sounds. There's always something and it's very hard, very hard to be outside of yourself for even a few seconds. And when you are, you don't even know it because there's no awareness in it.

That's why two people experiencing the same situation will report it differently. Each of us pay attention to different things that shape our 'reality tunnel'. Reality tunnel can refer to our viewpoint—the way we see the world, the way we interpret the world, the way we see things, what things we focus on in our daily life.



We won't know our attention has been captured until after it has been released. If you think about it, if you watch a movie, you won't know if your attention is captured, just once it's captured after some time.

Paying Attention versus Attention Captured

If you pay attention, it means you're still aware of yourself - your body and your surroundings. If your attention is captured, your awareness is lost and you are more vulnerable to be persuaded. That's why when we sell something, we want our prospect's attention to be captured. We want them to be totally, focused on just our message.

That's the main fundament of any persuasion. If the attention is not captured, the persuasion will not be as effective so we have to do as much as we can to get the attention. Not only get the attention, but to get the attention of our prospect **captured**.

Rule #1, Capture Attention

With no captured attention, no persuasion can occur. If you capture attention, what happens is automatic obedience. Automatic obedience can happen when the viewer tends to mimic the behavior of the persuader and obey his commands without him having the authority or power required in other circumstances. You don't even need to be seen as an authority if you just capture the attention.

Hitler could engage attention of thousands of people using hypnotic speeches and propaganda movies. He did it using different methods. In his movies, he didn't use a lot of words. His movies were not that good at all, but they were really interesting. The music was really captivating. The music can capture the attention like nothing else. Also the way you present your message is what matters. What matters is impact. He could impact people to watch the whole movie and they were totally immersed in it.



You also find out that a lot of bestselling Hollywood movies capture your attention for a very long time. The same case could be with your favorite books. You just can't stop reading as you don't to find out what happens next.

Ask yourself if you can do the same with your sales copy or marketing message. Can you capture attention the same way? But, how can you do it?

What triggers 'attention capture'?

One of the easiest methods to get someone's attention captured is to create contradictions or incongruities.

That happens when there are two things that don't make sense in a context. Our brains is wired to notice things that stand out and are out of order. It's a survival mechanism.

Once we see an incongruity, and something is just not right, we stop for a moment. We start to think. We pay attention. Our attention is captured. We start to investigate and that's our goal. That's where we stand out and that's what we have to achieve in our sales messages. We are naturally attracted to things that increase our energy level. We like to feel more alive. Basically, when we provide an incongruity, our energy level increases.

Incongruity examples

Cult leaders promise living in UFO, enlightenment, end of the world, and nirvana. All these things are so way outside our ordinary life. We won't see that often in the TV or in newspapers. These are metaphysical, paranormal things that people are automatically magnetically pulled to. There's some hidden need that we have in ourselves to look for things that stand out.

That's what cult leaders exploit in order to attract the followers to their groups. Con artists promise "get rich quick" systems that can make you insane money with no work or effort required (instant gratification). Now I think that sounds quite familiar



if you look at internet marketing, make money online and business opportunity markets.

There are a lot of TV commercials that use incongruity. There are commercials with talking potatoes, animals, and other monsters that are not typical that we see in our everyday lives. “Where’s the beef?” is a famous commercial that uses incongruity and contradiction.

A lot of commercials use incongruities to capture our attention. That’s why you should study them. Humor is a great example because it’s based on paradoxes. You’ll find out that a lot of jokes are based on that and I’m going to share more about how comedians use it to create humor in their stories.

What’s so powerful about incongruities?

Why should we use it in our sales message?

One of the reasons is that with attention captured people are more focused on our message, so they are more easy to persuade. Another reason is that we can be very naive to the suggestion once we found an incongruity in it and want to solve it. Many times we automatically accept the answer to it from the person who creates this incongruity, without putting much thought into.

You can look at politicians. Once we accept the politician’s definition of the problem, we accept his solution also. And that’s one of the automatic things we do. Many times if we have a doubt about something, we’re more likely to accept someone else’s suggestion, maybe solution to this problem. Incongruity can create doubt.

Summary

Let’s summarize what we had covered about so far in this book. In the next chapters we will go much deeper, much more detailed about everything we shared so far and how you can use this information in your business.



In order to do that you need to understand the basics of persuasion, hidden motives and habits that we all have.

- ◆ First dirty little secret: we are all manipulating.
- ◆ Second dirty little secret: our sense of morality filters our perception and change the way we communicate with other people.
- ◆ We have hidden motives because we need them to keep us motivated to do things.
- ◆ Hidden Habit #1: People tend to resist undesired attempts of being persuaded.
- ◆ Hidden Habit #2: People can't resist what they are not aware of.
- ◆ Hidden Habit #3: We are more likely to believe what we conclude than what we are told.
- ◆ With no captured attention, no persuasion can occur.
- ◆ Contradiction and incongruity are the key triggers that cause capturing someone's attention.



Chapter 10 – Deepest Desires

I'm going to cover the 7 deepest desires of human nature.

Why are they so powerful? Someone who can fulfill our deepest desires can cause us to act against our morality and common sense, where our behavior can be totally abnormal. It's very powerful.

If we are in this vulnerable position, some of our desires are not fulfilled and we find someone who can fulfill them, qw can do really strange things that are outside of our morality, our common sense just to meet our needs.

Everyone is affected by these deepest desires. We are addicted and vulnerable to meet them.

The more you'll be aware of them, the better persuader and better communicator you will become. You'll understand people much better - on a much more profound level, on a much different level.

Person who can fulfill our deepest desires can become one of our most important persons in our lives. If you can be this person, you can become a 'guru'. You can become a best friend.

That's also where reciprocity happens. Reciprocity means that once our need is met by someone, we feel appreciation and we feel a need to give something back to this person. If you do something for someone that helps him in some of their problem, the person will feel obligated to help you in something else or to give you some gift. That's a very natural thing.

If you give a gift to someone, the reciprocity work the same way. When we give Christmas card to someone, next year you'll get a Christmas card from this person.



Any time you get a gift to someone, it's never free, because you become psychologically obligated to give back. Even if you don't know it, it's always there. That's why we should truly understand the deepest desires of our prospects, as they will basically give us back their money, their attention and referrals to our business. There are a lot of benefits of understanding these desires, so please, pay attention.

Deepest Desire #1: People need to feel needed

Cult leaders exploit it by admitting that the person is special in some way and have a rare qualities other people don't have. They admit that the person is special. Everyone wants to feel special. Think about yourself. You may think that you are special in some way, in some field, maybe in your job, maybe in something you're good at. We really feel good if someone tells us we have these rare qualities that other people don't have. There's something in us that will always respond to it.

Admit to someone that he can be just perfect to some particular task. For example, when you want someone to help you in something, you can give him a reason why you've chosen him. You can tell him that you've chosen him because he has these qualities. You believe he can pull it off.

In this moment, he will feel very special. He will feel needed and special in some way. People are drawn to people who need them so always make someone feel unique and special if you want them to do something. If you want to persuade them use some good words. Tell them they are special using different words.

Deepest Desire #1 - Examples

We want to ask someone to fill a survey for a market research. You can explain what's the reason for it, then what you want him to do. In this case, the reason is I want to create a new product and I need your opinion about something. I want you to fill this survey. Then, we tell him why him. What's so special and unique about him and why you feel he's qualified to do it. So you might tell: "I wanted it from you because you are on my list. You are my valuable customer so you are special in a way for me, and I think you are qualified to do so because you have some experience in



internet marketing. You understand this field. You are having some success in it and your opinion will be very valuable for me. It will help me a lot.”. Then you explain what is required: “Well, just five minutes of your time, just answer these five questions.”. Now ask if you can count on his help. So you can just say: “I hope I can count on you and I would really appreciate it.”.

That’s basically how we can use this first deepest desire, so the person will feel needed. He will feel like he is in some project or this private group. The person will feel connected to what you do and feel really good that he could help you.

Deepest Desire #2: People are drawn to others who can give them hope.

Hope is never overrated. People will always need hope. People look for alternative medicine and other untypical solution after the convention medicine gave up on them (for example cancer). Barack Obama’s campaigns are all about hope. At the very end he won so there need to be something in it, some deepest desire in it. Cult leaders promising salvation and cure to all problems. They always give hope that there’s a better future. Giving hope can be one of the best gifts you can give to another person.

Deepest Desire #2 - Examples

Focus on the benefits, not features when you write copy. Features don’t give you hope. Who cares that you have 25 years experience of training dogs? People care for their dog and they want him to be happy and healthy. You should also ask the question:

- ◆ Who is your prospect?
- ◆ What is your prospect frustrated with?
- ◆ What is your prospect’s deepest desires and goals?
- ◆ How will your product resolve it?
- ◆ How it will meet their desires?
- ◆ What will be your promise?



You always need to think about the other person and how you can help him. How the other person will feel once he uses the information you're about to share. Write features and benefits together. Never forget about adding benefits to each of your bullet points. Your copy should always be benefit driven and not feature driven. Benefit will sell your product, not features.

Deepest Desire #3: People need a scapegoat.

People need a scapegoat. If you think about it, we are always looking for someone else to blame our problems. It makes us feel relieved. Anybody with a problem tend to say: "Well, it's someone else's fault.". We don't like to feel responsible for our problems and it's never our fault. It's never "we" it's always someone else.

Deepest Desire #3 - Examples

- ◆ Evil gurus - that's quite popular in internet marketing niche. It's not your fault that you are not making any money. It's the guru's fault.
- ◆ It's the economy.
- ◆ It's "this" politician's fault.
- ◆ It's because of my husband or wife.
- ◆ I don't have time because of my kids.

TV commercials say that you are having a headache because of some 'scientific term', not because of your diet or you don't exercise. It's because of something else that you are not aware of before. Now you know it's not your fault and it's not because of you. It's because of someone else, something else, and that makes you relieved. We like to blame other people for our problems.

Deepest Desire #4: People need to be noticed and feel understood.

A rebel teenager behaves the way he does because he is looking for acceptance and understanding. We need to be noticed and feel appreciated. It's one of our deepest needs, deepest desires. It's something undeniable. It's something that's in all of us.



Many times we'll do the things that are quite insane because we want to feel noticed, we want to feel appreciated.

Deepest Desire #4 - Examples

You should always learn as much as you can about your prospect in order to understand him better and connect with him better.

Here are some of the questions you can ask:

- ◆ What are his main problems and frustrations?
- ◆ What are his needs?
- ◆ How old is he?
- ◆ Does he have kids?
- ◆ What's his average salary?
- ◆ What's his biggest dream?
- ◆ What's his average day looks like?
- ◆ What are the closest people in his life?

Once you'll answer these questions, you'll have a much better picture who's your average customer is, and how you can communicate with him much more effectively. You will have a much clearer picture who he is, what are his true desires and problems. It will help you in writing a better copy that will really connect with your prospect. Answer these questions and evaluate it. Try to understand your prospect better. It can make a tremendous difference in your business. While going into any new market, always understand your prospect first. Get as much information about him as you can and go deeper - who he is, what he does, and all these things we discussed right now.

Deepest Desire #5: People need to know things others don't know (that they aren't supposed to know).

It could be a hidden secret, mysterious knowledge that no one else is supposed to know, and I'm not supposed to know, but I really want to know! Good example could



be religion leaders, spiritual leaders claiming they know the truth from “the source”, the god, that other people don’t have access to. The person who promises “secret knowledge” draws all our attention. If someone has something that is really secret and mysterious, the curiosity will kill us just to get this knowledge. You will pay a top dollars to get this knowledge, even if we don’t really need that.

But if it’s presented as a secret and something really rare, then we are just drawn to it like bee to a honey. We can’t say “no” to it.

Deepest Desire #5 - Examples

“Underground secrets that are exposed that other people don’t want you to know“

That’s one of the headlines you can use in your copy. You can also show that you have secret knowledge that can help your prospect to overcome their problems. Become mysterious and never reveal all the secrets in your copy, because if you reveal everything then there is nothing to be curious about. Curiosity can help in persuasion and improve your conversions. Write many statements that creates curiosity.

Deepest Desire #6: People need to feel right.

We feel safety when we feel right. We feel chaos when we feel wrong. That’s how each argument starts and that’s what ego is - it always wants to be right. People will argue with someone else that thinks different. But telling someone that he is wrong is actually one of the worst strategies you can apply.

Deepest Desire #6 - Examples

Never say to your prospect he’s wrong about something, if so be very subtle about it and never tell it directly.

For example: “Counting calories will not make you lose weight,” instead of “You are wrong if you are counting your calories,” or “You’re a moron!”.



You may also want to offer a scapegoat, for examples: “It’s not your fault you’re doing it wrong, it’s because Weight Watchers lied to you!”. They are the bad guys, they are wrong, and it’s not you. It was never you.

In any case possible, you never tell that someone is wrong. You have to be very careful about, because if you create a bad impression at start, it’s very hard to go back. Never tell your prospect he’s wrong about something.

Deepest Desire #7: People need to feel a sense of power.

We react violently when our sense of power is threatened. It’s one of our survival mechanisms. We have it in ourselves and we can’t really stop it. We can’t really control it. Most people are not even aware of it, but if someone threatens us, threatens our sense of power, we are capable of doing some really weird things.

Deepest Desire #7 - Examples

People don’t resist change, they resist being changed. Don’t try too hard to get someone to get your coaching program, make him feel it’s his decision. Too much hard selling is not a good idea. In most cases, you want to make someone make up his mind and let him decide for himself. It’s very important to always give him the power. Never push it to the very end. Always have him to make the decision.

These are the deepest desires. I think it opened your eyes a bit more about why people do the things they do, what are their needs, and how we can fulfill them with our product. Read on, because the next chapters will add a totally another level to what I’ve just covered...



Chapter 11 – Isolation

We have to understand that human beings are social creatures.

Examples: wealthy kids joining gangs and cults, spouses leave marriages, long time clients leave business relationships.

It all happens because some of their deepest desires are not met with their current group so they leave and join the other group that fulfill their needs.

Cults tell their followers to remove themselves from people that don't agree with their views. Churches encourage to not meet non-believers. Kids in school form “cool” and “uncool” groups. These are the example how powerful the isolation is and how it can form groups. Once you are in the group, the persuasion of the leader can be much more power.

“Us” versus “Them”

We're always looking for common enemies and what really makes the bonding in a group are common goals and enemies. It's very, very powerful. Once we can identify the common goals and enemies of some group and we understand that, then we can create a better persuasive messages.

There's always “us” and there's always “them”.

“Us” are always “cool” and “them” are always “evil”.

So we are good, they are bad, that is the basic premise behind it. You may use it in your copy a lot by telling how bad they are and how we can help you in this problem together.

“Us” versus “Them” - Examples



“These gurus don’t care about you, they just want to take your money.”

“Let us work together and show them the middle finger.”

The key words are: “Let us work together” and “them” are gurus.

“Join our community of like-minded people that don’t blame others for their circumstances. We are different and we’ll help you to succeed together.”

“Don’t believe that the corrupted government will help you in your retirement, with us you can create massive passive income for years.”

Again, the “government” is the bad one.

There are different types of isolation.

Physical isolation

Physical isolation that give small, recurring tasks to strengthen the bond and involvement to the group. For example in a church there are different ritual to create a bond. Move involvement = more commitment.

You can keep in contact more often with your prospects and clients. You can make them fill up more surveys, leave testimonials, participate in an event, join your forum discussion. There are different things you can do to increase commitment. Make them feel like a part your project. Feel them involved so they can feel like a part of something bigger. That’s one of our needs, people want to be the part of something.

Psychological Isolation

Psychological isolation happens while maintaining and sharing secrets. When you share some secret with someone and you maintain it, the relationship develops.

You can also predict the future. For example, cult leaders use it to reframe their potential followers’ objections that their family and friends don’t understand or care



for them as much as the cult does. If they did care, wouldn't they be glad you found something that makes you happy? It's a very nice reframing.

Another example you may use to create isolation are shared experiences. That could be internet marketing seminars, spiritual retreats, meetings, webinars, teleseminars or product launches. They all create events. They create something special when a lot of people participate in some specific place with one goal, one purpose.

The more shared experiences we have with another person, the more committed and involved we are. If you think about it, the best friends you have are these that you share the most experience with.



Chapter 12 – Gaslighting

*Gaslighting is a type of projective identification in which an individual (or a group of individuals) attempt to influence the mental functioning of a second individual **by causing the latter to doubt the validity of his or her judgment, perceptions and/or reality testing in order that the victim will more readily submit his will and person to the victimizer.***

Let me break it down. Basically you create a doubt in someone else by questioning some of his main beliefs, and when he doubts something, then it's easier to submit your will (your message).

It happens when someone secretly tries to make you doubt your own thoughts so that you will trust their judgment more likely.

It's a great method to correct others being wrong in a subtle way. First you need to create the doubt in someone else's mind in order to persuade them easier, because they will trust you more.

How to create doubt?

The doubt is the key in gaslighting. There are a couple to ways to do that.

You can use repetitive questioning. You can question the most common beliefs.

Some of the best examples are Fat Loss 4 Idiots, Clickbank bestseller made over \$20 million in sales. In their copy they placed some of the weight loss facts: low fat foods don't work, low calorie diets don't work, low carb plans don't work, low carb diets make you miserable. These facts may question some of the most common beliefs . Someone may believe that low fat foods will make them lose weight. The sales page question this beliefs, and that makes the message to stand out and make you doubt for a moment.



When someone is looking for a product for lose weight then it means that another product didn't work, so they are already in a 'doubt mode'. they don't know what's working. They are confused and sceptical.

If we can point out something another person didn't see before, that's another good thing we can do. You can make them realize something they didn't know before about themselves, and about something new. Make them learn something from your sales copy.

You may also use complex and technical language that create instant credibility and trust. If you use some technical language, maybe something complex that people don't really get, then the doubt will appear.

Also telling others the opinion that was shared behind the back, his back (positive or negative) create doubt and instant bonding.

That's why first impression is so important.

Establish your credibility, show testimonials from your satisfied customers and show social proof before selling. Always present yourself in the best light. Whenever you do a sale copy you want to have a picture of yourself and you want to present yourself the best way you can.

You want to have customer opinions. You want to have social proof. If you are going on seminar, you want to have pictures of it. If you were on the TV, you want to have a picture of it. Whatever you can to show them that proves you're an expert and they should listen to. Remember that it's very hard to change the first impression.

If you make videos, make sure they are good quality - good audio, good lighting. Especially if someone see you the first time, they will make the assumption after watching you.



Later on I'll show you how to use this gaslighting concept to create really highly persuasive and converting sales messages.



Chapter 13 – Mind Hijacking

Hijacking happens when you throw thoughts to another person and make him think these thoughts are his.

It's one thing to tell your prospect that you are an expert, another thing to make him conclude it. And another thing to make him think these thoughts are his. It's much more powerful because these thoughts are based on his conclusions, his assumptions.

“Control the manner in which a man interprets his world and you can have gone a long way toward controlling his behavior.” –Stanley Milgram

This is like twisting unconscious assumptions in others. If someone has some assumption, you can twist. You can know what conscious assumptions they can have once they see your message, and create your sales message in such a way to create the assumptions you want them to have.

Magician shows his sleeves to prove that he's not hiding anything. It's not a great proof but it makes us assume things. It's all done intentionally to create the perception of the reality. He wants to “hijack” our minds.

Comedians use it all the time to create paradoxes and question our false assumptions. The key is false assumptions. We create false assumptions all the time. And that's what comedians exploit to make jokes.

We make assumptions all day long without even knowing it. In most cases we don't know the difference between a fact and an assumption until someone tells us about.

It connects with Hidden Habit #3: We are more likely to believe what we conclude than what we are told.



We don't want to be direct with people. We want to make them their own assumptions. We cannot control their assumptions or their conclusions but we can predict what assumptions they may have once they read our sales messages. **We can construct our sales message in such a way so that their conclusions will be the ones that that we want them to have.** That's how we can intentionally control their assumptions. In order to do that we have to understand our prospects and what kind of assumptions can be triggered. What message will trigger their assumptions, and how to create the assumptions we want them to have.

“Providing a technical explanation which the reader may not understand shows that we really did our research and if we say it's good, it must be good. It builds confidence in the buyer that he or she is indeed dealing with an expert.” -Joe Sugarman

Sometimes that's what you can do - use technical explanation that may be quite hard to understand for reader but can create authority. You become authority figure right away. You should convey the most information information (like benefits) without using words directly, make the person conclude it for himself.

When stating facts you can do it directly but for opinions do it indirectly (that's where resistance can happens). If you say you're products the best on the market, people may not believe you. It's subjective, not objective. It's not fact, just your opinion - why I should believe you? But if you use testimonials from your previous clients, social proofs, stories or comparisons, then the person can conclude it for himself.

How to show that you achieved financial freedom? make a video and show where you live, what car you drive, your home, and the way you behave. That will message the freedom you want to communicate with your video.

In the bonus video you will find Frank Kern's video that uses mind hijacking to show the freedom, the life that he has in a very casual way. It's not pushy, but actually a very fun video to watch. In just a few minutes he shows all the things he wanted to show.



The video can be very powerful because you can use the music, you can use the visual, the sound and your personality. The picture can say thousands of words but the video can show millions of words. That's why it's so important to use videos in your sales copy.

Mind hijacking is one of the most powerful ways of persuasion. Remember to control the assumptions of your customer and be aware what kind of assumption someone can have once they read your copy. Craft the copy that creates the assumption you want your prospect to have.



Chapter 14 – How to Become a Guru

How to become this guru that everyone want to buy stuff?

How to people a person where customers are hypnotically drawn to?

Imagine a scenario where you don't really have to do much to sell stuff.

Imagine being the authority figure, the expert.

Imagine being the 'go to person'.

That's what you'll learn in this chapter.

There are different qualities that each guru has.

Conviction

All charismatic gurus and leaders share conviction. They believe what they say and even more, they know they are right. Most leaders are on a life's mission, for example: save the world, world peace, remove hunger, make 100 people millionaires this year, change our beliefs, make people happy, enlighten people, give hope.

These are things that makes them convinced and makes them motivated, it's more than confidence, it's something in themselves that they know they are right. They know what they say is right, what they say is true. People can feel it. That's something you cannot fake. It's the honesty and true integrity. Their message, the way they behave, the way they talk, is all congruent. That's the conviction.

You should ask yourself how your product or service serve a higher, noble need?



Are your dating advices just helping out guys just getting laid? Or also remove sexual frustrations, potential suicides, depression, and make a whole society a nicer place to live? Do you give them hope and happiness? Do you help them to eventually create a happy family? Do you help their children to not have dating problems because their dad will teach them? What about their grandchildren?

Think big - your product can have a much bigger impact. How does your product or service serve a higher, noble need? Think about it. Once you know it, you'll be more convinced to sell it. The selling will be easy. It will be natural.

Conviction can happen only if your product can create a big impact. You have to believe that your product has a much bigger impact than you think. You have to realize, you have to believe it, you have to be it. It's something you have to know in yourself. Something I cannot tell you, but you have to be convinced that your product can help other people. The conviction can make you such a hypnotic person that people will be drawn to you. People will buy anything from you. They will send you so much money; you will not know what to do with it.

The gurus have so many people that want to buy high ticket coaching's from them, that they can't even physically handle it.

Empathy

In order to create hypnotic communication, the person needs to suspend his lower needs, intentions, selfishness, ego, personal beliefs, and focus all his attention on the other person and his needs, intentions, and desires.

The biggest gift you can give to another person is attention. Think about, if you really understand your prospect better, if you really feel customer touched by your message, feel connected with you, and feel you understand him, then it's really powerful. But once you suspend your lower needs, like "Oh, I need to make money", "I need that from this person", but focus on his needs and how you can fulfill his needs, how you can meet his desires, miracles can happen. Think like he is thinking. Think his



thoughts. Think his problems. Think his desires. Think his goals. Think his dreams. If you can do it, then something profound can happen.

Focus

Never lose sight of the goal of any communication. Don't get affected on what other people may think of you if you do something. It's one of the most powerful persuasion tactics that affects our actions without us even noticing it. We think all the time what other people may think of us if we do this or if we don't do that. And then we don't do this because people will think bad about ourselves. If you think about it, it's kind of ridiculous, but we do it all the time.

Focus on one goal. If you want to change the world in some way, if you want to make people happy with your information, your product, your services, focus on that. Think about it. Drill deeper. You become a guru because of your state of mind, not because of how many books you read and to how many seminars you went. It's all good but a lot of people did it but they're not gurus. They're not that unique people that everyone listens to every single word.

There's something special about the guru. We may say they are bad, they are evil, but we're all drawn to them and there's something deeper that they have that other people don't have. It's something that's a bit harder to achieve. It's a state of mind. And it's empathy, and it's conviction.

These things can be hard to grasp. These things are hard to do too. To think about the bigger picture, to think about someone else not about our 'little me' - my little problems and my story,.

Conviction + Empathy + Focus = Guru

These are one of the main qualities of the guru. Once you have them all, you become someone exceptional, someone more remarkable, someone people will give a ton of money just to listen to you - to listen to your information, to buy your products.



Conviction - Exercises

Stop reading, and do the following things right now.

Write on a piece of paper your life's mission.

- ◆ How do you want to change the world with your business?
- ◆ What's the ultimate situation/dream?
- ◆ How would you like the world to look like in ten to twenty years?
- ◆ Why are you in this business?
- ◆ Why are you doing it?
- ◆ Why are you working so much on it?
- ◆ Is it just to make money? Or is it something deeper? Is it something more?

Once you find there is something more, you will have this desire, this motivation that will never fade. You will never lose, and you will never have to push yourself to work. Every day will be another fascinating day, exciting where you do something new to get your closer to your goal and it will not feel like work. It will feel like a blessing to do your work.

Get a piece of paper now and write down your life's mission. Think about how your business can change the world for the better. What's your ultimate situation/dream. How would you like the world to look like? Now that people use your product, how do you want to change their lives? How will your products affect the world? And how would you like the world to look like in ten, twenty years? How will you impact the world by doing what you're doing?



You can change the world in a much bigger way, because if you think about it, every person impacted will impact other people and this will create a chain effect.

Do these exercises. Also go through the step by step guide: “How to Become a Guru” in the bonus section where there will be more exercises that will help you to become this person everyone is drawn to. Where the persuasion is not an issue anymore, where you become persuasive naturally by the person you become.

Empathy - Exercises

First create a “Customer Avatar.” Create in your mind your average customer that will be interested in your offer.

Figure out his age, problems/frustration, dreams/desires, salary, family, people that influence him, his average day. All this information can help you create an customer avatar; your average customer.

How he look like?

What does he do for a living?

What are his desires?

You have to picture him. Find a picture of how he could look like and what his name would be. Write down every little detail about his life. Create a biography about him.

That’s what you can do to create better empathy with your customers and sell your products much easier. You should also suspend your lower needs in order to serve your customer’s need more effectively. Don’t think what is it for me, think how much you can help in someone else’s life. Sometimes it may be a hard thing to do, but it’s very powerful if you just care about helping people. It really shows up in your sales copy and people will feel it. People will know it. People will automatically want to buy from you because they will see integrity in you.

You should interview your previous customers and ask them these questions if you are unsure about your Customer Avatar. You could always look on forums, blogs and



social sites, and read the discussions that are taking place. Nowadays, it's really easy to make the basic market research because all the information are there. All the discussions are happening in every second. Your customers are sharing their problems, their desires in this very moment on some site. you just have to look for it.

Phone interview or coaching calls work really well. Your customers will tell you exactly their life situation, their main problems, their goals, what's their main struggle is, everything. Take detailed notes and use it in your copy. Your copy will be very specific, it will be right on point on exactly what is their motives and desires. Your prospects will feel understood. They feel appreciated, and they feel you understand them. That's one of the needs I shared with you before. With this approach you can quickly become a guru to them.

Do these exercises and you will find out that your business will grow tremendously and your conversion rates will go through the roof. Understand your prospect better than he understand himself.

Focus - Exercises

Focus on your mission. Become laser-targeted on affecting other people's lives and discard what other people may think of you. You are the leader and the creator of your life. Show that you are a leader. Show that other people don't concern you and that you are on a mission. You are here to change people's lives.

Cultivate positive state of mind at all times and genuinely care about other people. Constantly think how you can help them. You should not think about: "How can I make more money?", "How can save money?", "How can save time?". Think bigger. Why you are doing these things? Having money is nice, but once have the money, then what's next? Are you going to make more money? For what are you going to make more money? Because there's always a limit, how much you can have, how much you can spend, and once you get to this limit, then you start to ask some bigger questions. Then you really want to do things that are really meaningful in your life.



Why not can start right now? I truly believe it's the easiest way to become rich. Focus on your mission and do these exercises. They will make the biggest impact in your life.



Chapter 15– How to Become an Authority

Sense of context

In any persuasion message there need to be a context. Context is a background of any persuasion message. When we become an authority in our prospect's mind, what we say take on a new meaning and power. That's why I emphasized so much on how to become a guru. You become an expert, an authority figure that everyone listens to. You don't question a doctor or a lawyer, you just listen and you believe what they say. That's what you want to become because that's how you can create be very persuasive without much effort.

This is the formula:

Secret Knowledge + New Patterns + New Labels + Sense Of Power + Hard To Contact + Hard To Understand = Authority

Secret Knowledge

Experts claim to gain their knowledge from “secret” sources - underground teachings, advanced degrees, and forbidden books. It connects with our Deepest Desire #5, people need to know things other don't know (that they aren't supposed to know).

If you become such person where you have this knowledge that other people don't have, people will start to listen to you. People will get curious.

New Patterns



Experts bring chaos and order. They create structures and systems from messy things, making knowledge better organized and easier to absorb. They find common elements. A lot of new knowledge that's not yet discovered, is not systemized. It's hard to understand.

New Labels

Once the experts identify these patterns, they create new definitions and labels that describe these new concepts. They create new theories, meanings, and connect the facts from the incomprehensible documents to create new structured knowledge. A good example is "Theory of Evolution", or "Underground Facebook AD CTR Explosion Method". You should always name your concepts and methods with some interesting names. You are an expert that creates new meanings, new systems, and new labels. You create something new, something fresh. You always want to do that when you create your own products. You want to make labels.

Sense Of Power

We respect someone more who gives us the sense of power. We covered it before, it's one of our needs. It's the need to feel a sense of power, so we don't want to push people too much. You want to make them feel that they made the decision for themselves.

Hard To Contact

The person that is "busy" needs to be an expert - it's a social proof. If someone is easy to contact, he is not "special" and doesn't have secret knowledge. If someone is really in a top level of something, he's really hard to contact. CEO of some big company is really hard to contact. It's one of the assumptions that is quite true most of the time.

Hard To Understand



Experts use complex and difficult language that creates assumption that they know more than the regular masses.

“Don’t express your ideas too clearly. Most people think little of what they understand and venerate what they do not. To be valued, things must be difficult; if they can’t understand you, people will think more highly of you.” -Christopher Maurer

It if can be understood easily, it must not be worth learning. That’s one of the assumptions people have. You don’t want to be always hard to understand, especially in your copy, but you may show your authority or expertise in some other way. You may show it in your articles, in your videos, using difficult language that shows that you know what you are talking about.



Chapter 16 – Summary

In this chapter I want to sum up all the key things we covered in this book. It will help you to remember them better and truly implement them in your life and your business.

- ◆ The more we understand human nature, the better persuaders we become.
- ◆ First dirty little secret: we are all manipulating.
- ◆ Second dirty little secret: our sense of morality filters our perception and change the way we communicate with other people.
- ◆ We have hidden motives because we need them to keep us motivated to do things.
- ◆ Hidden habit #1: people tend to resist undesired attempts to be persuaded.
- ◆ Hidden habit #2: people can't resist what they are not aware of.
- ◆ Hidden habit #3: we are more likely to believe what we conclude than what we are told.
- ◆ With no captured attention, no persuasion can occur.
- ◆ Contradiction and incongruity are the key triggers that cause capturing someone's attention.
- ◆ Deepest desire #1: people need to feel needed.
- ◆ Deepest desire #2: people are drawn to other who can give them hope.



- ◆ Deepest desire #3: people need a scapegoat.
- ◆ Deepest desire #4: people need to be noticed and feel understood.
- ◆ Deepest desire #5: people need to know things others don't know that they aren't supposed to know.
- ◆ Deepest desire #6: people need to right.
- ◆ Deepest desire #7: people need to feel a sense of power.
- ◆ Us versus them: common goals and enemies create a bond in a group.
- ◆ Psychological isolation: maintaining and sharing secrets, shared experience.
- ◆ Gaslighting: it happens when someone secretly tries to make you doubt your own mind so you are more vulnerable to his persuasion.
- ◆ Create good impression, it's hard to change someone's mind and opinions after.
- ◆ Mind hijacking: it happens when you throw thoughts to another person and make him think these thoughts are his.
- ◆ Convey information without using words directly—make the person conclude it from himself.
- ◆ Say facts directly. Say opinion indirectly.
- ◆ How to become a guru:
conviction + empathy + focus = guru.



◆ How to become an authority:

secret knowledge + new patterns + new labels + sense of power + hard to contact + hard to understand = authority.

So what now?

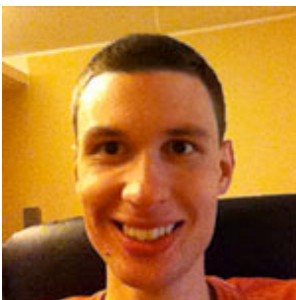
I really want to congratulate for taking the time to understand the human nature and the persuasion on a deeper level. I hope you got a lot of value out of this book.

Now read and follow the actions in “18 Quick Steps How to Become a Master Persuader.” That’s a bonus report I put together that shows how you can use this information right now to boost your conversions, sales, and make much more money from your business.

Thank you again for reading this book. I hope you liked it a lot.

Lucas Adamski

Lucas Adamski





Congratulations!

You made it to the end! Congrats!!

I would love to hear what you thought about this book!

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Thank you again!