

Psychology of Persuasion

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Psychology of Persuasion: An Overview

The Grand Scale of Persuasion

What makes a person say yes instead of no? If all it took was to simply ask someone to say yes, then the whole persuasion issue would be non-existent, would it not?

Some people think that persuasion is a means of demonstrating the logical reasons why the prospect should take action on the proposed suggestions. When trying to persuade someone, these people will pile reason after reason onto the scale, and attempt to show proof of their statements in order to tip the scales in their favor.

Other people feel that persuasion is an emotional process, and believe that the prospect will say yes when enough enthusiasm and energy has been put onto the yes side of scale. These people will gesture very dramatically, pound their fists against the desk, talk very excitedly, and practically bounce up and down as they speak.

Who's right? Which 'weighs' more – logic or emotion?

When I took my first sales job, I was told “people buy on emotion and justify with logic”. Just about every salesperson hears this line at some point or another in their career. At the time, I couldn't believe that anyone would buy anything on emotion. I was a very logical person and always took the time to weigh the pros and cons of the products I considered purchasing before making a decision.

I knew that other people were the same way, at least considering the price of an item and how that compared to the prices of other similar items as one reason to purchase one as opposed to another. And certainly, no-one would buy an expensive item like a car or a house based on 'feelings'.

So why did so many salespeople believe otherwise? Was it possible that they knew something I didn't? I had to admit that at least some people seemed to make some decisions based on emotion. After all, why would they make the choices they did even after learning about the facts that clearly proved that it was better to go a different direction? What balance directed them to make a conscious choice to choose something (or someone) that wasn't good for them?

After spending considerable time pondering the question, I realized that our emotions always had a thumb on the scale, to point in the direction we 'wanted' to go. Why would we care what part of town we wanted to live in unless there was a feeling behind it? Why would we want a car that had more power unless we had an emotional attachment to power itself? Why would we want the most efficient heating system unless there was an emotional reason attached?

Back to our original question, what makes a person say yes instead of no? A person will say yes when the anticipation of a pleasurable result is heavier on the yes side of the scale than on the no side. The reward may be a warm house with a low fuel bill, or it may be the feeling of self-respect for doing a tough job well. It could also be the good feeling of out-persuading the master persuader, in which case you're better off not telling them that you've studied this course.

The Automatic Nature of the Mind & The Pink Elephant Principle

One of the core principles of the Keys To Power Persuasion is that the human mind has an automatic nature. When certain things come up, the human mind will respond in an automatic and predictable way. This pattern can be used to persuade another person to think, feel, and act as we wish them.

Here is the classic proof of that statement. Whatever happens, do not, I repeat – DO NOT – think of pink elephants. Don't think of pink elephants wearing lacy tutus and holding polka-dotted umbrellas while balancing on a big beach ball. Don't think of pink elephants licking giant lollipops while riding tiny tricycles. Just don't think of pink elephants at all.

Be honest now. While reading through that paragraph, you had a devil of a time trying to chase those darned images of pink elephants out of your mind, didn't you?

It's okay. It wasn't your fault. It's just that your mind, as everyone else's, has to have some way to interpret the words being read (or heard) in order to understand what's being communicated. The only way you can interpret the words is to call up an associated memory of what those words stand for. Your mind was FORCED to think of pink elephants *just to understand what those words meant*.

Associative Linking

Your mind probably also brought up other thoughts related to the concept of pink elephants. Although it's been years since I've heard any reference to the phenomenon, it used to be said that pink elephants were something that people saw when they got really, **REALLY** drunk.

The above example is such a classic one that it's even been the subject of childhood jokes. Many kids have played this game with their classmates, and it's possible that this association also came up in your mind as you were just thinking about pink elephants.

Or maybe you had associated thoughts regarding elephants in general. Images of jungles or circuses may have danced in your head.

In short, one thought automatically brings up with it other related thoughts. That's the way the mind works. Association. One thought leading to another thought, as a cascading series of waves rippling on the pond of consciousness.

Or like when you surf the Internet, clicking on one link that takes you to a website, where you find another link that takes you to a different website, where again you find a link that takes you somewhere else entirely. It may seem random, but there is a definite reason for each and every transition.

Language As Experience

When you imagine what is being said in order to interpret it, something else happens too. Your mind experiences the imagined situation and reacts to it as if it were real.

“The subconscious mind cannot tell the difference between a real event and one that is vividly imagined.”

Hypnotists prove this daily. Take anyone afraid of snakes and ask them to imagine a snake and guess what happens? Right. That person instantly reacts as if they are in fact seeing a real, live snake. Their heart starts beating faster; their blood pressure rises; they start to perspire; and their breathing becomes quick and shallow.

What happens when you start to think about being with the person you love? Don't you start to get a warm glow inside of you that seems to come from out of no-where? Doesn't the thought of spending time with your romantic interest cause a reaction within your body that has nothing to do with anything that is actually happening around you?

And if I ask you to think about what it's going to be like when you have mastered the art and science of persuasion and you're finally getting everything you've always wanted from the people around you, don't you start to feel more powerful, as if you can handle anything?

Granted, these feelings are subtle, and can be easily overlooked. That's why they're extremely powerful, because they do get overlooked. If the reactions were obvious, then people would take measures to protect themselves. But since the reactions are subtle, they act as tiny little steps in the direction your conversation is taking them.

Here's another example of the true power of imagined situations. This is also a much-quoted experiment that has been repeated often with similar results. Read it carefully, however, as I have a surprise for you.

A group of high-school kids were divided into 3 groups. All 3 groups were tested at the beginning and end of the experiment to see how they performed a relatively simple task – shooting free throws on a basketball court.

One group never practiced during the month this experiment took place. At the end of the experiment, lo and behold, their shooting accuracy stayed the same. Can you believe it?

The next group had 1 hour of practice every school day during the month, and afterwards, this group's shooting accuracy increased an average of 25%. Not bad at all, I'd say.

The third group did something completely different. They also practiced for an hour each day, but never touched a basketball during the whole experiment. Rather, they practiced in their minds, imagining themselves dribbling the ball, feeling the weight of the ball in their hands, shooting it towards the basket, and imagining the ball going into the basket every single time. These kids felt great as they saw themselves as Hall of Fame candidates.

This group's accuracy increased an average of 23%!

Obviously, their bodies reacted to the imagined situation almost exactly as if they had actually been practicing. And I'm willing to bet that as you were reading about the experiment, you also imagined yourself shooting baskets, didn't you? Proof once again that you can get someone to experience something merely by talking about it.

What's amazing about this principle is that what you say doesn't have to be about the person you're speaking to at all. You could simply talk about someone else going through an experience, and the person you're with will imagine having the experience you're talking about. Automatically. Just to be able to interpret the words you're saying so they can understand what is being said. Keep this in mind and your persuasion skills will increase dramatically.

The 5 Phases of Power Persuasion

While getting your prospect to imagine and experience good things and getting those experiences linked to your proposal will increase your persuasiveness, there is a whole process that will subliminally hypnotize your prospect to accept your suggestions as their own.

In researching the art and science of persuasion, I discovered that there are 5 distinct phases of the persuasion process. Distinct may or may not be the best word, as the 5 phases generally overlap and work together. This may be why I never found a single book, course, or program that discussed all 5 phases of the persuasion process.

The 5 phases of persuasion are: *(drum roll, please...)*

1. Creating Rapport & Trust
2. Shifting Your Prospect's State
3. Setting Context
4. Distraction & Misdirection
5. Covert Delivery of Subliminal Persuasive Messages

Creating Rapport & Trust

Once you have your prospect's attention, you must create a feeling of rapport between yourself and your prospect before you attempt any real persuasion. In simple terms, this means that you have to get your prospect to like you and to trust you.

Rapport is the connecting link that allows communication to flow smoothly and easily between 2 people. When 2 people are 'in rapport', they open up and become more expressive. They respond to each other quicker and at a much deeper level. It's almost as if they communicate on a spiritual level, a level beyond words, where every nuance of expression carries with it untold depths of meaning. They open up their subconscious minds to do more of the communicating, making subliminal persuasion so much easier.

Whenever you are working to persuade another person, the level of rapport between the two of you will determine how easily you'll be able to persuade them. With zero rapport, persuasion will be nearly impossible. With great rapport, persuasion becomes an effortless process. In fact, with perfect rapport, persuasion becomes almost unnecessary. Simply suggest what you'd like your prospect to do, and they'll do it.

Rapport is a natural experience when two people like and trust each other. Sometimes this happens spontaneously during the course of a 1st meeting, but generally it takes more time. As persuasion experts, we have to create rapport quickly, sometimes within moments.

Power persuaders know how to create rapport in an instant. Later in this book, we will cover the various techniques that you will be using to create rapport with those you wish to persuade. As you'll see, it can be a fun and easy thing to do.

Rapport happens when your prospect both likes and trusts you. Both components have to exist before rapport takes place. It doesn't matter how much your prospect likes you, if they don't trust you, you won't be persuading them to do anything. Same thing if they trust you but don't like you. But when your prospect likes **AND** trusts you, then the door is open to persuade them to your way of thinking. Intimidation is another matter, however. While it's possible to intimidate anyone to do as you want them to do, that's not persuasion.

Luckily, as power persuaders, we can easily get people to like us and to trust us.

To get someone to like you, all you have to do is to be like that person and give them positive experiences. The guiding principle here is that people tend to like other people who are similar to themselves, and those with whom they share experiences, especially intense ones.

Think about your own friends. They are your friends mostly because of shared interests or some other commonality that ties you together, such as shared experiences. Perhaps you've been working together for the same company for years, and over that time have grown to appreciate the personality behind the face. Maybe you live in the same neighborhood and have cooperated on various community projects, and in the process have discovered a strong inner character that you can respect. Or could it be that your friends are people who enjoy doing the same kinds of things that you also enjoy doing?

It's the similarities and shared experiences that bond people together in friendships.

Of course, you can't go to the extreme with this. If you try to become someone's clone, they would recognize that you're doing something unnatural, and the unnaturalness of it will ruin the effect and you'll be out in the cold. It's got to seem natural and spontaneous.

Power persuaders use a couple of techniques to subtly mimic selected characteristics of a person in order to create rapport. One technique is called "Mirroring & Matching", and the other is called "Pacing". By the time you're done reading about these in the Keys To Power Persuasion course, you'll know exactly how to use each one for the best effect.

Trust can be crafted just as easily. There's a saying in sales circles that goes like this:

**They don't care how much you know,
until they know how much you care.**

Until you communicate to your prospect that you care about their needs, everything you say is suspect and you'll have a hard time persuading them to do anything. They will be constantly looking for the hidden catch. But once they know that you're on their side and looking out for their interests, you're no longer an adversary, but a trusted friend and partner.

The same situation comes up in other areas too, not just in sales. In relationships, for example, if the person you're asking out on a date feels that you are only after your own interests, they simply won't want to go out with you. But if they understand that you want to

share a positive experience that both of you will enjoy, then your chances of getting that date go up dramatically.

When you're trying to get your kids to obey the rules, you'll have better luck when they know that the rules are in place to help them in some way, rather than just to make life easier for you.

And when you're giving instructions to employees, those instructions will be followed more closely when your employees know that you're working to make their jobs easier, more enjoyable, and more rewarding.

Of course, trust involves more than just communicating that you're looking out for your prospect's interests. You may have a perfectly valid reason for wanting to help your prospect, but if they question your character or your ability to deliver what you're promising, you're still swimming upstream.

Let's say you're a teacher with a class full of 12th graders. Even if they know that you're working to help them earn more money after they graduate, if they don't believe that the material you're teaching them can actually do the job, the feeling of rapport will be missing.

Or maybe you're a counselor who doesn't take payment until your client has met their objectives. Rapport will not be established until that client feels that you can actually help them reach those objectives.

Shifting Your Prospect's State

After you've established rapport between yourself and your prospect, the next step in the process is to shift your prospect into a more suggestible state. This sets the foundation for the conversational hypnosis techniques that will follow. The more suggestible your prospect, the easier it will be to persuade them to your way of thinking.

Shifting your prospect's state does not involve holding a shiny object in front of their eyes and telling them that they are getting sleepy and drowsy, with eyelids getting heavier and heavier, ready to drift off into a pleasant state of hypnosis.

WAKE UP! (I know you were starting to drift off there a little. The automatic nature of the human mind, remember?)

What we generally do, however, is talk about things that will cause the automatic nature of the mind to drop down into a more suggestible state. Talking about being relaxed is one way of doing it. Here's one example of how this could be done.

“Isn't it great when you can just relax your whole body, releasing every ounce of tension that collected during the day, to the point where you feel a sense of warmth growing inside of you? I know that when I relax, my whole perspective on life changes for the better and I begin to see the wonderful things right in front of me, things that will suddenly have a great significance in life. This is great, isn't it?”

In the Keys To Power Persuasion course, we cover 10 different things you can do to shift your prospect's state. Most of these techniques have one thing in common – they redirect your prospect to focus on something that is not in conscious awareness. By directing your prospect to focus on something that is not in conscious awareness, your prospect MUST shift into a subconscious awareness to follow along in the conversation. And when anyone is focusing on a subconscious awareness, they are more suggestible and can be persuaded more easily. NLP experts call this state 'downtime'.

One of the techniques we use to shift our prospect's state is to ask them to remember past events. Memories are not in conscious awareness, so recalling a memory takes us into a subconscious, suggestible state. Asking your prospect to imagine a hypothetical situation, or a possible outcome to a situation does much the same thing. They have to think about something that is not within their conscious awareness, so they have to shift into downtime.

“Can you tell me what would happen if you were to walk up to someone as if you had more confidence and pretended to be an authority? Is it possible that they would simply accept you as being the authority you claimed to be and respond by trusting your judgment?”

One of the reasons that hypnotherapists start out by getting their clients to focus on their breathing is because it is something that is not in the client's conscious awareness. Hypnotherapists also induce hypnotic trance by talking about relaxation and how the client will begin to notice different things that will happen as they relax.

Classic hypnotic techniques are used extensively in power persuasion. Throughout this course, you will also find many techniques that professional hypnotists themselves rarely use. In fact, by the time you finish this course, you will be able to get better results in less time than 95% of all professional hypnotists.

Setting the Context

What does the word 'conduct' mean? It could mean several different things, depending on the context in which it was used, right?

The word 'conduct' could mean the behavior of a person, or it could refer to what a particular person does in front of an orchestra, or it could mean the process of transferring electricity through a wire.

Take a look at the word 'desire'. It really only has one meaning, doesn't it? But that one meaning could have several different connotations, depending on the context of the conversation.

In one conversation, the word 'desire' could be used as a counterpoint to the word 'need', and be used to mean a simple thing that doesn't have much importance.

In another conversation, the word 'desire' could be used in such a fashion as to mean something that is sought after with enthusiasm, and be placed into a good light.

In a third context, the word 'desire' could be taken to mean something evil to be avoided.

So if we want to persuade someone that they will ‘desire’ what we have to offer, we want to make sure that the context of the conversation is such that ‘desire’ is a good thing. Otherwise, the word ‘desire’ could cause your prospect to clam up.

Or if we plan to talk about ‘discipline’, we want to make sure that our prospect sees ‘discipline’ as something good and an activity to be lauded and engaged in.

Context can be set by many different things, such as the situation in which the conversation takes place, the topic of our conversation, how we present our information, the way we word our sentences, and even the gestures we use while we’re speaking.

When we are persuading someone, we set an appropriate context so that our prospect’s mind is a fertile field in which our suggestions grow roots and multiply.

Distraction & Misdirection

Conversational hypnosis is a lot like stage magic. In order to make it work, you have to redirect your audience’s attention to a place where nothing is happening while you are making the changes that appear to be magic.

Look at it this way, you’ve set the stage (developed rapport), prepared your audience (shifted them into downtime), and set up the scene (set context) for the magic trick. Now to disguise what you’re doing so the ‘trick’ isn’t seen, you have to direct your audience (distraction/misdirection) to look at something other than what your hands are doing (the subliminal persuasive message).

This is where power persuaders rise head and shoulders above all others. It is in mastering this skill that you will find yourself persuading others in ways that others simply don’t understand. Once you have this skill down, people will see you as some sort of miracle worker, or in possession of a degree of luck that could only come from the gods.

What most people don’t understand is that everyone uses the techniques of distraction and misdirection all of the time. It’s built into language at the very core. Yes, you’ve already been performing conversational hypnosis and you didn’t even realize it!

When we communicate to another person, we are trying to give that person a report of an experience, or knowledge that may lead to an experience. Even if we are trying to describe a physical object, our language is striving to give the listener an experience of what that object is.

But words are not experiences, nor do they contain experiences in themselves. Words by themselves have absolutely no meaning whatsoever. Have you ever tried to understand what someone was saying who spoke a language you did not understand? The very fact that you did not understand the words used should be proof enough that words themselves do not convey meaning. Only the interpretation of those words yields meaning.

It is simply impossible for anyone to give a full and complete description of anything using language. So we generalize and leave out details. In order for anyone to understand what we’re saying, they have to try to interpret what you’re saying in a way that makes sense, so they have to mentally go looking for the bits of information that you left out to make a complete

picture. And while they're looking for the missing information, they're not paying as much attention to what you continue to say, giving you a perfect opportunity to communicate directly to their subconscious mind. Voila! Conversational hypnosis.

Missing information is only one technique of distraction & misdirection. Disguising the context of the words we use is another. Power persuaders are very fond of telling stories and using quotes. When a person is listening to a story about someone else, they do not consciously associate the content of the story with themselves. But due to the automatic nature of the mind, and the requirement to experience words in order to understand them, your prospect will imagine themselves as being the subject of the story *just to understand what you are telling them*.

"I have a friend who wanted to start a business. But it seemed that no matter what he tried, he could not get a bank to finance his venture. Over the course of several years, he applied for the money he desperately needed for his business from bank after bank, getting rejected each and every time. It was heartbreaking.

But one day, my friend found PowerKeys Publishing and all his troubles evaporated like the morning dew on a hot summer day. They told him 'Stop wasting your time looking for financing! You can make tons of money just by promoting this excellent course through our affiliate program.' They showed my friend how to set up his affiliate business and promote it to a global market, and do it all using the money already at his disposal."

You'll notice in this example that no-one is telling the listener what to do, but if you were to say something like this to your prospect, they will interpret the quote *'Stop wasting your time looking for financing! You can make tons of money just by promoting this excellent course through our affiliate program.'* as if it were directed at them, and start thinking about how they could do the same.

Later on, you'll learn all about many forms of distraction and misdirection. We'll also include enough examples so that you'll have an easy time applying the techniques to your unique situation.

Covert Delivery of Subliminal Persuasive Messages

The final phase of persuasion is the actual delivery of your subliminal messages. It doesn't matter how well you've packaged a gift, if you don't deliver it, it doesn't do anyone any good.

Many of the ebooks, online courses, and the like that I found while doing my research seemed to focus almost exclusively on this phase of the persuasion process. They talk a lot about embedded commands, presuppositions, complex equivalents, and the use of anchors without showing you how to effectively set up your prospect to receive them.

In the Keys To Power Persuasion course, you'll learn not only all of these, but several other techniques to deliver subliminal persuasive messages to your prospect, who will be in a very receptive frame of mind by the time you lay it on the line.

Delivering messages covertly usually involves something that I call “underlying assumptions”. In classic sales training, it’s called the “assumptive close” and involves things like asking which of 3 options the customer wants to use in making the purchase rather than asking whether the customer wants to make the purchase at all.

“Where will you be taking delivery of your new car?”

“What will you do when your fellow employees no longer want to work with you and I’m faced with the decision to keep you or let you go?”

“When you think about how you respond with anger when people do things you don’t like, can you now see how you can choose to respond differently?”

“I don’t know how much you’re going to enjoy being with me tonight, but won’t it be great to look back on tonight as the night our lives changed forever.”

“What will you do first with your new-found persuasion power?”

You’re learning a lot about the structure of conversational hypnosis. This will make mastering the skills so much easier because you now have a framework in which to place the concepts and techniques.

Motivating Desires

Everyone wants something. When you know what your prospect wants, you can use that information to present your offer in a way your prospect will eagerly respond to.

Inexperienced persuaders usually start out thinking that everyone wants the same things they do, however not everyone wants to live in a mansion with servants taking care of the place. Some people like their privacy and would prefer to live in a more ‘intimate’ setting.

The same mistake is often made in advertising. A company may advertise the health benefits of its products, yet later find out that their customers really wanted something that was easy to get and had a ‘hip’ image. *(Do you know which fast food restaurant made this mistake?)*

A writer may think that readers want a complex storyline with ‘interesting’ characters, when the readers really want a story that they can relate to, and that helps them imagine their own lives being just a little bit better.

A man may try to give a woman everything she indicates a desire for in an effort to win her affection, yet she really wants someone who is confident enough in himself to not need her approval and isn’t afraid to occasionally offend her with his masculinity.

So how do you avoid falling into this pattern and confidently approach every prospect knowing something that will grab their attention and have them lusting for your offer?

There have been numerous studies performed over the years to determine what motivates people to do the things they do. Abraham Maslow produced what may be the most quoted list of

human needs ever discovered. There have been several other studies performed that gave slightly different perspectives on the common wants and needs of the human race.

Within the pages of the Keys To Power Persuasion course, you will find the results of my own research and experience, which closely matches those of other persuasion experts.

One thing that every persuasion expert agrees on is that most people are motivated by the basic needs of survival, such as food, shelter, safety, and sex. These are programmed into our genes from prehistoric times, and are extensions to the most basic of all motivating factors, the pleasure/pain principle. All living things will tend to move away from pain and move towards pleasure. As humans, we simply rationalize this ‘amoeba-like’ behavior, although we rarely deviate from it. Self-preservation and the preservation of the species are two things that form the foundation upon which the rest of our society is built.

Other basic needs are those that affect our position within our community. Especially in today’s world, our success or failure is based on how we interact with others. Employees depend on the acceptance of their boss to continue to earn a paycheck, and self-employed people depend on the acceptance of the marketplace to continue to earn a living. In our personal life, we either get to enjoy the company of others or not depending on how we interact with them.

Things like recognition, acceptance, approval, and understanding will have a profound impact on anyone you wish to persuade. Within these needs, you will find other needs such as the need for honesty, integrity, familiarity, authority, and consistency.

Only rarely will you address these motivating factors directly when working to persuade another person. Although you may be offering something that will help your prospect earn more money, and thus be in a better position to acquire more of the basic necessities of life, such as food, shelter, and protection; you will find it more effective to talk about the other gains that will be experienced, such as more freedom, more prestige, and so on. Your prospect will automatically link the ‘higher’ value of freedom to include the ‘lower’ values of food, shelter, and so on. As you’re already learning, subtle suggestions are more effective than the heavy-handed approach.

Rather than: “Give me what I want and I’ll have sex with you.”

Try instead: “I’d *really* appreciate it if you would _____.”

Rather than: “Either do your job right or you’ll end up living on the streets.”

Try instead: “Do a good job here and you’ll earn all the freedom you want.”

Rather than: “You’re not getting dinner until you do as I say.”

Try instead: “We’ll have dinner as soon as you finish your chores.”

Rather than: “If you follow my suggestions, you’ll earn the respect of others.”

Try instead: “You know; Mr. X (*a well-respected person*) does this all the time.”

By knowing the core needs and desires that are common to all humanity, you will have a solid starting point in persuading anyone you wish. Simply reframe your suggestions in a way that tells your prospect how their needs will be satisfied and you will increase your effectiveness even before you use any of the other concepts and techniques in this course.

Personality Types

As much as we'd like everyone to respond the same way to our persuasion efforts, there are other factors to consider beyond the basic core desires. Each person has a unique personality that defines how that person responds to various circumstances. As a power persuader, you will modify your approach accordingly when you are working your magic.

Some people are motivated more to build for the future, while others are motivated more towards preserving the past. Some people are motivated more towards breaking away from the 'status-quo', while others are motivated more towards conforming to group norms. Some people are looking for what's possible, yet others are reacting only to what's required.

In the Keys To Power Persuasion system, we work with 6 key personality dimensions, and teach you how each type is persuaded. These 6 divisions are:

1. Pleasure / Pain
2. Emotional / Logical
3. Details / Big Picture
4. Self-Centered / Other-Centered
5. Leader / Follower
6. Moving / Static

As an example, let's take the first key dimension, pleasure / pain. We already know that everyone has a general tendency to move away from pain and move towards pleasure. We prefer not to upset the people close to us because that would be painful. We pay attention to a charismatic leader because he makes us feel good about ourselves.

But some people are motivated more to avoid pain than they are motivated to seek pleasure. And others are motivated more to seek pleasure than they are to avoid pain.

We all know someone who could be very successful if they would start a certain type of business, but they procrastinate because they expect that taking the risk of starting a business to be a painful experience. These people are very quick to comply with the rules set forth before them because they want to avoid the pain of criticism or confrontation.

Yet we also know others who are very willing to face failure after failure in the pursuit of success. To these people, the possible reward of a big payoff is enough to motivate them to go through a lot of pain to get it. These people will spend years working out in the gym so they can look good at the beach.

When you know what your prospect responds to most, you can persuade them in a way that will match up with their natural tendencies. If you know that your prospect is motivated more towards avoiding pain, you can talk about the pain of not complying with your request. And if you know that your prospect is motivated more towards gaining pleasure, you can talk about how your offer will reward them with a great deal of pleasure down the road.

Three Levels of Persuasion

I think you'll agree that most people are not 2-dimensional beings. They are a little more complex than that. In fact, beneath the outer surface level, people have several inner levels that work together to form the complex interactions that define personality and behavior.

For our purposes, we only need to consider three levels:

A. Outer level – behavior and environment

B. Inner level – capabilities, values, and preferences

C. Core level – self-identity, worldview, and the meaning of life

A person may have millions of concepts about themselves, their world, and the various interactions between them. A change in a relatively minor concept, such as the proper time to eat meals, will result in very few changes in the way that person behaves. Yet a change in a relatively major concept, such as whether they are a winner or a loser, will have much more profound changes within that person's life.

In metaphysical circles, it is taught that whatever you connect to the phrase "I am ..." will determine a large part of what you experience in life. One reason for this is because your inner (subconscious) mind will strive to maintain your self-image. Your beliefs about yourself are used to make choices and ultimately determine your destiny through the sequence of choices made over the course of your life.

In fact, there is whole self-help industry that centers around the concept of the self-image. Maxwell Maltz's classic "Psycho-Cybernetics" was one of the first to educate the world about the sheer power of the self-image. Within that classic book, we learn that we will tend to act and make choices based on how we perceive ourselves to be.

The same is true about the prospect you're attempting to persuade. Their self-image will affect the choices they make, such as whether to go out with you or not, or to accept your guidance as being right for them or brushing it aside as irrelevant. Smart persuaders know that you want to help your prospect see themselves in a way that supports what you are asking from them.

"I know that you're really going to love making this choice because I've seen you make so many similar choices in the past."

"Oh, I know that deep down inside, you're just the kind of person who has to say yes to an offer like this. You know that this fits perfectly with who you are."

"Since you've told me that you love a good challenge, you're really going to enjoy taking on this project."

"As a power persuader, you're going to take to this like a duck to water."

The Pygmalion Effect

For about five years of my life, I worked as a school-portrait photographer. Almost every school-day, I dragged myself out of bed (way too early for my tastes), drove to a new school, assembled a full photography studio (sometimes in a space the size of a closet), and proceeded to create portraits for a few hundred students before I disassembled the studio equipment and packed up to go home. I created about 40,000 portraits my first year. And all for \$10 per hour.

The wonderful challenge involved with all this was the fact that I had less than a minute to work with each student to try and get a ‘natural’ smile that mom or dad would be proud of. Within the space of that minute, I had to enter the package information into the computerized camera, direct the student into the standard yearbook pose, and try to say or do something that would inspire a genuine smile from that child.

After a while, I learned some tricks that made the whole process run a lot smoother, and I started getting really good results, even from the kids who did everything they could to be difficult.

The first thing I discovered was that I got more smiles when I took a couple of minutes to talk to each class before we started taking pictures. In that little talk, I explained what we were doing, what I expected from them, and made sure to tell them, “this is going to be a lot of fun.” Of course, I acted the part and practically bounced up and down as I explained all this.

When the kids came into the experience expecting to have fun, they found themselves responding to the process with more enthusiasm and all it took to get the natural smile was to say something like “Okay, show me that award-winning smile of yours!”

The next thing I found was that if a student sat down and told me point-blank “I’m not going to smile”, I’d respond with a simple “sure, no problem” and proceed exactly like normal. By the time I had directed the student to turn the right way, position their arms, shoulders, and face so they were in the right pose, they were so used to following directions that when I asked for the smile, I had it on film before they realized what had happened! Many times, I’d see a surprised look followed by the words, “you TRICKED me!!” “Yeah kid, that’s my job.”

You may have read about some experiments that were conducted with school children entering a new class. Before the year started, the teacher was informed that out of the group of 25 students, 5 in particular were outstandingly intelligent and would lead the rest of the class by leaps and bounds. In truth, however, the 5 students were picked at random and were no different intellectually than anyone else in the group.

But as the year went on, the 5 students brought to the teacher’s attention far surpassed everyone else in the group. In fact, it was almost embarrassing how far ahead those 5 students were by the end of the school year.

This experiment has been performed over and over again to the point where the phenomenon has it’s own name – the Pygmalion Effect.

The basic principle of the Pygmalion Effect is that expectation alters experience and behavior. If you expect you’re going to have fun, you’ll have a lot more fun than if you expect

to be bored. If you expect to do well in a particular subject, then you'll do a lot better than if you expected to fail. Also, if you expect to fail, you won't put in enough effort to succeed.

In the case of the outstanding school children, the expectation of the teacher rubbed off onto the children themselves. When presenting a new subject, the teachers in these experiments tended to use phrases such as "for an outstanding student like you, this will be a breeze." And when one of the singled-out students gave a wrong answer, the teachers had a tendency to treat it with more respect than a wrong answer given by one of the 'average' students.

What this teaches us as power persuaders is that when we expect to get what we want from others, we will be far more likely to succeed than if we expect to fail. Also, by expecting our prospect to go along with our persuasion process, they will get the subliminal message of what's expected of them, and they will be more likely to go along with it for that reason as well.

In sales, this is usually referred to as the "assumptive close". Rather than ask your prospect if they want to buy, ask them which options they want with their purchase. Rather than ask if they want to go out with you, ask them where they would like to go. Rather than ask if they will follow your suggestions, ask them to report back on the results afterwards.

"Anyone who's read this far is bound to become a great persuader."

"This isn't nearly as difficult as a lot of other things you've mastered."

"I'm confident that you will go far with this skill."

"This is going to be very rewarding and a whole lot of fun!"

Judgmental Heuristics

It's common knowledge today that our daily lives are filled with many more details than we ever had to deal with before. It seems that the speed of life is just getting faster and faster and we're doing all we can just to keep up!

But would you be surprised to learn that life has *always* been like this?

Even just the simple act of walking from one place to another involves so many tiny decisions, that the fastest computers on Earth just a few years ago COULD NOT HANDLE the task! Not only do we plan out a pathway to get from one place to another, but we're also coordinating the simultaneous interactions of dozens of muscles through most of our bodies to move our feet from step to step, at the same time we're correcting our balance several times per second just to stay upright! Suffice it to say that once we learned how to coordinate everything required to walk, we delegated the immense task of walking to our subconscious mind.

Not everyone remembers learning to walk, so let's take another example – learning to drive a car. You probably remember how confusing it was to keep track of all of the details required for that task, don't you? When to press the accelerator and when to press the brake pedal. How far to press either one depending on the situation. Watching out for other cars that may be traveling into your pathway. Watching the gauges to make sure you're not going faster than the speed limit (and what did the last speed limit sign say, anyways?). Over the course of

time, you gradually gained proficiency in the skill and didn't have to think about all of that anymore. Now, when you want to drive somewhere, you focus more on the radio than you do on the process of driving.

What happens is that we discover shortcuts that allow us to focus on only the key factors that are important in any given situation. In driving, you discover that you don't have to watch the gauges, just glance at them once in a while. You don't have to plan out every step when walking, just take each one as they come and place your foot somewhere closer to where you're going, but not too far from your body.

This happens in many other areas of life too. In our effort to cope with too much information, we try to find shortcuts everywhere we can. We discover over time that we don't need all of the information on a topic in order to make a reasonably correct decision. We follow generally accepted "rules of thumb", which in psychology are called "judgmental heuristics".

For instance, pretend that you're shopping for an item that you don't know much about. Let's say that you're in a store and looking at 2 different models. They appear to be pretty much the same, with the same set of features, the same capabilities, and so on. The only thing you notice that's different between them is the price. One cost 20% more than the other.

Which one is better?

Most people will say that the one that's more expensive is probably the better one, simply because we're used to seeing better things priced higher than inferior ones. We've seen that relationship so many times that it has become a "rule of thumb" and so we use it to make a decision when we have little else to go on.

We also tend to use the same 'rule' in the other direction. Upon learning the price of an item, we automatically assume we know its quality. We'll pass over a table of \$1 books simply because "nothing good would be priced that low", but gladly spend \$50 for another book because "it has to be good at that price".

The pattern breaks down when it crosses the boundaries of our experience. Few people are willing to spend \$200 for a book, yet the same information packaged as a "home study course" may be sold for \$300 or more. We're used to seeing home study courses priced much higher than books, and so our sense of value for them is similarly higher.

Power persuaders know many of the shortcuts that people use and will take advantage of them where appropriate. As we go through this course, I will point out those common shortcuts and give you examples of how to use them to your benefit.

The general rule is this:

Whatever decisions take too much time or effort to examine in depth are likely to encourage a judgmental heuristic.

The Keys To Power Persuasion Course

This little ebook is just the beginning of the topics of persuasion and conversational hypnosis. Even though I have packed a lot of good information here, there is much more information available in the Keys To Power Persuasion course. As you can tell, I don't waste your time and get right into the heart of the matter as I reveal the secrets of persuasion and human psychology. In the full course, you get more than 10 times as much information that you can put to use immediately.

Within the pages of the Keys To Power Persuasion course, you will find many techniques to use in each of the 5 phases of persuasion. You will also find several examples you can simply copy and use in your own life, making it ridiculously easy to get what you want from other people. And you will also learn the deeper secrets to the psychological principles I've shared with you in this little ebook, which gives you the keys to discover new techniques on your own.

In addition, the Keys To Power Persuasion course is written with conversational hypnosis techniques to help you assimilate the information quickly and easily, so much so that you will find yourself automatically starting to use the power persuasion techniques without even trying.

Here are some of the things you could be learning right now from the Keys To Power Persuasion course:

- The "Ventriloquism" Techniques - No-one else teaches these!
- The "Garrison Keillor" Technique - Have the eating out of the palm of your hand.
- The "Pinocchio" Technique - Sells even the most boring products.
- The "Eliza" Technique & how it easily opens up your prospect to tell you more.
- The "Deja Vu" Technique - Give your prospect the feeling they already know you and have done what you want (and want to do it again).
- The "Mirror Mirror" Technique
- The "Hyper-Drive" Technique - Kick your persuasion to the next level.
- The "Simon Says" Technique - Have a 3rd party do the persuading for you.
- The "Designated Drive" Technique
- The "Truth Serum" Technique - make it impossible for anyone to lie to you again.
- The "Drug Dealer" Technique & how it gets your prospect 'hooked' on you.
- The "Politician" Technique & how it automatically creates agreement with anyone.
- The "You Can't Have It" Technique - You never know what you've got until you lose it.
- The "Blast-Off" Technique
- The "Pavlovian" Technique
- The "Blonde's Secret Weapon" - Make your prospect think that it was all their idea.
- The "Locomotive" Technique

Get your copy of the Keys To Power Persuasion course today.

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