

= Persuasion Tips Newsletter =

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Using Emotions to Persuade

Warning:

In order to make the point of how emotions are used to persuade I have two outcomes in mind. The first is to demonstrate subtle emotional elicitation. The second is to encourage you to invest in learning more about persuasion and review all the products listed at www.power-persuasion.com and www.power-persuasion.com/specialoffer.html. As a result you might think I am being overtly manipulative. **I AM!** Because in order for persuasion to occur it must happen within a context. The context is: Learning and sharpening your persuasion skills.

Emotions

When first learning persuasion skills it's often the goal of the initiate to make people do certain things that are in the initiates interests. They may consider simply putting the subject in a trance and telling them to do things for them. That reality is rare and the learner of persuasion will quickly find out that people are not motivated by thoughts but by emotions. Through the elicitation of emotions in the subject that the persuader will get their outcome.

In persuasion literature they are referred to as "discrete emotions" because they are elicited and felt subjectively without an outward expression. Most persuasive writing and speeches appeal to several emotions, both positive and negative. When you read a persuasive sales letter you can begin to list the emotional states they are trying to elicit.

While an emotional appeal may create an urge to move toward an outcome by itself it's not enough to create a truly persuasive presentation. Logic and reason are important features that should be added to appeal to the rational aspect of the mind. With that in mind I'd like to demonstrate, in writing, the persuasive use of both **positive** and **negative** emotions. The examples given are strictly emotional appeals.

To use this information most effectively, when you are persuading someone be mindful of their emotional states and the emotions you are trying to elicit.

The Need to Learn Persuasion

Pride - Let me first begin by saying "Thank you." Of all the people in the world you've taken the steps that have brought you here to learn more about persuasion. That translates as you being a single fraction of a percent of all the people in the world who value themselves enough to know that learning persuasion skills is absolutely **vital** to your success and well being. Before you read any further, take a second to acknowledge your efforts in getting this far because there are too many moment that pass us by when we don't take pride in what we've done.

Fear - I've been studying persuasion for almost a decade and the sad fact is that there are some people who know these skills and would use them on anyone regardless of the possible negative effect it might cause. Some people have referred to these as "Dark Side" NLP skills and I can tell

you from personal experience that they **do** exist! I also know that the only way to protect yourself from any of these malicious processes and language patterns is to know about them. Yes, knowledge is your only defense against the most wicked people who would even think to use them.

Anger -I've seen the results of these destructive language patterns. They are devious because most people don't even know they've happened. They live life half-heartedly with no purpose because **someone meant to hurt them!** If you know of anyone using these language patterns and NLP skills to injure you have every right to act and stop them!

Hope -But there is a bright side to all of this. Persuasion skills like the ones I teach are there to **benefit** you and everyone who knows them. Using these skills I've seen people overcome life long phobias and land million dollar contracts. You can use these skills just as easily to land the perfect job, meet your ideal romantic partner and end what may at times seem like a endless cycle of just trying to pay the bill. Knowing these persuasion skills and how to apply them you can benefit your life and the lives of others.

Envy - Okay, it's true we want all of that. What sane person doesn't? I have a friend who easily uses the persuasion skills I teach to get everything he wanted. He's happy, he's loved, he's proud of what he's accomplished and every time we meet he's eager to tell me, or anyone, about the richness that life has to offer. He also wants everyone to know that they can have what they want too.

Some people will tell you that he's a freak, an abnormally happy person, but his message is that he got it largely due to his hard work and knowledge of how the mind works. For him persuasion has become easy.

Guilt - He has a less positive side too. There are some times when he's taken people aside and reminded them how much they haven't really lived up what they could do. He makes a good point. We each may have started with an idea or ideal but we stopped and never finished it. There is something to be said about squarely facing your shortcomings. You may have shown an interest in persuasion but how much have you really dedicated yourself to learning and using it.

For most people the answer is "Not much."

When you're faced with that reality it can really eat away at how you think of yourself. That's a burden I don't want you to ever face again.

Sadness - It can be like we've really lost something. Lost a hope for our lives. By realizing that we haven't lived up to what we could be most people are compelled to act. Compelled to do something... anything than feel the real burden and misery of losing control of life.

Happiness/Joy -The one great comfort of all of this is that there is a solution that comes by just taking a few simple steps. One of them is making a decision to learn persuasion skills by investing in your first persuasion product. When you do that you **know** you're doing something right.

Improving yourself is the one act no one can take away and it will be with you for the rest of your life.

Relief - When you do take those steps a burden will be lifted. If you could imagine the freedom of having the time to enjoy the things that you want, take vacations and participate in the social activities you've always loved, that's what you'll have for yourself by becoming a life long student of persuasion skills.

Compassion - Persuasion skills can be use for more than just getting what you want. Persuasion can be used to help others too.

In my years as a persuasion expert and NLP practitioner I've worked with the homeless and people who've suffered from life-long phobias. These are people in the deepest amount of despair and pain. I've seen them suffer. It very likely that without the support that they've gotten from me and others their suffering would have continued. They needed what I had to offer. I was fortunate fortunate to be a part of their support.

When you learn persuasion skills you can apply them to help anyone who needs it. Your kindness will be your greatest power.

Anticipation -You've read this far so I know you're showing some interest and there is a lot to look forward to.

Think about it. Instead of looking back on what you could have done but didn't you can start to look forward to making life changing decisions.

Let me paint a picture for you of what you can look forward to when you become a Persuasion CD subscription partner (www.power-persuasion.com/specialoffer.html).

Every month you can look forward to getting the latest Persuasion CD that will describe a new aspect persuasion and how to apply it.

As you learn these skills you're life will change as well. You'll find that you're more confident, relaxed and able to talk to anyone anytime.

Regret - My friend, Tony Robbins, points out that near the end of life most people find it way TOO easy to look back and see the opportunities we could have chosen but didn't. It's the things we **didn't** do that we regret more than what we chose to do. There is an opportunity right now that could change everything for you... and you **could** pass up and regret it forever.

Let me just stop right here and point out that no one really knows how much time we have on this earth. Because we don't know we think it's limitless but it's not. You have no idea how many full moons you'll see in your life, maybe 20 maybe only five. How many times will you see a butterfly spread it's wings and fly? Maybe 10 time? Maybe less. Maybe more.

Opportunities are like that too.

When you commit yourself to learning persuasion skills you've made the decision that will positively effect you and everyone around you. Don't walk away and make a choice to live only half a life.

Every moment is an opportunity and using your knowledge of persuasion you'll be able to take advantage of opportunities you never knew how before.

www.power-persuasion.com/specialoffer.html

Conclusion

The list of emotions used is by no means exhaustive and I encourage you to explore how to use discrete emotional appeals to persuade, influence and negotiate.

Let me first recognize that a few readers may have read this far and felt unnerved, irritated or coerced and even compelled to **invest in persuasion products**. That is not the point. Emotions

play a powerful part in any persuasion context no matter how subtle. It will benefit any would-be persuasion expert to **pay attention** to the emotions they see and the emotions they attempt to elicit.

I would love to hear your feedback and comments on this topic.

Warmly,

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<http://www.power.persuasion.com/book.html>

3 pages, 1500 words.