

= Persuasion Tips =

By David Barron

www.power-persuasion.com
www.changework.com

The Nature of Persuasion

*"How come the further in you go the bigger it gets?"
~ Terrance McKenna*

So the question I'm often asked is "What is **the** secret you can tell me about persuasion?"

The short answer is that there is no secret, or at least no single secret.

For about ten years I've dedicated myself to learning how the human mind works and how anyone can apply that knowledge to get what they want in life.

It started with hypnosis and NLP and quickly moved into fields of study I couldn't have imagined.

Here is what I can tell you. The further in you go the bigger it gets.

What I'll give you is a little secret about group persuasion and a few rules on how to lead a group presentation.

Note: preparation is assumed. There is very little you can do if you are asked to speak on a subject you know nothing about. The Lesson is know at least a bit more than your audience.

Secret #1 **It's all an internal game.**

How do you see yourself when you are leading a group presentation? If you were to ask how tall you feel during that presentation would you be taller or shorter than normal?

As I always say "It's your brain, use it!" Notice how you feel if you see yourself 40 feet tall and everyone is looking up to you! It makes quite a difference. Using your physiology stand as if you were 40 feet tall. Be bigger than life, at least on the inside.

From the inside (i.e. Your imagination) see everyone as a small children during story time...

Secret #2
Get them to be a group.

The easiest way to unite any group is to have them do something as a group. I've started off presentations at time having the entire audience to the WAVE like at a sports stadium. It unites the people into a group mind.

While you don't have to go that far you have to bring them together with some group activity or action. Have them stand up and stretch and introduce themselves to the person behind them.

Anything will do as long as they do it as a group and you can offer some explanation, no matter how trivial as to why they are doing it.

Secret #3
Love the group.

These people are here to learn and have fun. Respect that and emotionally warm your heart to them. You don't have to say anything about your feelings to them but you must **feel** it. This is an internal game.

One successful speaker told me about how she "embraces" the group by imagining her energy surrounding them.

Secret #4
Go off on relevant tangents.

This is tricky but it let's the group know that you are human with human experiences. A relevant tangent is a story or metaphor about yourself or a client related to what you are speaking about. An

example is when I'm speaking on weight loss I will talk about how a friend of mine lost 80 lbs and when I asked him if he was hungry he told me "Of course I feel hungry. So what? It's just a feeling and I'm not going to die from it."

From that story alone I've had more people tell me that they were looking at hunger all wrong and that they were taking what their stomach told them as all wrong.

So right there I told a relevant tangent. See how it works?

Secret #4 **Use VAK**

Seriously, this is a big one and it took me a long time to find out how important it is. If you are describing **any** experience use Visual, Auditory and Kinesthetic language as you can you capture people imagination. Don't just paint the picture, add in a sound track and textures.

I once asked a friend of mine how I could better learn and study the art of persuasion. I was on the phone with him and for 20 minutes he told me nothing but a story about how insecure he felt as a pimply faced kid and how girls would tease and run from him in high school. He felt completely out of control and powerless. He hurt deeply from it until he picked up a course of NLP and persuasion. He went on and on about the hours of passionate reading and memorizing of language patterns. He told me how he would stand in front of a mirror practicing what to say and exactly how he would say it. As the phone call continued he explained that he would create every opportunity to use what he learned. He went to a mall just to talk to strangers and visited sales floors to negotiate the lowest deal without ever buying anything. Eventually he told me that he changed in to process from shy and fearful to someone who **knew** he could easily ask for what he wanted and that more often than not **he got it!**

During that story it was as if I was doing it in his stead having that same experience.

I never forgot it because he presented his experience with images, sounds and feelings.

There's more...

**Secret #6
Never Stop Learning.**

This goes back to the beginning. "***The further you go inside the bigger is gets.***" These "secrets" are just a few steps into the world of persuasion. Make it your commitment to keep learning and find ways of applying these skills in everyday life.

David Barron is a hypnotist, NLP master practitioner and corporate consultant and has created numerous persuasion trainings ...and is still creating more!

To have David Barron speak to your group you can email him at

dr.barron@changework.com

**You can also take part in his
Free Weekly Persuasion Tele-Seminar**

Mark this time in your calendar!

**Day: Each Wednesday of the Week
Start Time : 4:00 PM Pacific Daylight Time
End Time: 5:00 PM Pacific Daylight Time
Dail-in Number: 1-323-785-4156
Participant Access Code: 22345**

**Please Take note of the time, 4:00pm Pacific Time which is
5:00pm Mountain Time, 6:00pm Central Time or 7:00pm
Eastern Time.**

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