

Persuasion Tips
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Hello!

This is a PDF of my outline for one of my most popular products "The Whammy". There is a great deal of information in this document. Enjoy it and feel free to send me any comments or questions.

Warmly,

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Elicitation, Anchoring and The Whammy

What you're going to find is that as you learn these skills and see yourself applying them in your life you're going to get excited. Get excited about Learning not just these skills but about learning all you can about persuasion and then learning even more. Because there is no end to what you can learn. Make yourself a devout learner of all that is out there and you'll find you'll have more Love, more power, more confidence and more control in your life and free yourself from worries about money, lack of security and fears of failure.

Okay, let's get started.

Today I'm going to be talking about three aspects of how to entrance and enchant with NLP.

They are first State Elicitation, then Anchoring and then what I call The Whammy. And you'll find that they really partner up with each other quite well. And you'll further discover that this is a progression with each thing that I describe built on the previous so it's really vital that you focus in on each of these steps.

What you're going to get from this is an understanding of how to deeply affect people in positive and powerful ways. Normally I teach about persuasion, the secrets of getting what you want from people. This topic is less self serving because it's about guiding people, anyone really, into very positive and resourceful emotional states.

So you can use this in any of your rolls as a friend, lover, counselor or coach.

What we're going to talk about first is state Elicitation.

State elicitation is a way of calling forth a specific emotional state in someone. It

could be the state of resourcefulness, intrigue, passion or confidence. Any state that someone has either felt in their life or can imagine feeling.

As always in order to use these skills rapport is essential. So use everything you know about gaining and maintaining rapport.

The other thing that is most important in any form of State Elicitation is Sensory Acuity. I'm assuming that you have some experience with using rapport techniques. But if you're interested in really getting a structured handle on these two concepts I encourage you to purchase Foundations of Persuasion from my web site or The Power Persuasion Audio and Workbook Manual which includes Foundations of Persuasion.

State elicitation comes in two ways one by just paying attention to the other persons state and responding to it. This is what I call the conditioning method. The other, which I go into later, is the Traditional elicitation method.

So let's discuss the Conditioning Method of State elicitation.

Here your sensory acuity must be on high Meaning your Have to truly pay attention to the other person and they're emotional and mental state. With the conditioning method you are not guiding the person to an emotional state you are simply responding positively when they either enter the emotional state...or even get close to ...the emotional state you desire.

It's important to remember that human beings seldom jump from one extreme emotional state to another without having a few subtle changes in between. They also may go into several states before they enter the emotional state you are looking for. Seldom will someone go from disinterest to that of a groveling buyer without a few other steps. Likewise you will seldom see people go from loathing to lust without having a series of emotional state in between.

The Conditioning Method can be the more subtle way of the two elicitation methods for most people because it requires some very simple positive conditioning. That means that when whomever you're with is entering the emotional state or is even close to the state you are seeking you give a reward. The reward doesn't have to be much just added attention or a smile or a sincere compliment a touch on the arm, or tilt of head...whatever. A reward can be as simple as giving the person your complete attention.

When they are not heading toward the state you want or not responding you simply don't give any rewards. This is not a punishment it's simply an absence of reward.

This process works wonderfully when you have a lot of time to simply be around the person. Using the conditioning method you can, over time, use that reward to go right into the state that you want most. That reward can become the anchor to that state which I'll talk about later.

The conditioning elicitation method is very good for relationships. In fact my personal belief is if we knew this and used it in our everyday life everyone would be in much happier relationships. Think about, there's no punishment and when you're in the positive emotional states you get lot of attention and rewards.

A good book to refer to on this is called "Don't Shoot the Dog - The art of teaching

and training" by Karen Pryor.

Just by using the conditioning method you begin to powerfully strengthen your sensory acuity and your ability to communicate and encourage behavior without using punishments like yelling, cursing, crying etc. When you master just the conditioning method of state elicitation you are on your way to much more enjoyable relationships.

So that's the Conditioning method of state elicitation and in it's simplest description all you are doing is responding with attention when others are moving in the emotional direction you want them and not giving any response when they stopped heading in that direction.

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Now Let's cover the Traditional Elicitation method.

The Traditional Elicitation Method.

This relies more heavily on rapport than the conditioning method because you will be asking someone to return to a specific emotional state. That mean asking them the question "Tell me a time when you felt X." or more subtly "If I were to ask you What's it like for you when you feel X what would say?"

...and upon asking that question you SHUT UP. Let them describe it. If they are not willing to describe it it's likely because you don't have enough rapport. This is why rapport is so important. As they describe it they will, to some degree, go into that state. It's up to you to use your sensory acuity to be aware of that. If there is a pause or they think they've described it enough...but not enough to bring on the state ask them just a few other questions or simply repeat what they said.

As they describe the state...and this is very important...remember what it is they say. Listen for their "trance words". Trance words are the words they use that have very special meaning for them. You can notice the trance words by how their voice emphasizes certain words.

Here is a recording of a tele-seminar where I was teaching and demonstrating this process. It gives a good example of what I'm describing.

Now you can remember what I spoke about from the Conditioning method and use it. That means showing interest when they move into that state. A friend of mine calls it "giving them a cookie". So reward them entering the state you're talking about by giving them all of your attention.

<So, let's give an example...I'd like to open this up for a volunteer. >

Okay so that is the Traditional Elicitation method. Let's go over it briefly.

* Know the state you want to elicit.

* ask the questions "Tell me a time when you felt X." or more subtly "If I were to ask you what's it like for you when you feel X what would say?"

- * Listen to their response
- * Repeat it back to them using their trance words EXACTLY.
- * Ask them if they can remember how that feels in the present tense.
- * Notice their change in state and reward them with attention when doing well.

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Anchoring

Okay, let's now go to anchoring.

Anchoring follows very nicely into this because as you are doing the conditioning method of state elicitation and using the same reward you are creating an anchor that reward.

But let's go into anchoring in more detail. Anchoring is straight out of Ivan Pavlov who trained a dog to salivate at the ringing of a bell. It is a triggered response to a stimulus.

There are two aspect of anchoring which are setting the anchor and triggering or firing the anchor.

Setting the anchor is the training process. As you watch a persons response and they begin to reach the peak of the state you set the anchor. That could be a touch on the arm or biting your lip so that they can see it or saying a specific word or a word.

Now for an anchor to be strongly set there are several things that have to happen.

Imagine the onset of an emotion to be like a bell shaped curve. It increases to a peak and then it declines. The emotional state has to be on the increase but not yet at the peak. Some will tell you it has to be right near the top of the emotional state while others will say it merely has to be on the increase. At any rate that is when you set the anchor. Avoid setting the anchor as the state subsiding. This is why your sensory acuity must be well practiced.

So that is setting the anchor.

Once the anchor is set you can fire it by simple repeating the word, gesture or touch as you did it when you set the anchor.

Now a very important part that is overlooked here is that you will multiply your success at this when fire the anchor you are in the same state you were in when you set the anchor. That's a lesson in mastering emotional state control for yourself.

So that is basically the whole of anchoring. And there are great opportunities that occur daily to practice anchoring you're with people.

(Give audio example if possible or tell a story about anchoring)

So, that the art of anchoring. It's not too difficult and you'll find that with practice you'll become very skilled at it.

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Okay, now let's save the best for the last.

The Whammy...that's what I call it anyway and it is a great follow-up to what I've already covered because as you gain the skills of elicitation and anchoring The Whammy becomes the pentacle of NLP Persuasion.

And this can be done very covertly. By simply saying "Can I show you something about how the mind works?" and it can be used to help people achieve new positive states and overcome some real obstacles.

The Whammy

With The Whammy you are eliciting and anchoring two very powerful states.

One is "things that are true" and the other is "things that are no longer true but used to be true".

Now there has to be a way to set-up the situation so you can get this information. The simplest way to do this is to, first, of course, GET RAPPOR then ask the question "Can I show you something interesting about how your mind works?"

Why they say "Sure." You will ask the elicitation questions for the first "things that are true" which is "If I were to ask you what is something you absolutely know is true, could you come up with it? I don't even have to know what it is." "Have you got it?" Let them think about it until they have a idea.

It's important to make sure that what they choose has no emotional content to it so you can suggest ". . . the sun appears every day." Or ". . . breathing is a good idea."

Now you're going to ask them make a picture of that. And from that picture you will want to get what are called "sub-modalities" of that picture. Sub-modalities are the specifics of the picture, its distance relative to their position, its location and its size, color or black and white, whether it's moving or a still picture.

So you'll ask "could you point to where that picture's projected?... How far away is it?... Do you see it in color or black and white?... and is it a moving picture or still?"

You don't have to but at this point in the questioning you can set an anchor for this state that is "things that are true". I would recommend that you anchor it with a touch on the arm in a specific location and simply saying "True". You can also simply put your hand in that area of space where they see that picture. If you do that make sure you are not standing right in front of them because you would tend to block their picture so stand slightly off to the side.

Now you have both a location in space and an anchor set for things that are True. This in itself is very useful because when an idea, reaction or emotion comes up that you can use you can simply lock it in and make it true!

<For example: >

But this is only half of The Whammy and you'll see as I explain it why this is one of the most powerful NLP techniques anyone can use.

For The second part of The Whammy you elicit a second state of "things that used to be true".

How you would do would go like this:

"So, now you know where you keep things that are TRUE <anchor> isn't it? Let me show you something else. Think of something that used to be true for you but isn't any longer . . . and let it be something that doesn't have any emotional content to it, like you used to live in one place now you don't. Or you used to drive a certain car but not any more.. . and when you have that just make a picture of the that."

And again once they have it you are going to get all the specifics of it, the submodalities, location, distance from them, size, color or black and white, still or in motion. You do this just like you did for the The True place and you'll call this place "No Longer True".

Having that information you can anchor "No Longer True" in a similar way as before this time setting the anchor by touching a different place on the arm or by gesturing to the "No Longer True" place while saying "No Longer True".

Okay, let's review everything from the top before I show you how to use this as a POWERFUL tool of persuasion.

- * You know how State Elicitation works both the Conditioning model and the Traditional model. Using State Elicitation you can create in anyone any state that you need, Interest, Curiosity, Want, Desire, Love. . . anything.
- * You've learned about anchoring works. Once you've set the anchor you can bring back ANY emotional state that you want whenever you fire that anchor.
- * You've learned how to anchor a state for things that are TRUE and for a state of things that are NO LONGER TRUE.

Now if you're not seeing the power of this already let me show you how to put this all together into what I call The Whammy.

The Whammy is as simple as taking your suggestion and putting it in the place that is true by simply suggesting it to them while you fire the anchor the TRUE. Then very quickly suggesting that they put their objection into the place NO LONGER TRUE while firing that anchor.

Let me tell you a story about when I first learned this.
(Tell the story of the guy in Vegas I did this to.)

(Give live example)

These are so powerful when I'm using hypnosis with someone I'm coaching or training I ALWAYS create these places of things that are TRUE and NO LONGER TRUE. If you're using hypnosis with a client and want to incorporate this let me give you a few pointers that I've discovered that make this different from a more conversational approach.

First in hypnosis people are much more suggestible so instead of eliciting the places that are TRUE and NO LONGER TRUE I simply describe it to them. In hypnosis they are much more willing to create these places in the mind and it will sound something like this: (give example).

I also find that once these places in the mind are created I don't have to use anchors. I simply tell them to place their worries, hesitations, doubts or whatever into the place that is NO LONGER TRUE. And, at the same time I'll tell them to begin to create positive changes that they desire and put them in the place that is TRUE and to SEE THEM RIGHT THERE.

Now there are always a few questions I get asked when I'm doing this. One of them is "When won't this work?"

There are two times when this won't work for you. The first is when you don't have rapport with the person you're working with. That is why I so strongly emphasize rapport. If you think you need to freshen up on your rapport skills I encourage you to turn to my product "Foundations of Persuasion" or my complete persuasion training course "Power Persuasion".

The other time it won't work is when the person you're working with is complete dead set against whatever you are suggesting. In other words they have a preset outcome firmly in mind before hand.

The other question I get asked is can this be missed used to harm someone and regrettably I have to answer yes it can. It is possible though challenging to move someone's hopes, values and aspirations into the NO LONGER TRUE place and I have to give you a few warnings about this. The first one is simply DON'T DO IT. These skills are meant to be use to empower people not hurt them. The second warning is that when you work with people using these skills there is at some level always something that is exchanged. Call it energy if you like. Using these skills to harm someone at some level will take something out of you. No one endures very long using these skills in a malicious way. On top of that if you were to do that and the person discovers what you've done it is highly likely that you will have created someone who will compulsively want to seek revenge and hurt you. You will have created an enemy for life whom may well be willing to devote huge amounts of energy to your demise. You will never gain back their trust or rapport. You will always be regarded highly with suspicion and they will eagerly only refer to you with contempt to others. So DON'T DO IT!

The other question is "How can I prevent this from being used on me?" and the answer "yes". The only way to prevent this from being use on you (or against you) is to know The Whammy when you hear it. When you hear someone asking you to think of something that is TRUE or NO LONGER TRUE step back, examine what they are saying and break the rapport at once. This will give you greater objectivity to what they are suggesting.

Okay, so there you have it. You now know the top three NLP Secret Weapons Anyone can use to Entrance, enchant and empower. And while I do consider these to be powerful they are by no means the end. I've made it my passion to learn as much as I can about the power of persuasion so much so that I've realized there is no limit to how much you can learn to persuasion and I want you to realize that too. Put that understanding where you keep everything that you know is true. Dedicate your self, like me, to learning new skills of influence and persuasion. There are an unlimited amount of other powerful persuasion tools still to learn and master like embedded commands that allow you to give suggestion directly to the unconscious mind. There is also Slight of mouth patterns that can easily eliminate anyone's objection in just seconds. And there's even more.

In making that commitment to ongoingly learn more about persuasion you will have more Love, more power, more confidence and more control in your life and free yourself from worries about money, lack of security and fears of failure.

In wanting to learn more of these skills go to my web site power-persusaion.com and determine what products are going to help you excel in your persuasion skills.

Lastly, I want to deeply thank you for taking the time to listen learn and apply these skills I've taught you in your life.