

# DARK NLP

**THE ESSENTIAL GUIDE FOR BEGINNERS ON HOW TO USE NEURO  
LINGUISTIC PROGRAMMING TO INFLUENCE PEOPLE. A FULL  
OVERVIEW ON DARK PSYCHOLOGY, MANIPULATION,  
PERSUASION AND SELF MASTERY TECHNIQUES**



**DANIEL CLARK**

# **DARK NLP**

*The Essential Guide for Beginners on  
How to Use Neuro Linguistic  
Programming to Influence  
People. A full overview of Dark  
Psychology, Manipulation,  
Persuasion and Self-Mastery  
Techniques*

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# Introduction



Congratulations on downloading *DARK NLP* and thank you for doing so. I'm excited to show you the world of NLP, it's techniques, it's methods, and most importantly, how you can use it to get what you want from people.

Let's start with what is NLP?

NLP stands for Neuro-Linguistic Programming. It has many application and doesn't have a real unified field of statement of what it is, though it has widely been branded as the Study of Excellence. It was created by Richard Bandler and John Grinder. These two men studied some of the greatest psychologists (like Virginia Satir) and hypnotherapists (like Milton Friedman) of the time. They were men and women that were getting better results than anyone else. Richard Bandler and John Grinder looked to see

what they were doing that no one else was doing. From their studies, they created models and patterns that these people used and created the first foundations of NLP.

Dark NLP began in the eighties when people started taking this knowledge and testing the limits of their application. From sales to seduction, people were taking techniques used to hack into people's minds and use them for their own advantage and gain. But what makes Dark NLP interesting is that most of the techniques and methods—techniques and methods that are in this book—can be used benevolently or maliciously. It's going to be up to you.

The following chapters will discuss everything you need to know to learn and use NLP techniques for your advantage.

This book is broken up into three simple sections so you can easily navigate and understand the terms that you'll be exposed to later on in the book. The first section of this book will be on NLP, in which you'll learn some of the best techniques, strategies, and methods to enhance your mind, be in more control of yourself, and escape any limiting beliefs that are holding you back from what you want in life. In order to persuade or manipulate or avoid being manipulated, you must have self-mastery. And so the first section of this book will give you every tool in order for you to attain that self-mastery. The second section of this book will lay out the Foundation of Influence, digging into powerful methods of influence from every spectrum of control. The truth of life is that your ability to influence people will directly relate to your success in your life. Finally, in order to enhance your persuasion abilities to the very highest levels possible, we have added the most powerful section on Hypnotic Language. Here, you'll learn some of



the best language patterns to hack into people's minds and bring them to your way of thinking.

There are plenty of books on this subject on the market, thanks again for choosing this one! Every effort was made to ensure it is full of as much useful information as possible. Please enjoy!

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# *Part 1: NLP*

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# Chapter 1: Framing



Two brothers are raised in a home with a drunken, abusive parent. They witness violence, drugs, and other things that make their life difficult and full of challenges. One brother grows up and becomes a drunk and is constantly abusive to the people he loves. The other brother grows up and becomes a cop and never touches a drop of alcohol and never raises his voice to his wife. When asked about their lives, they both say the same thing, “With my childhood, how could I be any different?”

Why two people with the same experience often times end up coping and dealing with things in a completely different way has been the study of psychologists and sociologists for years. But the answer has been quite simple. It’s not the events that matter. People don’t have much control often with what happened to them, but everyone is responsible for their lives afterward. In NLP, how you look at the world and process events (past,

future, and present) form frames. If you want to think of a frame as a thing, think of it like a filter that colors and alters all the experiences when you think about them and when you experience them.

This is all to say, How You Choose To Look At The World, Determines How You Act In The World. Those who believe the world's against them, more times than not, will find a challenge or problem to every solution. Those who believe the world is working for them will find a solution to every problem. And in the case of the two brothers, one who sees himself as a victim of his story becomes what he was victimized by. The other who sees himself as the hero of his story embodies the attitudes and beliefs he wants to counteract his own experiences.

You may be thinking, that's all well and good but what's this have to do with my self-mastery? And that's a very good question.

In this chapter, you're going to learn how to recognize your negative frames and your positive frames and how to take control of your framing of things. Once you become more conscious of your own framing, you can then transform your frames to whatever you want—hopefully to ways of viewing and experiencing, events that empower you, instead of causes you stress, anxiety, or worry.

And that's another important thing because outside of how you come to think about something, outside of the frame itself, is all the emotion that you bring to any event. Emotions that make you strong and bring out your best self or emotions that leave you weak and pull out your worst character. Most people don't work on themselves at this rudimentary of level, and because of that, they're always left at the whim of their emotional seat.

They spend their time telling themselves stories as to why something couldn't work out for them. Why their life is the way it is. Today that will no longer ever be you.

So what do you do first?

Well, first things first. You need to decide to be honest with yourself. This can be the hardest step. But, it is an important one when it comes to taking control of your frames.

Next, you need to truly decide that you are going to put away all your excuses, take 100% responsibility for every decision you've ever made in your life, and decide right now that you will only look at your life through that lens of responsibility. Why is this important? Because only if you own that you are in control of how you look at your life and how you make decisions about your life, will you actually be able to take control of these two things.

These might seem like hard steps, well, because they are. In fact, they're probably two of the hardest things that you will be asked to do in your life, let alone in this book. But, you can push yourself to at least try, think, and look at the world and your life in this way.

Once you've attained that mindset, you're ready to start looking at how you really frame things. And that's the major question. How do you see the world? What beliefs do you have about life? Are those beliefs always true or just always true to you?

I know, I know, this is a lot to breakdown, but I'm going to ask you to go with me for a minute and travel the path as we break this down. Get something to write with, so you can write down your beliefs and writing this may be very helpful.

So, first: How do you see the world? By this, I mean, is the world a bad place or a good place, do you see people doing good things or bad things, or do they do grey things? Really tear into it, be honest. There are no wrong answers, and there's no wrong way of approaching it.

Now that you've done that, think about what feeds this view of the world? What are your beliefs that make you think that the world is the way you see it? Could someone believe differently and see it differently than you? What type of beliefs could they have that would make them experience the world like that? Answer each of these questions in a row. As you do so, you'll hopefully get a better understanding of your beliefs and how these beliefs are affecting your life.

Now, I want you to be honest. I want you to go through all your beliefs and ask yourself one simple question. Is your belief always true, or is it just always true to you? Meaning, since likely other people have different beliefs than you based on different experiences, are your experiences creating the view, and is it really that way?

For most people and I'm going to guess for you, it's not completely true. But here's the great thing. You're not wrong on how you view the world. You came to that conclusion from your experiences. The only question is,

can you find a better way of looking at the world and relating to it that would serve you better?

This is what is meant by controlling the frame. Once you decide what you're going to believe and how you're going to look at the world, the world becomes open to you. Because the more positive and powerful frame you can bring to your life, the better you can make your life, just like the example of the two brothers.

But you might be thinking to yourself right now that you understand what I'm saying and you understand the importance. But, you can't just change your beliefs at the snap of a finger. Don't worry, the next chapter we'll be able to show you how to do just that.

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## Chapter 2: Belief-Out Framing



A lot of people believe that visualization is not useful or that it doesn't help with things. A lot of people are wrong. One of the major foundational tools for change when it comes to using NLP is the process of visualization. And in order to make sure you are in control of your beliefs, and able to edit, remove, and live better within the framework of any of the beliefs that you may have, you're going to need to use visualization.

First, let me convince you of the power of visualization. Dr. Biasiatto did a study at the University of Chicago, where he took three groups of people and tested their free-throw ability. He then had one group practice their free throws for an hour every day. The second group he had them just visualize

making free-throws for a little bit every day. The third group, he had them do nothing at all.

At the end of the study, the first group that practiced an hour a day improved their free-throws by 24%. The group that didn't do anything improved nothing. The group that visualized their free-throws improved by 23%. That's just 1% short of people who practiced for an hour a day. The reason I repeat that isn't because I don't think you can do the math but because that's astounding. From merely visualizing practice and mental rehearsal, these people were able to improve their skills.

Study after study has confirmed that visualization alters the body. Athletes who visualize their playing see their muscle fibers activate and their brain process as if they're actually doing it. Some of the richest and most powerful people in the world talk about visualizing their actions, their ideas, and everything else until they make it a reality.

So visualizing is a real thing. It really works when you know how to do it. But there are a few things that usually trip people up that don't have to trip you up. First and foremost, you don't have actually to be able to see anything. This will come if you practice visualization enough. But for a lot of people, they're not visual thinkers and so initially they're just not seeing anything. That's fine. You don't have actually to see anything to visualize. Whatever you experience, as long as you're taking your brain through the motions, that should be good enough. As I said, the more you practice, the better results you can expect.

So what's so important about visualizing. Well, in order for you to immediately be in control of changing your beliefs, one of the most powerful NLP Patterns and strategies is the Belief-Out Framing Technique. This simple six-step process radically changes the way in which your beliefs have control over your life and allows you to imagine and then encapsulate the beliefs that you want that will actually serve you.

The Belief-Out Framing technique is going to have you visualize multiple things, and in that process, have you leave your limiting beliefs behind and replace them with more empowering and exciting beliefs that can change your life. I know for me that when I first encountered these patterns, they occasionally sounded weird to me. I didn't believe they'd work. When I tried them, I was amazed at just how well they did work. So all I ask is have an open mind and try it.

### **Step 1: Imagine a Grid**

One side of the grid has Past, Present, and Future; the other side has Self, Other, and Observer. If you're having a hard time imagining it, I want you to find an empty space in your home, one where you can take three steps sideways and two steps forward.

Past		Self
Present		Other
Future		Observer

### **Step 2: Move into the Self**

Step into yourself. Don't worry; this isn't new age anything. You have an image of yourself in your mind, so I want you to imagine what that would be like. What your current self is. Imagine as much as you can. Build this person up as much as you can in your mind and then step into them. Be

yourself. Then, step into the present moment with all your thoughts, ideas, and most importantly, your beliefs.

### **Step 3: Step Out of the Grid**

Leave all the limiting beliefs, the beliefs that don't serve you, that don't help you, that doesn't empower you, and just leave them in their cell. Then, start to approach the cells from a different perspective with the different angles you can look at it.

### **Step 4: Repeat with the Remaining Cells**

Imagine stepping into the future cell with a mentor or somebody who can help you look back at all those limiting beliefs and show you how to create powerful and strong beliefs.

Then step into the past as an observer and look at what formed that belief. How you took whatever was said to you and done to you or that you experienced that formed that limiting belief and explain it to yourself in a new way. Create a new frame around it. Figure out how it can be different.

Be an observer in your future and see what your life is doing in the future with your new beliefs. What beliefs do you have in the future that you need now in the present?

Each time you step into a cell, take the lessons with you, and leave the limiting beliefs trapped there.

That's what the middle's for. Your new life, your new emotions, your new beliefs. Stand within them and observe each of these areas of your life with

each possible variance that you can think of. Every time, make sure to step out, leaving all the negative behind, and bringing all the positive with you into that middle part of the grid.

### **Step 5: See It from all Angles**

Now that all that is positive is in the middle from your past and future and from all different ways of looking at it. Look at your present self, where all those limiting beliefs have been, and start to dissect them from your new place and new set of beliefs.

### **Step 6: From the First Cell, Integrate the New Information**

Step into the present moment once more but bring with you all your new beliefs and all the knowledge of your dispelled beliefs. Transform your life. Transform your beliefs. Take control.

With these simple processes in place, you can eliminate all the limiting beliefs so that you can create any and all empowering frames you need. Your life can be amazing when you know how to look at the world correctly.

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## Chapter 3: Reframing



Now that you know the importance of framing and have some strategies on how to frame the way you look at the world and alter any and all limiting beliefs, well, now it's time to understand how to continue to take any problems that may come up that shakes your frame, or challenges it, and be able to make it a positive. This process is called Reframing. For the longest time, Reframing was just considered another NLP tool that went ignored in the mainstream. However, in the last decade, Reframing has had a resurgence with a host of studies to back it up.

Reframing is the process of reinterpreting an experience so that it removes the emotion and any limiting beliefs that may arise from it. It allows the user of the method always to be pushing ahead, never allowing themselves to be brought down by a bad event. It can be the power tool of the narcissist or can give freedom to those who face misfortune after misfortune.

Reframing comes down to one solid belief repeated from. You are not always in control of what happens in your life, but you are 100% responsible for how you respond. Reframing gives you another tool to respond with. Because no matter how positive your frame is, there will always be something that comes at you outside of that frame that can shake you. How you respond to that will decide how you live your life.

But does this really work that well? Does it really change lives?

As I said before, the process of Reframing has been taken up by other psychological branches, and studies have now been done. One of them involved a process in CBT (Cognitive Behavioral Therapy) in which a person would rewrite their negative belief. In this study, people would take an event that happened to them, write down the belief, and then reinterpret the event, again and again, creating different narratives for it. People who did this saw massive decreases in their anxiety, habits, and across the board in their mental health. Proving that through a simple process of changing the way in which you previously think about something, you can change the way your mind experiences it.

The procedure NLP has used for decades, however, doesn't require hours and days of rewriting. It requires your brain and your thoughts in a process

you can do just about anywhere. Learning this six-step process will endow you with the ability never to have to be at the whim of a limiting experience. It will give you the ability to be the person always in control of yourself because you'll always be in control of how you interpret the world around you, and most importantly, you'll always be in control of how you can motivate yourself.

And that's the real big part. The Six-Step Reframe pattern you're about to learn will let you install any behavior, habit, or belief into your mind and eliminate any negative behavior, belief, or habit. It will let you be able to express yourself fully. But, like a lot of what I will show you in the book, it may not appear as if these changes are possible from such a simple endeavor as you're about to experience. For some people, they wonder if it's serious, or wonder how it can work. What makes Reframing so special and amazing is that regardless of whether you believe in it or not, it works. All you have to do is follow the steps.

But before we get into the exact six-steps to reframing anything. We need to talk about a few things that NLP bases this process on. Because without it, you might not be completely clear on how the process works.

The most important thing you need to understand is that regardless of how negative or bad your habits or beliefs might be, you are not broken. No belief or behavior you have in your life is there because it's bad for you. It's there in spite of the fact that it is bad for you. There are positives to every bad habit because your mind has been taking care of you and giving you ways to cope.



Once you can accept that you're not broken, no matter how broken you feel, and no matter how out of control of your habits, you may be. Then, it's really easy to walk these steps and use the Reframe to the ultimate benefit.

So, how do you use the six-step reframe?

### **Step #1: Select the Behavior or Belief**

Choose and isolate a single behavior or belief that you have that you want to change and work on. Think of the behavior or belief you don't want anymore. (In the future, this process can be used to install the behavior or belief you want, but we're going to focus on the removal... in which you think of what you want to believe and what you want to do)

### **Step #2: Establish the Signal**

You need to ask yourself what part of you has built this belief or action and ask it for a signal. Whatever that signal may be, you want to listen for it. If, on the rare occasion, you don't get a signal, just continue forward knowing that there are positive intentions that it wants you to understand.

### **Step #3: Bring Out the Positive Intentions**

Every behavior has positive intentions underlying it. It's your job to listen and to find all the positive intentions that behavior has. There are always positive intentions.

### **Step #4: Produce an Alternative Behavior or Belief**

Create three alternatives to your behavior that would better serve you. Three potential behaviors for your mind and for that part of you that formed the behavior to choose from.

### **Step #5: Check In with that Part of Yourself**

Go back to the part of yourself that has the negative behavior and consider the three alternative behaviors, presenting it to the part of yourself that has the behavior or belief, and look for a signal at which one will be accepted.

### **Step #6: Take the New Behavior into the Future and Check how you Feel**

Now imagine your life with the new behavior and belief. See how it feels. See how you respond to things. How do your actions take shape? What changes form in your life? What challenges, regrets, and difficulties occur because you have made these changes?

You need to check everything against the new behavior you've chosen so that you can better serve your life and that you're not surprised. That you're not just making a decision but fully experiencing all the rewards and consequences of this decision and then deciding definitively that you are going to keep going and want to keep going. This way, you don't lose steam, and you can make adjustments to your beliefs or to your behavior as needed.

When you've done this, you're going to be left with a new behavior or a new belief installed into your mind. But, you're not done yet. Outside of the Reframing, to make it permanent, you need to take action at your first opportunity. This way, you reinforce new behavior or the new belief and make it real to you.

## Chapter 4: Anchoring



Before NLP, during the dawn of the Soviet Union, Ivan Pavlov was investigating the digestive system by measuring salivation in dogs and eventually children. He noticed something strange. The dogs seemed to salivate in anticipation of the food. This strange event made Pavlov even more interested in what he first thought was some form of psychic salivating. When he began to research it; however, he discovered that the bell that he set up to remember to feed the dogs on schedule, had conditioned the dog's response. Every time the bell rang, the dog's expected to be fed and began to salivate. The bell became an anchor.

Anchoring allows you to use external stimuli to trigger internal states, whether you want to feel confident, ease your stress, stop feeling angry, or

just focus better. Anchoring gives you a powerful tool that allows you to access that state at will whenever you need it, giving you an arsenal of emotional and self-control.

Imagine for a moment being able with nothing more than a press of your fingers together to ease a craving for junk food. Imagine, being able to take yourself from sad to accepting or calm by a press of the hands. Just for a second, think about how amazing it would be to be able to have such control of your stress that the moment it started to feel overwhelming you were able to turn that negative energy into productive energy. That's what you're going to learn in this chapter. And best of all, if you start today, within a week, you'll have these results embedded into your unconscious and be able to get these amazing results.

There's a reverse to this however, and we're going to address this as well. Whether it's music, a smell, or something else, often times, we've created negative anchors, and our moods can immediately shift when we're faced with these stimuli that make us remember in order for you to control yourself. Or perhaps, your reward center is messed up. Perhaps you can only relax well while eating junk food. Or you use cigarettes or alcohol. Either way, your positive feelings to these things come from anchored experiences. I'll show you how to alter these.

Life doesn't have to be difficult, and things don't have to be a challenge. But if you don't have control over your emotions, of course, things can get really hard.

So, let's get down to how to make anchoring your friend so that you can start taking control of your life.

The process is fairly simple.

Going back to our talk on visualization, when you properly visualize, your brain can't tell the difference from that stimuli or the imaginary stimuli. This is important for this process. But more important than accurate visualization is visualizing the emotion. Let your body feel the emotion you want. Feel your body the way you want. Whether you want to feel happy, relaxed, or calm, or you want to feel full, satisfied, or any of a hundred other things.

### **Step #1: Figure Out the Emotion You Want**

What emotion will best serve you? What emotion would you like to have immediate access to?

### **Step #2: Imagine that Emotion to the Fullest**

Once you've got a clear understanding of that emotion or feeling that you want to have, imagine how it would best serve you. Imagine how your body would feel, how you'd breathe, how everything and anything in your body will change. Then make those changes in your body. Elicit the emotion more and more.

### **Step #3: At The Peak of Emotion, Create An Anchor**

Whether you snap your fingers, clap your hands, grip your hands together, once your emotional state reaches the peak (a high enough level that you really feel it) then you can anchor the sensation.

As well, you can reinforce it and make it even stronger each time you experience your emotion.

#### **Step #4: Reinforce It**

After you've chosen your anchor and started the process of making an anchor. Put the emotion behind you, break your pattern, get up, walk around, do a couple jumping jacks—anything to change your thinking. Then sit back down, bring back the emotion, and anchor it again.

Repeat this process two or three times.

#### **Step #5: Test the Anchor**

Once you've done each step, you want to clear your emotional state again, and then test your anchor once more. Look for any sign that you can experience the emotion or feeling in any way. Remember, you're going to have to do this multiple times to make it completely permanent but, you should be getting some feeling from it.

When you're doing this by yourself, it can take some time to really make it work. But, you'll learn more and more about your emotional states, more and more about your emotional reality and how your body reacts to the emotions. As you do this, you'll get a better understanding of how your body forms your emotions and how you can use this as well to change your brain.

Now, let's talk about breaking previous anchors that don't serve you and how you can free yourself from the reward mentality that these anchors likely have built within you.

Negative anchors pop up all the time. Most people usually form them out of necessity. You're sad and your mother makes your favorite meal, and after a few times, food becomes an answer to your sadness. You go to work, and you take a smoking break where you get to relax, and suddenly, smoking is a way to relax even though nicotine is a stimulant. Time and time again, people accidentally associate these negative experiences that they would probably do better without as very rewarding states.

So what can you do to replace those states? We've actually already walked through this with the Six Step Reframing process. But what's important about getting rid of these negative anchors?

I mean, they likely are serving you, aren't they? They are giving you the energy to face your challenges. But these behaviors are no longer your conscious choice and are no longer in your full control. Because of that, they keep you from your own self-mastery. You want to do that.

Now that you understand anchoring look for your negative anchors, notice the things you associate different moods with, and then start the Six-Step Reframe process to rid yourself of them and to put better and more powerful behaviors in their place.

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## Chapter 5: Failure Into Feedback



People have never hidden the secret to success. One of the major philosophies of NLP is that success leads clues, and those clues are something everyone can learn from. Throughout all of history, the most successful men and women in the world were meant with failure on top of failure and yet their success so outweighed anything that they failed at. But it all started with understanding one thing: they weren't failing; they were getting feedback.

Take Henry Ford, who said, "Failure is simply the opportunity to begin again, this time more intelligently." Ford would go about creating one of the biggest car companies in the world, but before he'd succeed at doing that,

he'd fail...a lot. In fact, his first outing at building a car, he burned through all the money his investors gave him without building a car.

His next business was Detroit Auto Company, which went bankrupt. After he got success with the Model T, he refused to update it in the 1920s, which led to slumping sales. At every point, these failures were just opportunities for him to learn, to better himself, and to make things better. Because for him, there wasn't failure; there was just feedback.

History is rich with famous failures which produce massive success. And that is because they have followed one simple principle. There is no failure; there is only feedback.

But the problem often is that we have a hard time finding that feedback in every failure. For one, most of our childhood is spent thinking that failure is a horrible thing and must be averted at all cost. We grow up learning that the big red F on the paper is a dangerous thing. But like many things in school, they're not exactly structured for the real world.

The fact is, because of our negative association with failure, we often times don't know how to look at failure to turn it into feedback. But that's about to change. And when you're able to take every failure, past, present, and future, and turn it into a learning opportunity, you're free to move beyond failure and find the success hidden behind it.

So, what do you do?

First and foremost, you need to disconnect yourself from the emotion of failure. There's no easy way to do this, but through introspective analysis.

Lay out all the emotions you have with failure, and one by one examine which one is the strongest, which one does all the other's fall in line under. Then, using the Six-Step Reframe Process, change your perspective from when you meet failure from that emotion to Curiosity and Excitement. That is how you need to be with failure. A clap of the hands, a grin, and excitement at the new opportunity that presents itself to you.

Because when you eliminate the stigma of failure, you're faced with only the opportunity for success. The opportunity to make something happen. The opportunity that is presented when you are forced to look at something in a completely new way.

Second, when faced with a failure, whether you're taking it from the past or the present, you need to start breaking it down immediately. What precisely didn't work? Did anything work even a little? What was the biggest thing that didn't work? What are three things you can test from that failure to isolate the biggest problem? What was the biggest problem? Do you have enough feedback to understand all these questions?

Most people are ready to write something off as a complete failure, again, because, in grade school, we got something marked wrong on our page. But in life, mistakes and failures are not that simple. As Neil de Grasse Tyson points out that if you ask three people to spell CAT, and one person spells it, "CAT," the next spells it, "KAT," and the other one spells it, "XYZ," in our current state of education, two people are wrong, and one person is right. In life, when you fail by one letter, that means you're two-thirds of the way to getting it right.

And that's the power of Failure to Feedback.

Breaking down every failure, so nothing is wasted, so no action is taken that doesn't get rewarded with more information and more knowledge on how to do it right.

Third, once you've broken down the problems you've had and you've found the reasons why you failed, now it's time to start looking for different solutions. You can only focus on the problem for so long before you switch your mind to start finding solutions. Because in truth, there are only two types of people in this world—those who focus on failure and those who focus on solutions. If you take these instructions and start the process to take away the power, then the fear of failure often times grasps us with. You are already on your way to being solution-oriented.

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**You have the success in you to achieve anything  
you want. You just need to take action to get it.**

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## Chapter 6: Accessing Resourceful States



Most problems are simple but not easy. It's a sad and annoying truth. People are always looking for answers to questions they've already gotten their answers for. How do you quit smoking? Never pick up another cigarette again. How do you lose weight? Eat less and exercise. These are simple answers, but by no means are they easy. And yet the majority of people who try to lose weight and have successfully lost weight in the past. The majority of people who have tried to quit smoking have tried to quit smoking in the past. Regardless of what you want to do, you likely have a map in your mind of how to do it. The problem is, you don't know how to access the certainty you need actually to take action on what you know.

When you can access your resourceful states, you stop asking questions you already have the answers to, and instead, ask questions that you actually need help with. This cuts the time in half to what you need to do to get

something done. Most of the time, people spend their time spinning their wheels and trying their hardest to find out what they can do for something they've already solved. More times than not, they spend their time going through the same information they already know, and that's not working, because they're not finding out what the problem really is that they need to fix.

But, all of that changes when you know how to access your resourceful states. It all becomes so much easier when you can lay out everything you already know you have to do and then all you need are the things you're not completely sure about.

Let us give an example. In the internet marketing world, the majority of people that buy courses have already bought a course on the subject. It can be Facebook Marketing, Youtube, Instagram, or whatever they want to learn. They've not only bought and not used the information from a prior course, but they've also bought and not used information from a prior course on the same subject they're going through now. The reason is that even when you know something consciously, there are things you feel uneasy about, things you feel like you don't know, things that feel off. And when those things feel off, you have a greater deal of doubt that shuts off your ability to access the information you already know. But what if you could bring your confidence, your certainty, and your conviction to what you want to do?

Success becomes so much easier when you are able to do that.

So how do you access these resources?

That's actually all very easy.

First, you need to be clear about what you want. This is what most people struggle with. You need to understand that it's usually not just about what you initially think you want. By that, I mean that a person doesn't want to quit smoking; they want to quit smoking for a reason. Understanding the underlying reasons for your actions are important because it will help you understand what states you need to elicit to achieve them. So sit down with a pen and pencil and ask yourself, "What do I want? Why do I want it? What's important about that? And what's important about that? And what's important about that?" Keep going until you can't go any first. The deeper you dig into your own well, the easier it will be for you to find the states that you want naturally.

Next, write down everything you've already done in the past that works, everything that's failed, and look for Feedback in any past failures. Then write down everything you currently know what to do to get to the result you want. For a lot of people, that can be something as simple as not picking up and lighting up a cigarette. Then write about what hurdles you might face, what challenges did you learn from the past that screwed you up that you know you have to avoid today? Write down everything you can think of, all the challenges, all the problems, all the solutions you have. Sometimes, you'll realize you already have all the answers. Other times you'll realize that there are things you're going to need to research or look for.



Next, find the solutions to any of the hanging problems that you don't yet know how to take care of completely. Now, these solutions don't have to have evidence that they work. Instead, they need to be something you're simply going to test. You're going to figure out.

Now, just as a disclaimer, none of this has to do with accessing your resourceful states. But, it does give you everything you need to make the most out of any and all resourceful states. Like I said above, a resourceful state is simply a frame of mind on how you're going to proceed. Confidence, certainty, curiosity, and your ability to access these states are going to be one of the best tools in your toolbox for Self-mastery.

We talked about anchoring just the prior chapter. Your body plays a huge role in all of your resourceful states. You stand differently, breathe differently, speak differently, and look at things differently when you're confident — the same when you're certain and the same when you're uncertain. Your body has coded all of your resourceful states, and when you get in those states, your body often has taken you there.

So the quickest route to accessing your resourceful states is simply to shift your body. Choose the state you want to be in and transform your body into that state. Where is your head positioned when you feel whatever state you want to access? Where are your shoulders? Are you hunched forward or are your shoulders back and your back straight? Is your breathing fast or slow, heavy or controlled? You know these answers because your bodies been in these positions before. Simply move your body to those positions now.

Any state that you need, you can access it. And when you know what state you need to access to get whatever you want done, you are one step closer to getting the job done.

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## Chapter 7: The Swish Pattern



So you may have tried the Six-Step Reframe but whatever habit or behavior or belief you want, though, now present, isn't there in the way you want. Or maybe you want to a quicker pattern to get a new belief installed in you as quick as possible. Either way, The Swish Pattern is your answer to powerful and constant change. The Swish Pattern allows you to destroy the old images and behaviors that you have formed over the years and replace them with more powerful and suitable images and behaviors that work for you.

The Swish Pattern has helped people with a variety of things, from weight loss to smoking cessation to confidence to everything in between. Because the thing is that most of the problems that we think we have also come with an idea of what our life will be if we solve that problem and what behaviors and lifestyle they would adapt. In fact, I bet right now you have some thoughts of what your ideal self should be.

So, let's go through what it takes to do the Swish Pattern Step By Step

### **Step 1: Recognize Your Automatic Reactions**

You have automatic reactions to adverse stimuli (images, thoughts, emotions, and a host of other things that arise that create for you an idea around the behavior that you want). You want to find that automatic response for whatever behavior or emotion or anything else that you want to fix and find that image and emotion and everything else that forms in your mind. Then you want to create an ideal image, a simple, powerful one that really connects with your emotional state. It should be inspiring, exciting, and something that should make you want to change. Third, you want to create an image of yourself disassociated and away from, almost as if you're watching these two images from a distance.

### **Step 2: Determine the Trigger of the Negative Image**

There is something that brings these negative states to the forefront of your mind, something that produces these negative images or behaviors. You need to find that trigger. Ask yourself, "What occurs before this negative state begins?" This way, you can imagine the automatic response happening from the trigger and be prepared to create an alternative response to this event in the future.

### **Step 3: Prepare for Displacement**

Take the positive image that you made at the beginning, and make it the size of a postage stamp in your mind and place it on the corner of the negative image you've developed. You'll want to take notice of a few things from its placement in the corner of the image. It's brightness, strength, and everything else that makes it stand out.

#### **Step 4: Swish the Two Images**

Now you're going to swish the images back and forth. Making a Swish sound, imagine the images switching places. The positive one growing bigger, brighter, and more color. The negative one should shoot off into the distance of your mind and will disappear.

Notice how the further image gets in your mind, the further the negative behavior feels from you. More importantly, notice how brighter the positive image gets, the brighter your positive image can feel.

#### **Step 5: Repeat the Process**

Keep repeating the swishing. Bringing the old image back to the front of your mind, noticing it as it loses color, as it gets blurry, as it begins to lose more and more of its power. You'll notice the more powerful image continuing to glow brighter and brighter. Keep the process going until the negative image has disappeared.

#### **Step 6: Test It**

Think about your negative emotion, think about the trigger, and find out if it is now replaced with that more powerful image that you want.

The Swish Pattern is a powerful tool, met to truly liberate you from your negative behaviors and negative beliefs. It's there to help you truly transform the way in which you live, and when you do this process, you're going to see an immense improvement. The thing is that there is no such thing as a transformation without some work on your part. You're going to have to work at it. If you don't get the results immediately, you're going to have to repeat the process again in a couple of days. And then, again.

Within a week, you should see a clear improvement in your negative behavior and really see a positive transformation.

Don't be shy with the technique though. It works, and it works well. And as you travel down the road of self-mastery, you are going to need to use this technique every time you want to end a negative behavior. The more negative behaviors you can eliminate, the better your overall mental state will be, and the more powerful this technique will become in helping you create the behaviors and strengths you want in your life. You have the ability to install everything you want inside of you. Make your life as exciting and amazing as possible.

One last thing. The best thing about the swish pattern is that you can do it just about anywhere and you can self-direct yourself. Start the process now and figure out what you want to change. Create a power list of desired behaviors and start to craft out everything that you want to do with your life. The more you craft out your amazing future and your amazing life, the more you craft out the opportunity to create something marvelous for yourself to take over.

The thing about understanding the Dark Side of NLP is that in order to have control over others, you must first have control over yourself.

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## Chapter 8: Meta Transformations



I hate to be redundant, but there's nothing worse in my opinion than a book that drones on about the same things. But the importance of personal transformation to Self-Mastery is absolute. Whatever things have been holding you back and keeping you from reaching your goals, end with you making the transformations in yourself needed to escape your negative realities.

Meta Transformations are about taking the things you don't like about yourself and changing them. But unlike the other forms of transformation that we talked about, the meta transformation is to help you get it to the very core of your being—to transform something at the very base of who you are. You want to make sure that a change takes place deep down into the very foundations for your identity, allowing you to live your highest self at all times.

Meta Transformations build on everything we've previously laid out, allowing you to take all the compelling, exciting, and amazing futures, reframes, and identities you've created, and then layer them deep into the very form of yourself. By creating this personal transformation, you take away all the struggle and challenges you might have in maintaining the transformation. This is about more than just making a change of mind but making a change of identity.

So the first thing you must do is make sure you have a full understanding of what the change is that you want. More importantly, you want to make sure what the consequences are of these changes. Because like many things in life, people don't fully understand the consequence of any major change. Beyond that, this is not about stopping a bad habit but making the changes you want to make in your life permanently. That's why, when we walk through this process together, you'll see a lot about future pacing your strategies so that you can fully understand the consequences and the rewards of everything you do.

But when do you do this if it's not for the small changes? After the swish pattern, after the six-step reframing, after any of these major techniques, you'll have established a powerful new you. But hidden within your identity are all the old beliefs that you once had. Hidden beneath all the change and all the work you've done are still some of the anxiety and struggle you have had to face. Because though making changes are effective, we often times compartmentalize the changes from our prior self. Meta Transformations will take you that final step to becoming that identity.



The transformation of the “I AM” is something that direct therapy has worked to perfection. It’s one of the major things that separates it from traditional structures of therapy. And it’s one of the showiest forms of transformation that occur at events like Tony Robbins. This all happens, of course, because like we talked about before, you already have the road map. The other techniques can get you driving the path. But when you transform the “I AM,” your car goes from a 2001 Hyundai to a Tesla with unlimited battery, guaranteed to get you where you want to go.

In fact, if you’re interested in bettering yourself, odds are you’ve worked on some form of a self-help program or something of the sort. Perhaps you even got some good advantages from it – Made some changes. Things you really put your effort to stick to. The reason most people fail or struggle in the self-help community isn’t because motivation wears off (though it does). It’s not because no one can go 10x day in and day out (because some of the biggest and most successful people do just that). It’s because the majority of transformation given in the self-help community comes from the beginning stages of transformation. The powerful skills that lay the foundation for you to succeed. And for some people, they take that advice and they immediately meld it into their identity. But for most people, their identity fights against the advice and transformations they create.

So, let’s begin.

The transformation works in a two-part process. The first part has four steps; the second part has five steps. The first part is widely known as the Stepping Up process of the meta transformation, where you open up your identity, you layer the changes you want, and you remove anything that’s not going to assist in the change. The second part is known as the Stepping

Down sequence, where you pull yourself back to reality, test these new beliefs and new identity and make sure it's coherent and helpful and going to serve you, and then, go from there into a new and exciting world. Let's start.

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# **Part 1: Stepping Up**

## **Step 1: Choose Your Behavior**

What behavior do you want to change? What behavior is no longer serving you or helping you be the best version of yourself possible? What is keeping you from your highest self?

## **Step 2: Identify the Underlying Intentions**

As you do in the Six-Step Reframe, you want to identify the underlying intentions of those actions. You want to find out everything that benefits you from that behavior. And that's the thing. You do things because, for one reason or another, your body believes that it helps you, that it serves you, and makes you the person you are today. Good or bad. You have to dig in and find out what it is and why it helps you and how it helps you. When you do that, everything becomes clearer. And it's a major point in finding out why you're doing, your actions, and more importantly, what makes this one different than the Six-Step Reframe is that you want to find all the things this affects. A person takes drugs because it makes them happy, allows that happiness to help them deal with the world, which allows them to do their work at a better level than they could do sober.

You may focus on the surface results in the Six-Step Frame. In Meta Transformation, every benefit has echoes that push forward with everything else in life. You want to create this picture as clear as possible so that you can easily create the new behavior, the new structure of your identity, to better serve you at the highest end of your desires. To say it simpler, you're going to want to make sure that every solitary reward your behavior gives you can be answered and aligned with your new behavior.

### **Step 3: Find Out the Related Outcomes**

Repeat the process of Step 2 by asking a simple question to each of the rewards and benefits of your behavior: “What do you hope to accomplish or gain as a result of this behavior?” And then, once you’ve isolated that, ask, “What do you want from that result that’s even more important to you?”

### **Step 4: Identify the Meta Outcome in the Form of High States**

A high state is a state formed in your identity. It goes beyond the traditional states and goes to the main focus of what we’re talking about here. And that’s what you’re looking for. As you dig into these outcomes, you’re looking for one that responds to these higher states, the one that, as you dig deeper and deeper within, you will find yourself responding to your high state. That’s where we’re going to lay your transformation. So that’s what you need to find.

Now we begin part 2 of this process and start stepping you down and into your identity.

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## **Part 2: Stepping Down**

### **Step 5: Describe Your Ultimate Meta-State**

Describe the state you would experience if you could achieve your highest goals through your new desired behaviors. Speak it out, think it, or write it down but make it as clear as possible. You want to elicit and experience all the higher states that will come with this, one by one, outlining each step of the way.

### **Step 6: Step Into Your Higher State**

Imagine bringing in your new behavior into your higher state and see your life living in this new behavior. Look at your life and your behaviors and everything that follows by bringing a new behavior to this higher state.

### **Step 7: Fully Experience the Meta State**

Now's the point where you take all the future pacing and feelings that you got from stepping into your higher state and fully begin to experience the emotion. Go through everything you've experienced and bring it to the entirety of who you are. State it clearly, "I AM..." followed by the way the new behavior forms into your identity.

### **Step 8: Experience this as Your Way in the World**

Now is the time for you to understand your transformation. Imagine every possible action that you might take under the new you. And what else would you do or how will you respond to every situation that your old behavior used to help with? Once you've checked against everything you once did and everything you once got an advantage from by your negative behavior, you need to check it against your new behavior and belief that you've layered into your higher state.

### **Step 9: Test**

Now that you've finished this process get ready to test it every day. Don't miss the opportunity to celebrate each of your new changes. Notice how you respond to things differently, how you take actions differently, and how you naturally begin to make the decisions that serve you better.

Now you are ready to feel completely prepared to experience life on your terms. To know what your life can be and to make your life the way you want it to be at the basic level of your existence – Right down to the foundation of your identity. Enjoy this new life and all the new experiences it can bring.

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## Chapter 9: Pattern Interrupt



You're walking down a sidewalk with a friend, you guys are deep in conversation, and suddenly you trip and stumble a bit on the sidewalk. ]You giggle nervously at the avoided accident, and you go forward with your walk and then suddenly as you try to pick up your conversation where you left off all of a sudden, you don't remember the conversation anymore. What happened? Your memory isn't bad; that's not the problem. What happened was that your brain processes things in a weird way that when you tripped, the pattern of your conversation was interrupted, and your brain switched gears and processed things in a completely different way. That's what a pattern interrupt is.

Every day, we have things that interrupt our patterns and our ways of thinking. In this chapter, I'm going to show you exactly what you need to do in order to use pattern interrupts for your benefit, not just to yourself,

but, as we near Influence, on other people as well. The Pattern Interrupt is an amazing tool that allows you to break through resistance, to stop negative thought patterns in their place, and to keep things framed the way you want them framed, regardless of any resistance on your part or someone else's.

If you're like most people in the world, you probably have had moments where your mind has begun to drift into negative thoughts or ideas. It happens to the best of us. Sometimes, it's part of our automatic programming that we built up when we were children. Sometimes it happens simply because we're in a bad mood or because we have a toxic frame to how we're looking at something. Often times, we've just been left to our own device. Seized by sadness, anger, pain, or something else, we can be overwhelmed by our emotions. But our emotions don't have to rule us. Our emotions don't have to control us. Often times, all that's needed is just a way to break our patterns so that we're better able to process our states from a different point of view.

Understanding the techniques for both self-pattern interrupts and pattern interrupts for others, you'll be amazed at how quickly you can transform your mind and take over other people's frames.

Pattern Interrupts are so powerful that they're used in a host of different ways—from the hypnotherapist who looks to induce trance, to the detective who looks to get a person off their lie, to a lawyer who is seeking to discredit a witness, to a PTSD victim who uses rubber bands to snap themselves back to reality. The best of the best know how to use the pattern interrupt to move people and minds to their way of thinking.



So what do you have to do to make a Pattern Interrupt work for you?

There are a host of ways for you to use pattern interrupts. To make this simple and organized, we're going to start with Self Induced Pattern Interrupts, and then we'll go to how to use pattern interrupts for other people.

Self-Pattern Interrupts are done in three ways. One, an anchored stimulus, like a rubber band, a pricking of a finger, or some other physical action that can immediately distract the mind. The next is what I call ridiculous association, which is where you immediately change your thoughts to something entirely irrelevant to what's going on so you can defuse the emotional rush of the immediate incident. The third way is a disruptive action. Each of these may make you feel odd at first, but they are amazing at helping you take control of the way you feel and think about things. And the best thing is that when you get great at it, people all around you will wonder why you're never phased by things in the way same way. Why you're able to take stressful incidents and turn to respond with excitement? How you're able to deal with sadness with strength? People will be in awe because you will be in control of how you respond to everything.

So, let's get to this first one.

## **Anchored Stimulus.**

As we talked about anchoring in the previous chapters, it's about creating an association to outward stimuli that triggers inward responses. When you create a proper anchor, you can interrupt just about anything in your mind and replace it with whatever powerful state you've associated with that previous anchor.

There was a young woman with a depressive disorder who couldn't seem to find the right dose of medicine. She went to a lot of doctors trying to help her. One doctor found out that she wasn't always sad. There were days, or hours, or some period of the time when she was happy, but it was fleeting and often not remembered. So the doctor gave the girl a small hand-held bell for her to ding every time she felt happy and told her to write down how many times she rang the bell. She could just hit the button, give it a ding, and mark her happiness. She thought it was weird, but he insisted she does it. So, as she went about her day, she did exactly that. She dinged the bell softly whenever she heard something funny or felt a bit of happiness.

The first week she did what the doctor said and rang the bell two or three times each day. He urged her to keep going. The next week she reported eight to ten times a day. She was feeling better. She was less depressed. The next week, she said she had stopped ringing the bell because she was feeling happy or content for the whole day. The doctor told her that it was great and that now whenever she began to feel sad, she had to hit the bell and think of a happy memory.

Now at every point, when she felt sad, she simply had to click the bell and think of one of the happy memories she had associated with the bell and could immediately transform any sad mood.

There is a refresh period for these. After about two to three months, you would want to refresh the anchor to the positive, so it doesn't get fully associated with the negative. But besides that, creating anchors associated to positive states, moods, or events, so you can use them to interrupt anything negative, is a powerful pattern interrupt that allows you to snap out of your downward spirals, and enjoy life more.

Next, let's talk about the ridiculous association.

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# Ridiculous Association

Think of any movie with an obnoxious kid, who, when faced with some authority yelling at him, purposefully misconstrues everything that the person says to their infuriation. That is a basic level of what ridiculous association is. You don't have to say it out loud and you don't have to offend anyone; you just have to find the stupid and the crazy in whatever is trying to alter your state.

One of the major techniques in NLP was their Phobia Pattern. In this Pattern, you would take your phobia, find the event in your life that really defined your fear, and then put yourself in a movie theater in your mind and run the event on a screen. You would then run the event backward and forwards, take out the color, add some circus music until it becomes completely ridiculous and loses all its power. This is what the ridiculous association is all about. Taking away the power of whatever is trying to assault your mood.

Now you might think, there are things that are so serious this would be totally inappropriate. But one of the longest running shows on television today is Law and Order, that has people at crime scenes making quips and witticisms over a dead body. People do what they have to do to deal with life, and life only judges you on what you can get done, not how you thought about it in order to get through it. So, don't feel ashamed or embarrassed over using this technique.

## **Disruptive Action**

The third is the disruptive action. This is a strange one. It's not so much an NLP technique as it is something from a little-watched movie called Garden State. In it, a character named Natalie Portman says something that ruins the mood when she gets a bit presumptuous of what Zach Braff's actions would be. In response, she got up, danced around, and made a weird noise, under the premise that she could reclaim the originality of the moment by doing something that had never been done, on that spot ever in history. It was crazy, it was funny, it was right on. Sometimes, you have to do something to change your state.

As we talked about in prior chapters in accessing your resources, your body plays a major part in finding your resources and making them a reality. The same can be done as a pattern interrupt. As we said, all emotions and states start with the body. So when you're faced with stress, fear, anxiety, or any other negative emotion that you need to snap yourself out of, you simply change your physiology, and you'll interrupt the emotional state. Your body will fight you. Your body will try to keep you in your emotional state. But, if you can hold your body in the proper position long enough, you'll transform your thoughts and interrupt your emotion.

These might not sound like huge things. But, being able to disrupt a bad mood, a negative experience, or anything of the sort, can be a godsend, save a good day from becoming a bad day, make you seem cool-headed at work, and just give you a sense of control you are probably craving for your life.

But let's not stop there. Let's keep going right into Pattern Interrupts for other people.

All pattern interrupts occur from the deviations from other's expectations. A famous hypnotist once showed the power of pattern interrupts by walking up to a counter where a woman was there to collect people's phone numbers. Instead of the usual three-three-four structure that most people do their numbers, he did 2-1-3-2-1-1-1. In the end, he asked the woman to stand-up and get him water and lo and behold she did. Why? Because when her brain had to process something outside of her expectations, it quickly got confused and for a moment in that confusion, she was more suggestible than normal.

Pattern interrupts shut down the critical factor of the brain because the brain itself is trying to process what is going on and how it is going on. The brain is constantly receiving tons of signals every second and processing everything it can. Because of that, it has to work to become efficient, and it does that by creating short cuts and expectations on what a person is going to do or should do based on the usual patterns.

That means, whenever you can subvert the expectations, someone would have in an environment, you have an opportunity to really change their minds. People expect salespeople to disagree with their objections. That's why the best salespeople in the world are those who can respond to objections. In a groundbreaking book on torture and interrogation, the author observed that it was easier to get detainees to talk with food and drink than it was with threats of violence. They expected threats of

violence. But they didn't expect people actually to be nice to them and listen to them.

Expectations shade the way people respond to things and think about things. This goes back to Frame Control. When you shatter someone's frame of things, this, too, will immediately affect the way they think and experience things and give you control to rebuild the frame.

Now look, I know I haven't given you a lot of strategies yet on how to interrupt people's patterns. But that's because right after this next chapter, we'll go deep into influence and everything you can do to transform the way people think and respond to you immediately. In that, we'll go through everything you need to know to interrupt patterns and capture people's attention and redirect their attention at your whim.

Right now, focus on using Pattern Interrupts for yourself and for making your life grand.

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## Chapter 10: Testing



You've hopefully come a long way through the first section of the book. You've likely tried a few of these strategies and are seeing some benefits. If you're not, however, seeing all the benefits that you want, expect to, or hoped for, don't worry. That's what testing is all about. The thing about NLP is that it's not about just hoping that the strategy is working. It's about actually getting the results. If you're not getting the results, then it's not working, and you need to either try another technique or keeping working the old technique.

That's why at the end of every multi-step process, we've had the word testing right there. You probably have goals, desires, wants, but most people never know how they're actually succeeding or how to measure their success. If you don't know what to test for, then you don't know whether or



not you're succeeding. More and more people have struggled with whether or not they're successful because they failed to really define what success meant and so unable to measure and unable to test to see if they were successful, they'd grow depressed.

Whether it was a famous musician, or artist, or novelist, or singer, time after time, you'll hear these people at the peak of their success complain that they don't feel successful, that they don't feel loved, that their lives aren't great. When almost anyone and everyone else would love to be in their shoes, have their money, and their names, they would not want anything to do with success anymore. What's the disconnect? It's not that we underestimate fame; it's that we, as people, don't always know what we want and what will make us happy.

There is a purpose of testing, testing, and testing... whether you're testing the effectiveness of one technique over another or you're testing your life to see if you're close or moving forward to where you want to be. Testing is the key tool to making sure you are appreciating the progress you want or making adjustments if you're getting away from your goals.

Okay, you're probably thinking to yourself, "This sounds great, but how do I do it?"

Testing is a very vague term. But there's a simple system you can use for any and every goal to make success easier and to make your approach better at every moment.

Remember, this all works if you're not afraid to fail because you've moved past failure and all you're looking for is feedback. Feedback, as to whether or not you're doing the right thing, feedback to whether or not one thing or another is working for you. Feedback is the key.

If you ask a Personal Trainer what is the biggest challenge they have working with a heavier client who's trying to lose weight, their answer would be "It's getting them to understand the amount of time it's going to take for them to get the results they want and to understand how their body will look as they progress to those results." Most of the time, people put arbitrary numbers on their goals. If they lose twenty pounds, then they'll start to look a certain way. In truth, they've created a bad goal because the only feedback they can get is after they lose the twenty pounds.

So what's this have to do with you? In order to be able to test your goal, it has to be the result you want not how you're going to get the result.

What do I mean by that? Let us take the example of a person trying to lose weight. What they're looking for is thinner hips, tighter stomach, looser fitting clothes, and better health. Well, that's great. They believe losing twenty pounds will get them to their goal. And they hope they're right. Sometimes they are. Sometimes they're not. But when they mistake their goal for how they're going to achieve it, they blind themselves to the success they're getting along the way while only focusing on one thing. A lot of people talk about being narrow in your vision when it comes to goals, and there's merit to that. But narrowing too much creates a tunnel vision that destroys results faster than anything else.

When you're creating your goals that you're hoping these techniques will help you achieve, you need a bigger picture than just your singular approach. You need to know what your end goal is going to bring you and make that your target. If you want to lose weight... why? If you want to stop smoking... why? If you want to get the promotion at work... why? Each of these things has deeper rooted things that you should be working to. For smoking and weight loss, you might want your health. For the promotion, you might want more money and responsibility. Well great. When you start looking at ways to produce more money and more responsibility in the job you have, it's easier for higher-ups to see you as a person to promote. If you focus on your health and make changes that benefit your health in total, it's easier to shed those pounds and easier to quit smoking because you're changing your life as well.

And each of these things become targets for you to measure and test. "I haven't smoked." "I've talked to the boss about overtime or taking on bigger projects." "I've started exercising and eating right." A failure on one area isn't a failure to your general goal; just something for you to acknowledge, look at and use as a test, later on, to see if you can get back on track.

To make this a lot less confusing, let's quickly break down a strategy.

### **Step 1: Figure Out Your Goal**

Create a goal that has measurable marks along the way that you can know if you're succeeding or not. Always dig and find the biggest goal within every small goal that you're hoping to achieve. This way, you'll continue to have multiple things to test against.

## **Step 2: Define Success**

If you don't know what it's like to actually succeed at your goal, then you won't know what to test along the way to know if you are succeeding. What does it mean to you to quit smoking? For most people, it's just that they haven't smoked. But wouldn't it be important to lose the urge to smoke? Wouldn't it be important not to be so desirous of a cigarette that every day's a struggle not to smoke? What is the real reason behind not smoking? If you're a parent who wants to spend more time with your child, are you starting to spend more time with them? There are bigger reasons. But you need to define your success so that you understand what you're actually going for.

Set out exactly what it means to have succeeded at the goal that you've dug deep into in the first part.

## **Step 3: Figure Out Your Check Points**

When will you look in on your journey to know whether or not you're succeeding? What period of time are you hoping to have better results? What are you looking to mark off as a success along the way? Each of these questions let you set up checkpoints on your journey to success. And with that, you'll develop tests to know whether or not you're succeeding.

## **Step 4: Get Started**

There's nothing to test until you take action. So using the strategies that you've learned over the past nine chapters, make the changes that you want in your life and start enjoying it. You'll have plenty of things to test on your

progress line as you go about taking full control of your life and attaining self-mastery.

### **Step 5: Test Along The Way**

You have your checkpoints. Now, as you go through your journey, make sure you stop at each checkpoint. Make sure you are testing your results and make sure that you're getting to the place that you want to be. If you fail at one of your checkpoints or you're not where you thought you should be at a checkpoint, then it's a good time to reevaluate and try again.

At any failure, you should figure out if it's put you back or if it's just left you stuck. The difference being, are you starting over from an earlier point to try something new? Or are you making an adjustment to something to either see if it works better or make it work in the first place? These might seem like small differences, but they're not. If you were to think of it as a road trip, sometimes you might have taken a wrong road and ended up further from your destination than you thought you'd be. Other times, you might have simply needed to gas-up and gotten off the road and just need to get a bite to eat before getting back on track. These are two different experiences and two different needs. You're the only person that can tell what a failure has done or what an adjustment requires. But you need to be aware of it.

### **Step 6: Celebrate**

Every time you pass a checkpoint with success, celebrate it. If you don't celebrate it, you're going to forget about it, and you're going to feel like

you're not succeeding even when you are. Discouragement is the quickest way to failure.

Test, test, and more testing is the key to success. Making sure that you know what it is you truly want to achieve, you've defined what that success really is, and you've set up opportunities to know if you're actually achieving the results you want.

Knowledge is power. Simply by making this one change, you're going to experience something entirely different than what 90% of people in the world experience in success because you are going to gain more information on your journeys and be able to correct path faster than anyone else. And by doing that, you're going to get to where you're going with less stress, with better focus, and more joy... which is the most important part.

Because the more you know you're succeeding, the more you're going to want to push forward and challenge yourself.

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## *Part 2: Influence*

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## Chapter 11: Pacing and Matching



Have you ever met someone that just seemed to be on the same page as you? Your conversation felt like the words were pulled from your mouth, and you talked to each other so smoothly, and it was so easy just to keep going. What happened, incidentally, was that you fell into a process of pacing and matching each other.

Everyone communicates at their own rhythm and at their own pace and often times, we end up competing with people with our own rhythm and pace. When you meet someone that compliments the way you talk and matches you in thoughts and in other ways, suddenly it's like you're talking to a mirror, and everything becomes easier.

The key to influence all starts with attention. If you cannot hold someone's attention, then you can't maneuver them to where you want them to be. But

attention has to be strategic. Most people waste attention, and they don't use it. Others get attention but destroy their credibility at the same time while some people get attention but can't make a connection. Pacing and Matching help a person do both, make a connection, and hold the attention of someone once they've gotten it. Mastering this skill transforms the way you communicate with people forever.

Let's start with matching and mirroring before we go to the topic and vocal pacing. Matching and Mirroring are two of the most powerful rapport builders you can have in your life. However, they have some simple problems that most people, when they first start trying these things, end up doing wrong.

First off, what is matching and mirroring?

When you reach a deep rapport with people, you begin to naturally move like they move, your breathing begins to match their breathing, and suddenly you feel more comfortable with the person. During heightened states of intimacy, you naturally do this as well. Consider sex, in which people's rhythms, breathing, and even heartbeat begin to match and come together as they get closer. Intimacy is power, and intimacy comes from matching the other person.

But what does it mean to match someone really?

Matching is the process of copying people's behaviors, their mannerisms, their positioning, and even their vocal levels. But, do so in a way that doesn't look like you're mimicking them or insulting them.

Mirroring is slightly different where you play exactly what it sounds like—a mirror image of the person. If they cross their right leg, you cross your left leg. If they raise their left hand, you raise your right hand, each time, projecting a mirror to their behavior. But it has the same issue as matching which is, that if you do it too noticeably, people will feel as if you're mimicking them. It's a process, but it's a process that you can master.

The thing to remember about matching and mirroring is that you don't need to do every solitary behavior because that would be suspicious. You want to look for the opportunities to shift your body, posture, or even your voice so you can better match them.

But here's the bonus. When you get very comfortable with people, as we'll talk about in just a second with the pacing of a conversation, and everything else, you'll be able to use matching and mirroring as a tool to test how much in rapport you are with them. Because, when you have successfully matched and mirrored their behavior, you will find people begin to match and mirror you right back and that you'll be able to control their behavior by altering your own.

But you might be wondering if there's any process you can use to make matching and mirroring easier. And the good news is, there is!

First things first, take inventory of a person's position to you from how you are positioned to him, meaning to look at how their sitting or standing, where their feet are, how they're breathing, and more. Anything you can notice, you want to take notice of, and you want to make a note of.

Second, you want to position yourself in a similar way but not completely copying them so that you can more easily start to match their behaviors without them noticing.

Third, as you converse with them, you want to hear their voice and their tone and the speed of their talk and adapt to their way of speaking. Avoid accents, avoid twinges, or anything that isn't actually you. But, do alter your speaking and listen for their use of metaphors and their use of language to match that.

Fourth, after a while of doing this matching and mirroring, try to alter your movements and see if they follow you. It's the best way to test your actual rapport and to see how well you're connecting. If they aren't matching with you, not all is lost, as you'll learn in later chapters in this book.

Mirroring and matching are powerful, but they're nothing without a complete understanding of pacing.

Pacing is really easy to understand as a three-prong process. It's about setting the tone for the conversation by meeting people on the field that they're on so that you can walk person down the path to what you want, never giving them more than they're ready to hear and listen to and never saying anything in a way they aren't capable of or are unwilling to hear. Second, it's about laying out all the information they need for anything, setting up the images, and the realities that would benefit them under the way they process and comprehend things. And finally, you want to alter the pace, speeding it up, and slowing down, based on how adamant they are on taking action.

Pacing is about control, and control is necessary whenever you're trying to influence anyone. But, the benefit of pacing is that it doesn't make the person feel like you're exercising control over them but rather that you're meeting their needs. This becomes a huge benefit in the rapport building necessary for any and all persuasion.

When you pace a conversation, it gives you the opportunity to allow your prospect to listen to everything you want to tell them in a way that they feel like it's all their choice to listen. But, in order for you to do that, you need to be focused on the person. This is key. Before we can even get into pacing, we need to talk about Active Listening.

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## Active Listening

Active Listening is when you listen and ask questions relevant to what people are talking about. It's about really listening to them not just to what they're saying but to what they might also want to say if you ask them the right questions. You can't pace someone if you don't know where they're at in your conversation, and what they're looking to know or wanting to do with what you're talking to them about. This is why pacing and active listening go hand and hand so much.

If you're curious about what to do for active questioning, it's all about using open-ended questions instead of close-ended questions. You want to keep people talking so you can draw more and more from people and get all the information you need in order to persuade them. But we'll get more into that in the later chapters.

Let's talk about pacing.

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## Pacing

The first part about setting the tone is about matching the way they talk. This isn't mirroring matching as we've previously talked about where you go about understanding the tone and speed of their voice. Rather, this is where you focus in on what they are saying, how they are saying, do they rely on big words or short sentences? Do they carry on? Whatever they do, you want to pace that reality so you can properly step into their reality and relate to them the way they are trying to relate to you.

Second, you want to make sure the information is the type of information they are looking for. If you're selling a car and someone's talking about the speed of the vehicle, the appearance, and the sound of the engine, you don't want to bog them down with all the safety measures, the cooling systems, and how long the vehicle can last. This is where most people screw up with persuasion. They get caught up in their presentation and their way of breaking down the items they're seeking to sell that they forget that they're actually selling to another person and just hope to hit everything. In truth, this makes a person feel like you're not listening to them and that you're not understanding them. And when that happens, they are shutting down to just about any opportunity you're going to be offering them. By pacing the information, they're asking for with the information you're giving them creates a powerful sense of rapport that makes them think you understand what they want and makes them believe you will be able to help them with that.

Let me make sure you understand that last statement. You will "Make them think you understand," and "make them believe you will be able to help them." Regardless of whether you fully intend to help them or you

completely understand them, if you don't make them feel and believe you, then it doesn't matter. There's a huge difference from you actually caring and from people feeling like you care. And this is another reason why pacing is so important and works so often.

Finally, your pacing needs to meet the speed they're looking for an outcome. Why do most people when presented with a salesperson coming up to them in a store and asking, "Are you looking for anything?" immediately saying, "No," even when they are? The answer is because people have their minds made up about how much time they want to spend looking for something. They worry that a salesperson will ruin their goal and that they'll feel pressured to make a decision. They're not properly paced at all.

This problem was actually addressed by marketing expert Jay Abraham, who had a furniture store change their greeting from, "How can I help you today?" to "What ad brought you in today?" Suddenly people were no longer ignoring the sales people and instead started to work with them.

When you're pacing a person's desire for a solution, they are suddenly more open to actually getting to that solution – whether that solution is a new dishwasher, a new religion, or something else entirely. By figuring out where they're at in their desire to take action opens up an entirely new world of creation for you.

Pacing and matching are the foundation of any sense of powerful rapport and the foundation to all the influence you're going to learn throughout this



book. So study up and get ready to really master this whole structure of influence.

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## Chapter 12: Controlling the Frame



We talked about frame control in the first section of this book. It's one thing to control your frame and another to control the frame of a conversation. Frame is one of the most powerful things in the world because they dictate how we look at things and interpret what happens around us. When you can control the frame, you control the way people look at and think about what you're talking about. Meaning, you control how they feel, and eventually you'll control how they act.

Frames are a powerful tool that are the underlying force behind every action we take and every emotion we feel when we're engaging in anything. But they are beyond powerful when you talk about using them in your influence techniques.

So let me set the frame for you. In this chapter, I'm going to show you exactly what you need to do to understand how people you're engaging

with frame things and more importantly, how to disrupt their frame and install your frame as the dominant one that they look through and see everything through. In the end, you're going to be able to take any conversation, frame it in a beneficial way, so that the person is moving forward with you.

Where do you start when it comes to Frame Control?

First and foremost, you need to identify the frame the other person has. There's a lot of ways to do this, but, as you get better, and better at this, you're going to be able to do it quicker and quicker. But, the first way you want to do this is simple. Going right back to active listening, people often times reveal how they see the world and what they believe about the world when you let them talk. More importantly, they get comfortable with you and are more pliable to the frame you may eventually offer up. Second, you can put together the frame from the scenario that you're dealing with. If someone is coming to buy something from you, they obviously are looking for the solution that your product solves. The third way for you to discern their frame is through testing their frame against the ones you're approaching things. This can be a bit combative, but, if you know what you're doing, you can make the transition work all the better.

Second, you want to explain their frame to them so that they understand that you understand them. People are unwilling to change for anyone that they don't feel understands their needs and their view of the world. Because when they are faced with a person who doesn't see the interaction the same way as them, they are left wondering how you can possibly help them.

When you explain their frame, they will suddenly have the desire to at least hear how you see things and how it could help them.

Third, you want to offer a better frame. You do this by explaining a different way to see anything. When you offer this up with certainty, excitement, and conviction, people are going to come along with you. This is incredibly important because people feed off your beliefs, especially with the proper rapport. Your frame should empower them to see everything the way you want them to see it, which should benefit you in getting them to take the action you want them to.

Fourth, if you meet resistance with your frame, calibrate with them, and look at your frame to see if it's suitable for them. This doesn't mean that you're going to change the main intent of your frame, but you'll change the shape and form of your frame to make it more accommodating if it's not working for them as is. This is important because it's where 90% of salespeople flounder and fail. They change their frame and change the result rather than to find out how to accommodate a person into their frame. If someone's worried about the price, you change the frame to make it about their needs being met and what they'll gain. Most try to go to lower the price or bartering, giving the frame back to the person and giving their objections a special validity that says they're in control.

Fifth and finally, you get them to take action. No frame is thoroughly tested until you actually have them take action. Request them to take action and do what you want so that you can find out where they're falling in and out of your frame. Then, you can find out where your frame needs work and what you need to do to convince them and expand upon your frame.

Often times you'll find it to be almost a game, bouncing back and forth between their frame and yours. There's rarely a completely linear path to influencing people, as people have a hard time staying on the roads you want them to. But the best way for you to achieve some results is to start working on recognizing frames right now. When you talk to people, listen to how they are framing things.

What are they saying? How are they saying it? How does it shape their view? What beliefs do they use to shape their reality? How is everything being filtered? These questions are important to answer every time you listen for frames. The more you listen to the frames, the faster you're going to be able to take over the frame.

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## Chapter 13: Conversion Theory



A lot of times in life, you're going to be in the minority opinion. People have a habit of going along as part of the silent majority. They might not be completely sold on what the majority is doing, but they're scared to stand out and step out of line. So they just go along. But, there is a way for you to use the power of conversion theory to alter groups and move people to your way of thinking.

There are four factors to using conversion theory.

First is Consistency. People value a minority opinion that is consistent. This happens for a few reasons. One is that repetition is the king of getting messages through people's head. The more you say something, the more people begin to hear it. Often times, people don't even know that there can be a dissenting opinion, let alone do they take heed of that dissent when it's there, because people usually fall in line at some point, or stop talking altogether. But, when you become consistent on your dissenting opinion, you hold an opportunity to really get through to people.

That's why it's also important to keep people consistent as well with your messaging once they join your side. Political groups do this all the time. Republicans are better than Democrats in latching on to ideas and having them vocalized by everyone connected with the party. They create a consistent voice that breaks through all the noise and that everyone can recognize and learn.

Second is Confidence. As you'll see time and again in this process, people really do engage with confidence and certainty when it's brought to an idea. Your idea is only as wonderful and powerful as you are confident about it. The more confidence you can bring to your ideas, the more others will begin to listen to you.

The third is to be Unbiased. If you're biased and appear dishonest or self-interested, people will listen less and take less action. Appearing unbiased is very important to transform other's views and to make them feel like your view has merit.

Fourth is Resistance. People don't like dissenting voices, but, like MLK and others, when you are a dissenting voice, you can expect abuse, insults, and demonization. Anything and everything will be lobbed at you to join and fall in line with the social order. The more you resist, the better your chances become to truly bring your message to others.

Conversion theory offers an important lesson and a very important outlook. That, no matter where you're at in the social sphere of things, you can still have influence, and you can still move people to action. As this section goes

on, you'll continue to learn strategies and techniques that you can use to enhance your influencing skills, and make a difference everywhere.

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## Chapter 14: Social Impact Theory



There was a TED Talk about how to start a mass movement. In it, the man showed a video of someone dancing wildly, almost drunkenly, swaying back and forth, in a specific rhythm. Then someone joined him. Then others joined. And finally, a huge group of people started doing the dance. Just like that, a mass movement (literally) was started. It was also a relative explanation of Social Impact Theory.

Social Impact Theory states that people are likely to respond to social influence under three conditions: Strength, Immediacy, and Numbers.

Strength isn't defined by how much power the other group has but rather their importance to you—the more you care about what they think about you or, the more the person you're hoping to influence cares about the group that agrees with you.

Immediacy is about the vicinity of the group to the person (in both space and time) at the time of influence. People are more apt to respond positively when others are looking at them and waiting on them to respond versus when they're in private.

Numbers are based on how many people are in the group. The bigger the group, the easier and more likely people are to feel the need to go along with your influence.

Though it should be known that in the beginning, as your group grows, your influence grows rapidly with it. But the bigger the group grows, the less the influence becomes. When you go from 3 to 5 people, your influence grows at a greater value than when you go from 65 to 67 people. But as your audience also grows, the more your message can expand, and the more people can hear about it.

If you're curious about how this method might look, imagine a line of people. You would influence one, and then the two of you would go to the next person to convince them of the same thing, then the three of you would go to the next person... As you're all part of the same group, your message holds all the criteria to really project the Social Impact of what you're saying and move people to agreement and action.

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## Chapter 15: How To Use Fear Of Loss



People don't know what they want until it's gone. Everyday people will delay and push back the things they want for themselves with the hope of getting later and later. People don't like to take action. The only time people take action is when they need something or when they're afraid to lose something. Learning to activate that fear of loss in your influence is so important when it comes to truly creating a powerful message that gets people to take action.

Loss is a universal fear that is had by everyone. People are desperate to avoid this feeling so much so that they will often times take actions they otherwise wouldn't under any other circumstances. But, it's also at times the most overused method of persuasion and influence. That, however, doesn't mean it doesn't work. It just means that you need to approach the

fear of loss in a bit of a different way. I'm going to show you some of the best ways to unlock the fear of loss in anyone you talk to in a way that doesn't feel artificial or fake.

Let's start with the mistakes that you want to avoid at all costs.

First and foremost, you don't want to lie. If people believe you're using their fear of loss against them, they will immediately shut down and avoid doing anything with you. People don't like to be lied to, and they don't want to have someone try to use their emotions against them.

Not lying, however, doesn't mean that you can't create limited availability or use some form of scarcity. It just means you need to make that scarcity real, even if it's temporary. It simply means that you don't want to say anything that is easily provable to be false and that a person BS radar will pick up on.

Second, you don't want to push on the fear of loss as the sales point. People will buy from a fear of loss, but when it becomes the only reason for them to take action, they begin to get suspicious. When someone gets suspicious, they don't trust you, and their lack of trust in you will overwhelm most other urges to buy.

Finally, the biggest mistake is not making the loss urgent enough. This may feel like a contradiction of the previous two, but it isn't. Whether you're shaping the deal, creating the frame, or assembling whatever it is you want them to do, you should make sure to actually make sure you have a real urgency to whatever opportunity you're presenting.

So how do you use the fear of loss to your advantage?

First and foremost, you suggest the limited time and make it assumptive. This is what real estate agents do all the time. Though we're used to watching crappy ones on TV with the pseudo scarcity that is seen through, real agents know that it's the suggestion. Statements like: "We've had a lot of people through the house that have definitely taken an interest in this or that, but right now, no one's made an offer." This makes the suggestion that there's no guarantee that the house is going to be on the market for long and that they can't just wait around for the best time. If they like it, other people probably have to and if they're not making a deal yet, someone will soon.

The biggest thing to remember is that people doubt what you tell them, but they completely believe what they tell themselves. Making suggestions that something isn't going to be available soon, that there are a lot of people that are interested, that you're showing something to a lot of people, or that you have limited spots left, can really make people take action.

Next, you want to align the reason they're even listening to you in the first place (usually a problem they want to be solved) with the desire for the item. Again, this goes to the suggestion of a loss versus outright saying it. It also feeds into their needs and you helping them on that end. Meaning, people will better respond to this and face it with greater fear – the fear of losing out on having their problem solved.

This is a big fear of loss to exploit. Many times, people become myopic on just exploiting the vulnerability of the desire for whatever they're offering. But, whenever someone wants something, it's usually for a reason. If they

don't get what they want, they haven't solved their problem. If someone's looking for a house, they're likely looking for somewhere nice or new to live either because they want to move, their family is getting bigger, or they have more money. Either way, the longer they go without it, the more they haven't gotten what they wanted. And each time they abandon it, they lose out on the opportunity to get what they want. Playing on this fear of loss can be utterly powerful.

Finally, though there are a ton of ways to exploit the fear of loss, you want to make sure a person acknowledges the deadline. This is something so few people do. But it's something that internet marketers have found utterly enhancing their profits. People don't just click. They're not interested in a one-time-offer; they have to click a button that says, "I understand I get one shot at this and I'm fine having to do more work instead of spending \$x money now on this Amazing Offer." Studies show that people will actually pause on the page when it's written out to them like that. They'll read it. They'll think about it. And a larger majority of them will then take action. Because when you make people own what they're losing, you force them in a position to fully and completely accept that they're doing something against what they want.

None of these methods, as you see, try to push false narratives on people or to use a false scarcity or any of those things. Instead, you're working with soft suggestions and letting them conclude the scarcity and the potential for loss themselves. That way, it makes it all the more real. Because if you believe that someone else will be along to get what they say no to, then there's no reason for you to be pushy or to scare them. Instead, you're just a

concerned person wanting to make sure they understand what they're passing up. If they do... fine.

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## Chapter 16: How To Use Urgency



Urgency is right up there with the fear of loss. But this involves far more control of the frame in which you're working, then the fear of loss does. See, urgency is usually what people bring to the table. When people, however, don't understand that they should take action immediately and that it's important for them to take action now It's your job as the person framing the conversation to illuminate for them exactly why that should be the case and why it is the case. People are slow to take action because they don't always understand their problems, or they believe they can procrastinate on their problems. Your job, when you're eliciting, is to make sure you can frame every problem they're facing to be as urgent as you need it to be.

A plumber once sent out a mailing to everyone offering a complete free inspection on their plumbing. In the ad, he explains that there are small



problems that people don't even notice that every day have the potential to become bigger and bigger problems. In just a thirty minute free inspection, he can let them know all the problems they have and whether or not there's any urgency to fix them.

When he'd get there, he'd show them how a small drip from the sink can cost an extra hundred dollars a year in water bills, how the little bit of rust on the piping can be poisoning them if they drink any tap water, how one thing after another that people usually ignore or don't think about, is turning their plumbing system into a chaotic mess that they need to fix right away. Everything he pointed out was true. But, he defined the urgency of it for them so that the only question they had was when could he come and fix it.

Everyone has problems; that's why you can influence them. A great influencer is a great problem solver. But once you figure out what a person's problem is and what you want them to do, it comes down to convincing them of the importance to do it.

Again, there's a lot of mistakes that you can make in this process.

First and foremost, being too direct about the urgency of a situation. Regardless of how urgent something is, when you're too direct about it, people don't trust you, and when they don't trust you, they don't do what you want them to. All of the influence is based on some level of trust. If a mechanic comes to someone and says, "You got to replace your breaks today. Right now." People grow hesitant. But you might be thinking to yourself, what if their breaks do need to be done right then and there? What

if they can't drive the car? What if it would be dangerous for them to do anything?

Then it's your job to drive that urgency home. People need to conclude for themselves before they're told anything directly. So if you want them to trust you and understand the urgency that you want them to take action over. You would simply spell out the problems. "The break pads are bare, and they're cutting into your motor, and you'll be lucky if they catch at all going twenty miles an hour, let alone on a highway." This simple statement would allow them to conclude themselves, that the car isn't ready to drive. That it's urgent that they fix it now, and they don't wait.

The next mistake people make when it comes to trying to elicit urgency is to confuse it for scarcity. Though, as I said at the top of the chapter, fear of loss, and urgency goes hand and hand with each other. When you confuse the two or try to use them both together, it instead causes a person to feel uncertain. I get it; this sounds confusing. Isn't it urgent if it's scarce? You betcha. So, why can't you use both together? You can, but you want to use them separately.

What am I saying here?

If you go online and buy something from someone's sales page, you may see them using a ticking clock to suggest that the price it's at now is about to go away or that the supply is about to run out or a hundred other possible things. Well, that's fine. It really is. But, on sales pages that fails, they don't follow that up with anything. Usually, it's at the bottom of the page, clicking away with a big buy now button. True experts understand that they

need to bring the urgency. They explain to them what they're missing out on, why that price is important to get it at now, how delay or anything else besides direct action is significant. Where fear of loss triggers the reason for action, urgency should be used to trigger the need for it.

When it comes to urgency, you want to make sure that you're helping people understand the problems they're facing, the solutions they can have and let them conclude the urgency for themselves.

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## Chapter 17: Keeping Up With The Joneses



People don't want to fall behind others. We are a social species, and it's normal for us to judge ourselves and others from how people respond to us and from how others are doing versus how we're doing whether that's actually good for us or healthy. It is a very normal thing for people to fall into this desire. And wherever people fall into desires, there's an opportunity for you or anybody to influence them.

What is the Jones effect? It's people's need to either stay ahead or catch up with their neighbors. It's a compulsion, a desire, and a fear. It carries with it all the urgency and fear of loss that you could want for anything. But these things are often times buried under their own self-image. This is to say that they fear losing their status in a community; the urgency is to not fall

behind anyone. These fears and wants will rarely be admitted to, maybe not even to themselves, but, at the same point, they're underlying motivators that drive massive, even irrational action.

But how do you use the Jones effect if you're not trying to influence somebody with something that others have—or at least what they know others have. For a lot of people, using the Jones effect seems like a tool to sell more cars and electronic devices. In truth, keeping up with the Joneses is something more than that. It's about people's needs to relate to their neighbors or to what they perceive their neighbors or other people like them have because keeping up with the Joneses doesn't mean keeping up with your neighbors, your community, or any of those things.

It means getting results or getting things that other people have and that they might want. Self-help programs sell the idea of being one of the confident and accomplished people who can go out into the world and get what they want without a struggle. A restaurant sells the idea to test the food that everyone is talking about. It's about creating a community that someone wants to belong to, for which they can then compare themselves to.

But how do you do that?

The process is actually not as hard as you might think. First, it's about finding the desirable traits that people want your service (or whatever you wish to influence them to do) can help them gain. It's more powerful if you can link these desirable traits to a group of people. Like I said above, self-help programs point to the most successful people in the world and MLMs

(Multi-Level Marketing) points to entrepreneurs and business owners. Everything tries to segment their audience so they can create an exclusive group that if you join with them, you'll be a part of as well.

The next part is that you explain the attainability of all the desirable traits. This is where you make the turn to explaining how each of these traits is something that doesn't exist just for those select people but can be gotten through whatever action needs to be taken.

Third, you describe the process. What are they going to go through? What are they going to experience? How long is the change going to take? What will they notice first? The more you can make it clear that this is a thought out and actually a doable practice, the more people will begin to fall in line and prepare excitedly to actually take action with you.

Fourth, you show them that your service (or product) has helped others that availed it. Testimonials, reviews, and anecdotes all work in presenting that if it worked for one person, it could work for them. More than one makes it a pattern they start to believe, more than three when speaking makes it boring and sound braggadocios. But the more you can present people like them that have had the success you want to sell them, the more those people will be ready to take action.

Everyone wants to be liked. Everyone wants to feel better than the other person—or at least as good as the next guy in line. And because everyone has these needs, they have the frailty of being influenced by such manners. But here's the big thing. People don't like this part of themselves.

People are told by every religion, every self-help guru, every therapist, counselor, you name it, that this is an unhealthy way to live their lives. So you have to skirt the line carefully through insinuation and acclimation to their response. Because the moment they start to feel negative, they're taking action simply to keep up with their neighbors or to keep up with other people. They suddenly will withdraw and withdraw quickly. They'll say they have to think about it, and they're not sure anymore if they really want it, or if it's the right thing for them. No, what they're really saying is they don't feel right about getting it.

So, though Keeping Up With The Joneses is a powerful technique, it—like most things you'll learn—is not to be taken too far. But it's not something that should be ignored either. Because the potential for influencing others and motivating them to take action is so large with this motivator that not to use it would be foolish and costly to your goals.

## Chapter 18: Indifference



Listen to any con artist in film or in real life and what you'll find that sells their cons more than anything is their indifference and willingness to walk away. When you need someone or want someone to take action, and you become invested in the response, suddenly you give all your power to that person. The moment you lose power, they lose interest, and they don't take the actions you want. Why do you think that a winning salesman makes more sales than a salesman on a losing streak?

It has nothing to do with skills or communication or ability... most of the time. The more desperate a person becomes to get a sale, the less capable they are of making a sale because they don't have the ability to maneuver the way they may like to. This spells disaster for any influencing endeavors. And it spells disaster for any attempts to move anyone to action. This is



why indifference is a hallmark of influence, and it's one of the key tools to the dark side of persuasion.

A con artist doesn't sell someone on the con by telling them how good it is and how amazing it'll be. He or she sells them on the con by telling them that it's just probably not for them, that they couldn't bring them in on it, even if they wanted to. The more they make it look like they aren't trying to win the person over, the more the person is eager to grab on and ride for dear life.

When you understand the art of indifference and how to project it while staying fully committed to getting the result you want, you'll find people taking actions you'd never think they'd take in a million years. See, that second part is one of the most important things for you to remember—staying fully committed to what you're going after. Most people think being indifferent means that they can't want the sale. In fact, some programs out there try to extoll the virtue of being detached from the outcome and invested in the skills. But indifference should be considered as much as a technique in the influential toolbox as anything else... rather than just a state of mind.

But how do you project indifference so that it actually works and doesn't just turn people off or actually dissuade people from taking action with you? See, that's the other problem. If you're too indifferent, no one is going to think you care or that it is actually available for them to purchase. But there is a fine balance that you can strike if you know how.

First is the pull-away. This simple technique is when you give someone all the details of how something works and what's going to be done, but the moment they go for an objection, you say, "But, look, I don't know if we can find room for you if you're interested. We're really looking someone that can X." Whether it's someone that can put up more money, someone that wants to buy right away, or someone that wants to join your organization that very day, the moment you register the doubt, the question, the objection that's about to rise to their lips, you meet it by pulling away the opportunity.

This is much like we talked about in fear of loss, but it works beautifully with your indifference because now all the power is in your court. They have to convince you as to why they have to work with you. They have to explain why you're going to want to work with them. You switch the script. And when you do it, you take the person and guide them around like a little puppy, who's trying to impress you.

The next best statement is that "Before we even get started, I don't know if we're the right people to work together." Look, being indifferent to the prospect means treating them like you know you're the prize, you're the problem solver, you're the person that they have come to get what they want and not the other way around. Even if you knocked on their door, they're not listening to you for your benefit. They're listening to you for their benefit, and that means you're there to help them. But we all should be a little guarded of the people we are going to give our time to help. If they're not worthy of our time, if they're wasting it, then, they're not going to serve us well. And when you make it about them again, they have to prove themselves to you.

Finally, one more powerful thing you can do is the basics of indifference, “I think this is right for you, but if you don’t think it is, we can find something else, or there’s a great place (somewhere) that has other options.” There’s obvious tons of variation to this type of statement but it’s about showing them you’re willing to help, you’re willing to find them the right thing but if they’re not interested, if they’re not committing, then that’s fine, too.

People need to know you care but not so much that you become desperate for their business. Your desperation makes them feel like they can’t trust you or that they can use you. Either way, it means that they’re not going to work with you or take the action that you want. Make people understand that they want to work with you by having them list the reasons why they want to work with you.

Always, always hold yourself in high regard. Make sure you understand that you’re the prize, and don’t forget it, even though, whenever you’re trying to influence someone, it can feel like getting what you want from them is the prize. The key to any state of powerful influence, whether you’re giving somebody nothing or you’re solving all their problems, is for them to understand it’s a privilege to work with you not the other way around. Your job makes you qualified to help them solve their problems. Their presence isn’t there to solve your problems.

And when you get that mindset, something amazing will happen. People will start qualifying themselves to you, trying to win your approval, and trying to get you actually to sell to them and move the deal along. When you’re in that position, you’ll be able to feel secure, excited, and know that whatever you want, you can get.

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## Chapter 19: Foot In The Door



Someone asks you to help them go and get the ingredients for a cake. The next thing you know, they're asking you to help bake the cake with them. The foot in the door technique is a compliance technique that asks people to do something small before asking them to do something bigger later. This powerful technique has found itself throughout just about anything that has to do with persuasion.

In order to influence anyone, you have to have compliance. The more compliant a person becomes, the easier it is to influence them. That's why the foot in the door technique is so important and so powerful when it comes to influencing people.

There was a study that had a group of psychologists call housewives and ask them to take a five-minute survey about their household appliances. Three days later, they called the women again and this time asked them if they'd be willing to let a team of five to six men go through their cupboards and do a full enumeration of their household products. The women who said yes to the survey were twice as likely to say yes as the women who didn't do any survey at all.

In street hypnosis, one of the first things a street hypnotist does to their subject is have them move from where they're standing and then alter their body. People think this is about them getting comfortable or to make the induction easier. But the truth is, this is simply a technique to start plugging away at the compliance center of their brain. Once they start listening and following along with simple tasks, the more likely they are to let their brain go along with non-simple tasks.

To say that the foot in the door technique is absolutely tantamount to your efforts of figuring out and mastering DARK NLP is not saying enough. Every cult, every con, every religion, requires people not to make huge steps too quickly but instead, to start complying on a small scale, with the power of gradualism wearing down their defenses. This is how cults like the Heaven's Gate got its members to castrate themselves. Jonestown people went through fictive drills on drinking the poison dozens of times before they actually did it. The Manson Family started off with drugs and sex, escalated to breaking into homes and rearranging things, and finally escalated to murder. Each of these times, the leader requests them to do these things, who gradually molded them through incremental compliance.

Regardless of what you want to do, whether helpful or harmful, understanding how to test compliance and use compliance will take you to the next level.

What do you do?

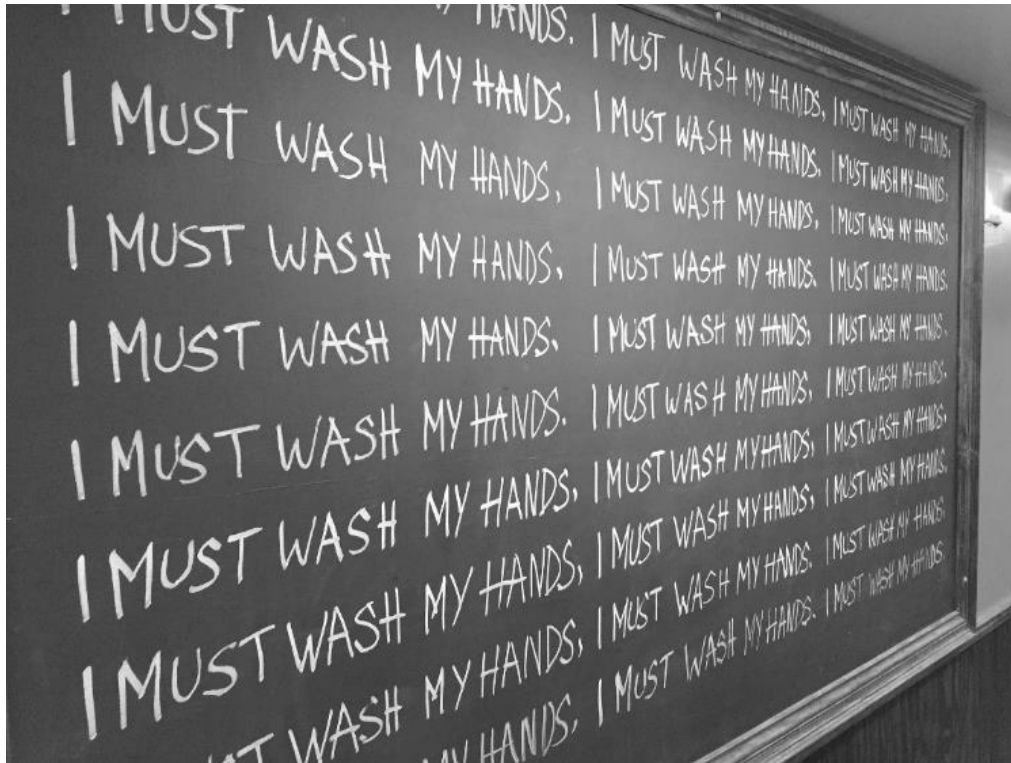
Everything starts with a request. Your goal when you're trying to get your foot into the door is that your request can set the proper frame that they'll be willing to hear you out as you continue but that it's not big enough or taxing enough that they would really consider saying no. Once you've gotten compliance with the first request, you can then move them up with a bigger request.

That's the crux of it.

To make it more efficient, you may want to try a compliance ladder. A compliance ladder works by making gradual requests of people, each time the request getting bigger and bigger along the way. This process is incredibly powerful and what we talked about when I talked about the cult leaders and their elevation to tragedy and horror. People will do things that they never thought they'd do when they've walked up the path to doing them.

As any door to door salesman will tell you, nothing matters until you get your foot in the door. So remember this strategy and use it wisely.

## Chapter 20: Repeat It, Repeat It, And Repeat It More



You like many people may have found some of this stuff repetitive. When it comes to transforming your life and figuring out how to bring about your ideal self, I really pushed home the importance that transformation and overcoming emotional hurdles has on self-mastery. I've pushed the importance of confidence, certainty, and power dynamics when it comes to influence. The reason I repeat things so often, however, is because it is the perfect way to end this section of the book.

Repetition is what is necessary to make a person understand what you're talking about. Every election season, we're bombarded by advertisements



for politicians. Even though people claim they're fed up, sick of them and have heard everything about them. The majority of people don't know what any one individual candidate stands on topics—sometimes not at all, sometimes not until they are days away from the election where they've been bombarded with every other commercial being some political campaign. The thing is, as much of a bother as it may be, it's necessary. People need to hear things again and again until they are sick and tired of hearing it actually to listen to it the first time. Any person with children can tell you the same thing. Repetition is the key to getting a message through and actually being heard.

The biggest mistake you can make whenever you're trying to persuade someone is just to say your message once. No, it's your job to hammer home the important points, to make it as clear as possible what it is you're saying, what it is you want them to do, and what the next step for them to take is if they want to do what you want them to do. But, you can't just say the same thing over and over again. No. People won't listen to you. They will find you boring. They will ignore you.

The key to powerful repetition is saying the same thing in different and interesting ways so that people stay engaged. Every marketer in the world knows this that is even a tenth of a percent good at their job. You can't just rely on one advertisement or one message to get people to take action. You want to continue to expand your outreach, test different mediums, and be heard in a different way. The more people hear from you, the more they're going to listen eventually. Whether they love you or hate you, they'll be forced to listen.

Maybe you're not trying to do something over a long frame. Perhaps, your persuasion and influence needs require more immediate action to be taken. The principle is still the same. What you emphasize, how you emphasize it, how you order the words, and how you tell people what you want from them. All of these things require you to repeat, repeat, and repeat some more. Repeat it until everyone's tired of hearing it that they actually take action in the way you want them to take action. Repetition is the rhetoric of kings and politicians, it's the tool of master speakers, and now, it's your job to make it your tool today, to make your life better.

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## *Part 3: Hypnotic Language*

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## Chapter 21: The Power of Because



Congratulations, you've made it to the third part of this book. In here, we're going to lay out exactly what you need to do with your words to create a hypnotic mindset for people to follow. These principles exist and work because our minds are constant shortcut making machines and as efficient as we think our brains are, these shortcuts leave vulnerabilities that a person can hack into. And regardless of whether or not what I just wrote is true, you probably accepted it as fact because I'm repeating myself and I used the word because.

Language is power. Language is one of the core things that altered our brains from where we are today in the evolutionary kingdom from our primitive roots. Language has moved armies to battle, brought peace to lands, promoted monstrous acts, and glorified acts. The use of language connects Hitler, Jesus, and Martin Luther King. Their use of language drove

their movements. They brought horrors and liberations. Language is the tool of the politician who wants to give your rights or take away your rights. Language is one of the most powerful things you may ever come across in your existence.

There are entire books on how to use language hypnotically, powerfully, persuasively, or manipulatively. But as we start this part, we're going to talk about the best language hacks available to immediately gain compliance and access to people. Throughout this book, I've given one language pattern after another, words and wording for you to use, and I hope you use them. But let's put the focus on the language itself and how it works.

The first and most obvious should be the simple word, "Because?"

In an experiment made famous written about in the groundbreaking Robert Cialdini book *Influence* decades ago, a group of psychologists shut down one of the copier machines so that a line would start. They then had a person approach people and asked if they could cut in front of them. When a person simply asked, "Excuse me, I have five pages. Can I use the Xerox machine," 60% of people let him cut in line and make a copy.

That's not bad.

People are nice a lot of the time.

Then they had him add the word "because."

“Excuse me, I have five pages can I use the Xerox Machine because I’m in a rush.” 94% of people then let him cut in line.

They didn’t want to stop there, though. After trying a few variations after saying because they wanted to see how effective because it was without any reason at all. So they tried something a bit crazy, “Excuse me, I have five pages, can I use the Xerox machine because I need to make copies.”

Everyone at the Xerox machine was there to make copies, but nonetheless, 93% of people let him cut.

As we talked about in the first section of this book, Pattern Interrupts throw a monkey wrench into people’s expectations. As the brain looks for any way to experience a shortcut, when certain words trigger their unconscious, most people fall into the pattern of just going along. And we’ve been programmed over time to believe that when someone asks for something and says “because,” it usually comes with a reason. It doesn’t matter what that reason is; people instantly begin to accept that you must have a reason.

In fact, however, this is something you can test. When you’re in a grocery store, ask someone ahead of you if you cut in front of them, saying, “Because,” with any reason, you want to make up. See how many people let you cut in front of them.

Now, you might be thinking, how does this play out in bigger things. The power of “because” isn’t that people immediately agree, it’s that they don’t critically analyze the statement you say afterward. When you’re answering a rebuttal, when you’re trying to win an argument, when you’re trying to

respond to an objection, you can make your statement more palatable for their unconscious to accept it, simply by adding the word “because.” “Because” is a powerful word that can lower people’s guards and make them more agreeable. Remember that when you’re making your requests or final pitch to people.

As we’re about to dig deeper and deeper into hypnotic language, you’re going to learn that simple statements and words can have a profound effect on the psyche of people. You can shape the way they think, the way they listen, and most of all, the way they act. But hypnotic language, though easy to learn, is by no means simple to master. You’ll have to learn how to use your tone of voice, when and where to bring these statements to rest.

At the end of the day though, with a little practice, and a little work, you’ll have mastered the hypnotic language and be able to start hacking the minds of anyone you seek to influence.

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## Chapter 22: Presuppositions



A prosecutor sits at the table, ready to examine the witness. He stands up and asks, “Did you beat your wife that night?” What did that question do? If a person is locked into saying yes or no questions, how does a person answer without interrogating themselves? Saying “No” suggests that they beat their wife some other night. Say “Yes,” and they’re confessing. And in the jury’s mind, they hear that this man has beaten his wife.

The presupposition is a powerful tool to implant thoughts into people’s mind so that they are already thinking about or owning the decisions you’re going to want them to make. A salesperson might ask someone, “When you buy this, where are you planning to put it?” He’s always presupposed the sale. He’s treating it as if the person’s already made up their mind to buy.

And in doing that, often times, the person comes along on the journey with you.

Presuppositions help to frame a conversation in a completely different way. Instead of trying to find out if a person is going to take action, you use presuppositions to let a person act as if they've already made up their mind, letting them get comfortable with the idea, and to go along with what you're saying.

This pattern of language, like all the patterns I'm going to share with you, flies under the radar of 95% of people. They listen, they hear it, they respond, and often times, they're now falling into your framing of things, which is really the important thing to consider when we're talking about presuppositions. When you're using presuppositions, you need to think about what frame you're setting for the person you're talking to.

Presuppositions give you the power to put people exactly where you want them. But you will occasionally run into resistance. The person, who at the moment is really not looking to buy, and responds, "Well, I'm just looking right now but..." These comments can feel like a death toll for a presupposition, but, in fact, it just gives you the added opportunity to dig into the person's mindset more. You have the opportunity to actually take what they're saying and use it to dig deeper, to even double down on the presupposition with a statement, "Well imagine anyways, you're buying this now, what are you hoping to do with it?" People need very little urging to put themselves into the role of actually taking action. But, once they're there, it's easy for them to stay there and even talk themselves into believing that they need to do that.

But, is there any secret to presuppositions that you should know about?

Yes, actually quite a few. Though a lot of my examples have been used with the word “when,” the first one that I mentioned was the lawyer questioning someone, there are a host of words you can use to layer your presupposition. “After” is one of the more powerful ones, though this one requires a little more rapport building and set up. It’s a future pacing presupposition, met to make them feel like the deal is done already, not just that they’re going to take action, but they have, they just need to do it first.

Next, are questions like Did you, Could You, Would You... That Day (or Today)? Like the question the lawyer laid out, asking if the person had abused his wife on that day, it presupposes that it is something they’ve always done. These types of questions are usually reserved to sway audiences, to get other people on your side.

The presupposition is a great groundwork tool, but it’s not going to help you get to home base. It will set up a conversation, let you develop a frame, and be able to guide people to where you want them to be. Beyond everything, that’s something I want to make sure that I drive home. As powerful and unique a presupposition statement is, and how useful it can be (as you’ll see as we dive deeper and deeper into hypnotic language) it is hardly a finisher, and you’d be mistaken to use it as such.

This is something that a lot of courses and books fail to put out there. They make the presupposition out to be something much bigger than it is and ignore all the power it really has, for the word trickiness of it. If you walk

away with nothing else from this chapter, hopefully you understand both the power and limitations of presuppositions.

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## Chapter 23: Priming



One of the most powerful tools you'll ever have when it comes to hypnotic techniques is called priming.

From the beginning, people have been affected by priming whether they knew it or not, and they're lives have been run by their fear of how others have been primed to them. We call it a reputation. We worry about our reputation. We are unsure how to manage our reputation sometimes, especially when it comes to being an effective influencer. And some of us don't have the power to really get ourselves known by the people we want to be known by before we arrive. So I'm going to show you how to prime your ideas throughout any conversation. Meaning, I'm going to show you how to make an offer or suggestion to someone so powerful they aren't just prepared, but they're excited to take action.

What is priming, and how does it work you're wondering?

Priming is the process of preparing someone to either experience a certain state or have a certain opinion through a series of stimuli beforehand. To put it even clearer, you influence a person before you attempt to influence them.

To give an example, there was a psychological experiment done by Bargh and Pietromonaco. These two psychologists showed a group of people, either neutral words or hostile words and then read them a neutral story where a character's behaviors could be interpreted any way the listener felt. The people who heard the hostile words gave the character of the story hostile intent. The people who heard neutral words gave the character of the story neutral intent.

But the test doesn't stop there. Priming has been a huge point of research, and one of the biggest studies ever done was helped along by Facebook. As they tested on a major scale by curating the content people see, with some people seeing more sad and depressive things and others seeing happier things, they judged people's moods. Yeah, people who experienced more negativity had more negative moods. People who experienced happier posts had happier moods.

It keeps going. Businesses bombard us with an advertisement in every format they can afford, attempting to prime us with the material to associate their products with the positive sensations hoping, in the end, to sway us to thinking of their product in a positive light and to take action and actually buy their product.

Now, all that might be well and good, but you're probably trying to figure out how the heck you're going to use priming? You're not Facebook, you probably don't have hundreds of thousands of dollars to spend on advertising, and you're not a psychologist trying to come up with a new test to learn all this stuff. So how does this apply to you?

The reason priming is in your hypnotic language is because you can use your language to set people up and prepare them for what you're going to show them so that they're not just ready to listen to you, but they're excited for you to get to the point. These few priming techniques that I'm going to share with you should set you up to be able to take any influencing attempts and enhance the likelihood of not just success but excitement on the part of people.

The first of these priming language patterns is the anticipative statement. These are the powerhouse tools for you to get people to commit to what you're going to say before you say them. What is an anticipative statement?

Think about you having a conversation with a person you're interested in, and you want to keep their interest. You're sitting together, and you're talking. You're both learning about each other, and finding out new and interesting things. They say something that happened to them that you also have a story for. Instead of playing back and forth, you telling your story, and them telling their story, you say, "I have a great story, really interesting, you'll love it but first keep talking, I want to hear more." This simple statement unlocks a person's mind to both understand your appreciation of

them but also to make them anxious to finish their story so they can hear yours.

Maybe you're not trying to have a love connection. With the anticipative statement, instead of just solving the problems someone might have that your product can solve; instead, you make them excited at the potential solution. You could start by finding out what problems they have, using active listening (which we talked about in the influence section) and find out what they want and what problems they're having. Now, I know this isn't revelatory. Most salespeople do this. The best is to do it differently, though. They prime people as they go, alerting them along the way as their prospect opens up to them, that they'll show them exactly how one problem after another would be solved by the product. Finally, when they go through the product, they can focus in on the features that they previously talked about and told them to anticipate finding the most helpful so that the person they're talking to can feel completely anticipating these showcases. This, in turn, has them commit to the product.

Priming alters the way people are going to approach things, changing their frame so that they are committed and excited for what you're going to tell them. Thus, preparing them to listen and be more receptive to what you're going to say.

Mastering priming turns everything you say into something important, interesting, and intriguing that people want to hear and are waiting to hear.



## Chapter 24: Incremental Persuasion



We talked about the compliance ladder in the Foot In The Door Technique. This is where we'll make it a full reality and show you exactly what needs to be done to take someone from where they're at to where you want them to be. An incremental persuasion is a unique tool that can work to help people transform the way to think and move them away from beliefs they hold dear. Like we dug into with the Foot In The Door Technique, the more compliance you get from someone, the easier it is to move them from one place to another and to get them to take action.

Few people want to marry you when you meet them for the first time. Often, however, when someone is trying to influence someone else, this is exactly what they're trying to do. They rush the procedure, go for the big

question, and ignore everything they need to build up to get to that place. Because of that, most people struggle. But you won't be most people anymore. No. If anything comes from this book, you'll know that you have to take people down a path and slowly build up to your big request, whether you're in a debate and need to get someone to say yes to you or you're trying to get a sale. The process we're going to outline here will help empower you to master all your forms of communication so that you are completely in control of taking a person anywhere you want.

People can be led just about anywhere if given enough time to adjust to it. Everyday people incrementally persuade themselves of things that are either negative or positive. Some people persuade themselves that the negative behavior of their partner is acceptable. Other's persuade themselves into a life of fitness and health. Each of these things is often done through an incremental process, no matter how big the desire may be, it takes time to persuade themselves truly. The reason I talk about people persuading themselves is that it's important to understand that this is how people go about convincing themselves of anything. So don't fight against it, use it.

Incremental persuasion is about you knowing your outcome. Most people don't examine their outcomes or better to say; they don't fully understand what they need about reaching their outcome to make it simple and easy to lay a path to get there. Selling a car isn't about just selling the car, but it is about making sure that it meets the person's needs and that they're the right fit for the vehicle you're showing them. Wanting someone to join an organization is more than just the membership fee; it's about making sure that the person is going to actually fit into the organization. When people become myopic about the final goal, they can easily lose sight of how to

incrementally move people to take action, and in doing so, they struggle to get people to take action.

How do you establish a powerful outcome instead of the base level outcomes that the average people work from?

Consider every influence opportunity like a cross country road trip. Your major outcome is to get to your location of course, but in order for you to do that, you're going to need to make some stops along the way. You're going to need gas up, check the car to make sure it's still going strong, and you're going to need to get food and drinks as you make your way across the country. Each of these things is important to your journey. Each has its own outcome and purpose. If you stop somewhere and your tires get flat, you need to address it before you can continue. If you're hungry and you don't stop at the last restaurant for a hundred miles, you're going to be uncomfortable. You need to do everything carefully, predictably and make it all part of your plan so that you're going smoothly and your trip can be enjoyable.

The same goes for influencing someone to take action. You need to know where you want to take them, where they need to be mentally, emotionally, and informationally in order to make a decision. This may be different for every person, but there will always be some overlap. And once you understand that path of things and how it works, you're on your way to incrementally persuading people.

But, it's important to realize that unlike your road trip, everyone requires a bit different maintenance. The goals are the same, the roads are the same,

but you might need to stop more often, or you might be able to go longer and further. These are things that you discover by again always actively listening to the people you're persuading. You have to know where they're coming from, what they're looking for, and why it's important to them. Without that information, you're going to be breaking down and left stranded.

Once you've established the outcome, it's pretty easy from there. Unlike the compliance ladder, not every bit of incremental persuasion has to be a test as to whether or not they'll take action or do something for you. The entire process means simply that you're breaking down everything and working to make sure you hit each note that will drive them to take action with you. The first increment then is to make sure you understand each other. If you don't understand each other, then all other persuasion efforts are going to be for naught. You have to be on the same page as them. If they're there to buy a car, you don't want to show someone a motorcycle. If someone's feeling lost and alone, you don't want to propose that they need more alone time. Leaders, politicians, organizers, all start with a common cause that they find like-minded people to agree with them. The only way that incremental persuasion works is if you're actually traveling the same path as the person you're trying to persuade.

The second increment is finding something they actually want and confirming with them that they want it. Or, in other situations, you may be attempting to get someone to accept your beliefs. Cults don't try to get people to take actions initially; instead, they get them to confirm that the group is something they want. They work to get them to confirm that they like the community, they like the people, and they like the ideas. Whatever

your goal is, your second increment is getting them to agree that whatever you're trying to influence them to do is something they at least want to do, or should do, or could do. (I'll explain the dark side of incremental persuasion at the end of this chapter).

The third increment is to get them to take small actions. In a car dealership, it would be to come and fill out the paperwork to see how much they would have to pay to lease or how much they can get financing for. They're not fully committing. They're just getting more information. There's always going to be a smaller step that people need to take, and it's an important step. Because once they take it, that means they do not just agree with you now; they're actually taking action.

The rest of the increments are to get them to take action. Now, depending on what you're getting someone to do, this may be quick with one or two additional requests before they're fully committing. To other huge things, that might require six or seven different requests. Either way, it's going to be based on you and your information and your willingness to make it a reality.

Now, incremental persuasion, can in a lot of ways, work as a form of conditioning. As I talked about at the beginning of the chapter, we naturally find ourselves incrementally persuading ourselves all the time. Countries have done this to great horror. How does something that's unacceptable become acceptable except through incremental persuasion? Those small gives and surrenders of things, each time being justified by the person, and accepted, eventually allows people to become ruled by tyrants.

Of course, it doesn't always have to be bad. But, when you can get people to start conceding incredibly small things, you'll find that the more they concede, the bigger the concession can become. This is incredibly manipulative, or it can be if you use it as such. But, it is also incredibly effective in taking a person and altering their very character.

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## Chapter 25: Double Bind



The double bind could also be known as the appearance of choice. We pride ourselves on our free will. Our entire justice system is based on the notion that everyone is responsible for their own actions and that everyone has the choice to make a different choice. Whether you believe in free will or not isn't the point? The double bind creates what magicians would call the forced choice and what we civilians feel like is the no good outcome option. And yet, when done correctly, people can feel like they've actually made a choice, and not only that, they've made the choice they wanted to make.

You can buy this book and use the techniques inside of it, or you can buy it just to make sure no one is using these techniques against you. At both points, you're still buying the book, but the option of what you're going to

do with the book is up to you. When you're creating a double bind, this goes back to understanding what your outcome is and what you want your outcome to be. When it comes to double binds, there is nothing more important than knowing those two things.

Double binds are about giving the appearance of choice while making sure that the action you want them to take is front and center and assumed. When you do this appropriately, people are moving forward with you while believing that the actions they're taking are natural consequences of the choices they have available to them.

This isn't about stupidity, gullibility, or any of these things. You'd be remiss to simply write it off and believe that this is something that is only going to work on the simple minded or not work at all. Often times, when you're thinking about this failing, you're thinking about being very direct, maybe even forceful. When I think of these terms, that's where my mind goes to. "You can either come now or later, your choice." But when you do this, you're going to learn right now just how to use your language to the best of your ability, to make these double binds not just accepted in people's minds but make them completely part of the person's reality, to the point that it seems like the only thing for them to do.

Let's start with the basics. "Now or Later..." This is your basic double bind. "You can buy the car now, or you can buy the car later." "You can go into a trance now, or you can go into a trance later." Regardless of when they do something, they're going to do it is subtly being implanted into their mind.



But, as it is with any and all hypnotic language, the goal is to build up to these types of suggestions. Prime them for it, let them know that you're believing the action you want them to take is the action you believe they should take. Build up with some incremental agreements that they can comfortably concur with. When you properly build up to your persuasive moment, your statement will easily be accepted.

The next hypnotic pattern to set-up a double bind is, "You can either do x for b reason or do x for c reason." The You Can Either pattern is set up to give people a choice of action to do what they want after they make the choice that you want them to make. This can be incredibly powerful when a person's issues are on the benefits or on the uncertainty of use. Giving people a possessive sense of possibility, let's them more accept the possibility of taking the action you want because they will see the potential for doing other things. Every time a person is given over to more freedom and potential while still being caged into doing what you want them to do. You're winning, and they're likely to take the actions that you want them to take. Finally, Do This And Then That Or Do That And Then This.

This is personally a a personal favorite. This is great for the date night arrangement when you really want to do something that you don't know if your partner will be one hundred percent on board with. "We can either go to the movies and then go to the museum, or we can go to the museum and then go to the movies." But the implications on this are endless, from setting up payment plans, to answering objections, and breaking through stalls that people throw in your way to keep from taking action.

At every point, when you're using hypnotic language, you'll want to be cognizant of the person you're speaking to. You want to make sure that you're on the same page as them, that they're listening to you, and that they agree with you. The Double Bind will fail if you're not in rapport with someone or if they're not at the point to take action. Both of these mistakes are made by you not following the conversation and actually listening to them.

The more you engage with them, the better and easier it'll be to know when to slip in the double bind and when to avoid it. But, for now, if you have a spouse or a significant other, give it a try for date night. Use it anywhere you think you can get away with it, and remember, there is no failure, only feedback. Learn what works and what's not working. Examine people's responses and how to use them better. Take action and practice to make this process easier and faster for you all around.

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## Chapter 26: Agreement Structure Reorientation



We live in a very divisive time. People disagree with just about everything today. And everyone's looking to argue about just about anything. What if there was a way for you to use agreement frames to move people to agree with you? That will end debates quickly. To help people see what you're saying, find out what they believe and most importantly, consider the other person's point of view. This might sound like a pipe dream in today's world, but the truth of the matter is that it's not only possible; you can do it.

Usually, you have two people who argue back and forth. We've all been guilty of this. They state their opinions, you state yours, they come back with more of theirs, and you come back with more of yours. In the end, no

one gets anywhere, and everyone leaves just a little less like each other. It happens. But it doesn't have to. What we fail to do when we're divisive is actually to question what other people believe. We fail to dissect that belief to find the points that we can agree with. Because in truth, nothing changes without agreement. If you can't find an agreement with someone, you can't influence them.

But, you might be thinking, what if their position is vile or completely antithetical to your personal belief system? This is a good question, but you're missing the point. Why people believe something has little to do with their actual belief. Racists have a lot of horrible beliefs but what are they really responding to except a feeling of displacement in their communities and lives and general malaise or superiority to the others that are around them. The White Nationalist that march down the streets aren't chanting they're great and wonderful people. They're chanting that they don't want to be replaced, forgotten, or ignored in society. They're chanting that they don't want to be blamed by society. And when you understand that's a motivation to their belief, you can find common ground in that, or you should be able to. Because if you can't, there's no talking that's going to convince them otherwise.

What is an agreement frame though?

An agreement frame is simply where you and the other person have come to agree on certain truisms so that the conversation is layered with you trying to find agreements. Simple statements like, "Could we agree that x is x?" or "Would it be fair to say that we both agree...?" These simple statements can bring you into an agreement frame with the other person.

From there, you want to dissect what they believe and what you can agree with and understand. Ask questions like, “Why do you think that?” or “What’s important to you about that?” Simple questions that let you dig into their belief system. “How’d you come to believe that?” Each of these is requiring them to look into themselves and dissect their own beliefs in the process, thus opening up their minds to the possibility of change. You’ll be amazed at how many people actually do want to open up about their beliefs when given the opportunity. The more you invite someone to talk, the more they’re going to be willing to talk.

After that, it’s about matching your beliefs with theirs. Find common ground and things that you can both agree with. The more you do this, the easier it is to walk people out of their way of thinking and bring them around to your way of thinking. It can help them see their limiting beliefs are normal and give them the opportunity to see a different path for success.

Finally, you want to ask them if it would be possible for your version of things to be right. More times than not, if you’ve worked the other steps thoroughly enough, you’ll get a very easy yes. With that yes, you have your opening to start comparing for them the two worlds you both come from. You have the opportunity for them to agree that your ideas are valid. And from that point, the thought has been put into their head.

The agreement structure reorientation is a great kick-off point to really moving people mentally to where you want them to be at and to have them explore their own beliefs and ideas.

Use this whenever you're in an argument with someone, or you disagree with someone's opinion. Don't worry yet about convincing them otherwise or anything else. Just attempt to find agreement and take your debate or argument into an agreement frame. You'll likely find yourself connecting with people that you never thought you could connect with, finding agreement with people you never thought you could agree with and learning about people that you didn't ever consider learning about before. It'll be fun, and it'll be an experience. But most of all, it'll prepare you to use these abilities naturally and effortlessly so that at any impasse you'll be able to get people to come over to your side.

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## Chapter 27: The Yes Sets



People will do anything they can to stay consistent and congruent with what they've said and done. They will take actions they usually wouldn't do under the guise that they've talked about being adventurous or they've said they're capable of doing something. People resist as much as possible being incongruent in public because they worry what others will think, and they hate to look inconsistent. This is really where the power of the yes set lies. That, and the fact that people who are saying yes, tend to keep saying yes just like how something in motion tends to stay in motion. This is another one of those mental shortcuts our brain takes. But, all in all, it's going to be a great benefit for you.

The Yes Set is one of the simplest patterns you can use. You ask someone three questions you know they'll answer yes to and then ask them the question you want for them to take action with. Many people consider this

some old sales trick. But, in truth, the psychological principles behind the yes-set have been a functioning part of psychology, therapy, hypnosis, and many other forms of communication. It helps to really pace a person into an agreement with you and to figure out where you can take the conversation so that they can and will do what you want them to do.

Are you beginning to understand the yes-set?

Could you see yourself using it?

Doesn't it seem like a technique that can help to really guide someone down that incremental path of persuasion?

Are you going to be ready to actually practice it and use the techniques you're learning right now?

That's it. That's all it takes and yet is an incredibly effective method of guiding a person to saying yes to you. Playing off the very incremental persuasion, we elucidated on in the previous chapters.

Though, of course, like everything, if you're too blunt with it, if you come off manipulative, if you try to jam the yes set into an area of conversation that it doesn't belong, you're not going to get the same effects. Like everything we've talked about when it comes to hypnotic language, there's a time and place for using it in a conversation.

For the yes set, they're great transitional tools. Meaning, they're great when you want to alter a person's focus and take them from where they were to



where you need them to be. Like a lot of the techniques, they also let you immediately take over the Frame and use it to your benefit and theirs.

You can start it off at the beginning of a conversation, as part of small talk, to build rapport, and to take people from wherever they are in their headspace right down to business. This is a great way to really motivate people into getting down to business and preparing actually to get stuff down for you.

Next, it works as a great traditional form from any area of discussion to another area of discussion. In sales, you can make sure they understand the product before you talk about pricing or from pricing to purchasing. In other influencing endeavors, you can use it as a tool to sum up what you understand of them and what they understand of you and where you think they need to be going or doing. At every point, this can become a unique way to both build confidence in the person you're talking to that you're taking your time and making sure you two are on the same page and to gracefully move the communication along.

Finally, you can use it to close. Either as a way to test their objections by asking them a few simple questions or to make sure they're fully ready to take action and actually do. For an objection buster, one of the common ones in sales is they need to talk to their spouse. A yes-set can work like this: "So this is the one you want? And if your wife says yes, you'd buy it? So you just need to get her approval before you make the purchase? Great, so we could get all the paperwork done and get everything processed, and we won't do anything till you talk to your wife. Does this sound good?"

The yes-set is an incredibly straight forward method that hides in its simplicity a host of opportunities to really and consistent make persuasion better and easier.

Like everything, using it is pretty simple, and I urge you to practice it, test it out, and see what results you get.

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## Chapter 28: Complex Equivalence



You think of a friend, and suddenly that friend calls you out of nowhere even though it's been a long time since you've both talked. There must be some sort of magnetic pull in the universe that brings you both together. This is often how a lot of religions, spiritual groups, and organizations go about using correlations and causation as if they're one and the same and that they prove each other. You'll also see this in bad studies that don't remove this or at least acknowledge the possibility of this when it comes to whatever they're talking about. And yet, with complex equivalence, you'll be using these very same principles in order to convince people of your way of seeing and thinking about things.

Complex equivalence is all about connecting two unrelated things as if their correlation is the causation. In Hypnosis, a hypnotist might say to someone, "As your body relaxes, your mind will open." And so the more they relax, the more they'll feel their mind opening. But besides being a great tool to

put people into trance, it is also a great way of bringing people into taking the actions you want them to take.

You've come all this way looking to buy a car, and you might as well actually get all the paperwork done to buy it. We've had a great night, and we can have more. Whatever you want to use complex equivalence for, it opens up a world of opportunity to get people to take those last few stubborn steps actually to take action.

Our brains look for patterns. We look naturally look to make connections to anything and everything. It's how bumps in the night become ghosts and goblins. It's how after having one bad experience with a food or drink, we associate that food or drink with the bad experience. In the past, these things served us very well. As people go out in the bush and try to survive, at the back of our minds, we know that investigating noises in the bush could often spell death. So we continue to live despite the noises, even when those noises in the bushes were nothing at all. Today, however, they're a vulnerability, and like every vulnerability, they're there for us to hack into and start using to get results.

How do you really use complex equivalences?

It's not difficult and doesn't require a great deal of language trickery. You point out an action they've taken, or want to take, and you bring it to the natural consequence of something they should do or could do or have done or have experienced. Such as, "As you finish this book, you can feel more and more confident about being able to influence others and master yourself."

There could be a dozen other reasons this is the case. This could be the tenth book you've read on the topic, or you could have another five books you've already dug out to read. But, by equating the reading of this book, with your confidence, I create a positive association for you actually to appreciate and use.

Which brings us to one of the best language patterns you can use in this process. The More... The More... In fact, you've probably read these lines several times throughout the book. The more you do x, the more you experience y. It comes off naturally, can be thrown into any part of the conversation, and was going to house its own chapter in the book until I realized just how powerful it could couple with Complex Equivalence.

And that'll happen with you as well. The more language patterns you learn, the more you're going to be able to weave together patterns.

When you use this pattern, people will nod, they'll look at you, and they'll continue to listen. It's a great way to embed information you want not to be critically thought over but rather accepted and moved by for you to build on later. It'll give you the ability to really put some solid ideas into people's minds on the potential of anything you're talking about.

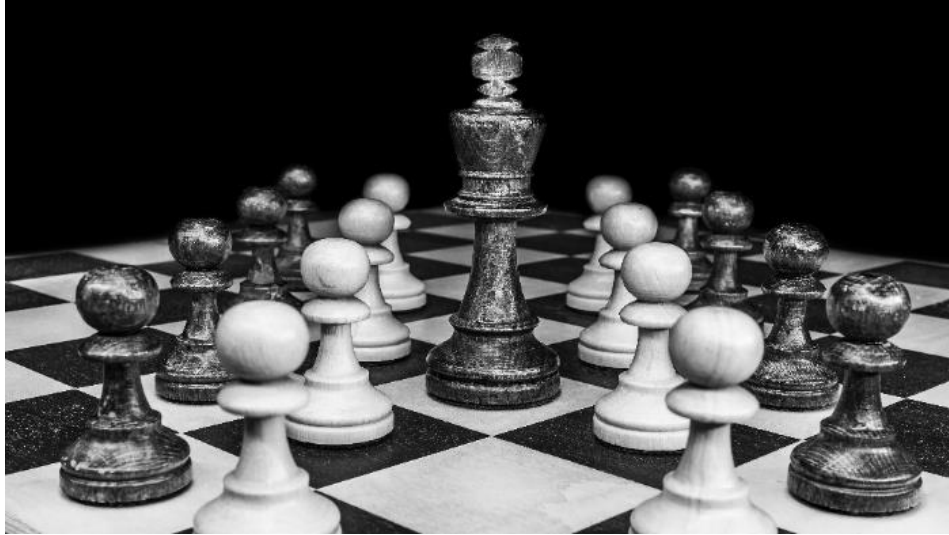
But that's not the only pattern to use when it comes to complex equivalence. The next is from the example up top of the hypnotist. "When you do x, you can notice or experience y?" These comparative states allow you to connect two things that sound like they should be together and that people will be easy to accept.

Now, a mistake with this can be easy to make. If you get too ridiculous or push it too far in the correlation and causation of it all, people will resist. They will disagree. They will look at you with uncertainty. The goal is always that the two things can be held together logically in some way because that's all the brain's looking for—the possibility of truth.

As long as you are working within the possibility of truth, people are going to listen to you. They're going to try and understand you. And most of all they're going to in some way or another agree with these complex equivalences that you're talking about. And when they do, they're one step closer to taking action and doing what you want them to do.

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## Chapter 29: Profiles of the Masters



Kenrick Cleveland is the owner of [www.maxpersuasion.com](http://www.maxpersuasion.com) and studied under Richard Bandler and became the first person certified to teach sales via NLP. Since then, he's released dozens of powerful courses and delved into everything from the Dark Sides of NLP, with patterns meant to harm people, unravel the way think about themselves and their world, and give you the ability to protect against such treatment. He also delves deep into how to get a yes from anyone. His record in sales is amazing, and his trainings have helped create record years for companies across the country. If you want to check out more information, visit his website and check out some of his courses.

Robert Dilts is one of the leading therapeutic practitioners of NLP as well as one of the leading experts on creating Models of Excellence. He breaks down some of the toughest skills and abilities and helps to create comprehensive learning plans based on how the best think about and

approach their process of doing it. Author, trainer, and coach, Robert Dilts is the owner of NLP University International. His website can be reached at [NLPUniversity.com](http://NLPUniversity.com)

Tad James is the creator of Time Line Therapy. This technique is helping people have the major breakthroughs they need to get their life back on track and to live the life they've always wanted to live. You can imagine the power of taking control of your life by reframing any negative events into positives that you can have more control over. You can find more information about him at [NLPcoaching.com](http://NLPcoaching.com)

L. Michael Hall is the master of Frame Control. His course Frame Games goes beyond just about anything else out there. An NLP coach for years, he took the training and ideas and expanded it to Neuro-Semantics. He's got a bunch of free information available on both YouTube and his website, which you can reach at [Neurosemantics.com](http://Neurosemantics.com)

Richard Bandler continues to work in the field and continues to innovate new methodologies even well into his seventies. He's amazing to listen to, and he has a bunch of free videos on Youtube for you to watch. He began it all, and he mastered it in the process. You can find out more about Richard Bandler at [Richardbandler.com](http://Richardbandler.com) and [PureNLP.com](http://PureNLP.com)

These are some of the major masters in the field. Their content and ideas on how people can be moved to change and how you can change yourself are amazing. Not just because they're often times new and exciting but because they work and they work fast. Change doesn't have to be slow, it doesn't have to be painful, it just has to be, and these people can show you



exactly how it can just be. Check it out. Keep learning. And don't let yourself fall behind.

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## Conclusion



Thank you for making it through to the end of *Dark NLP*. I hope you got everything that you wanted from it. In the first section, you should hopefully have taken away some great self-mastery techniques that should help you take more control over your life. From the second section, hopefully, you see a path to having more control over others so that they are willing and excited to do what you want them to do. Hopefully, I've been able to provide you with all of the tools you need to achieve your goals whatever they may be.

The next step is to practice. If you haven't already, you should go back to the first part of this book and make sure that you are working on getting rid of your limiting beliefs and taking greater control over your life. You deserve greatness. You deserve comfort. You deserve to know that your life is yours. Then, keep practicing the persuasion techniques and the hypnotic wording until you're comfortable with it. Trust me. It'll happen sooner than you'd think.

If you would like to study related topics I would suggest you to give a look at the others book I recently published:

- [\*\*Manipulation Psychology\*\*](#)
- [\*\*Dark Psychology 101\*\*](#)
- [\*\*How To Analyze People\*\*](#)

Finally, if you found this book useful in any way, a review on Amazon is always appreciated!

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