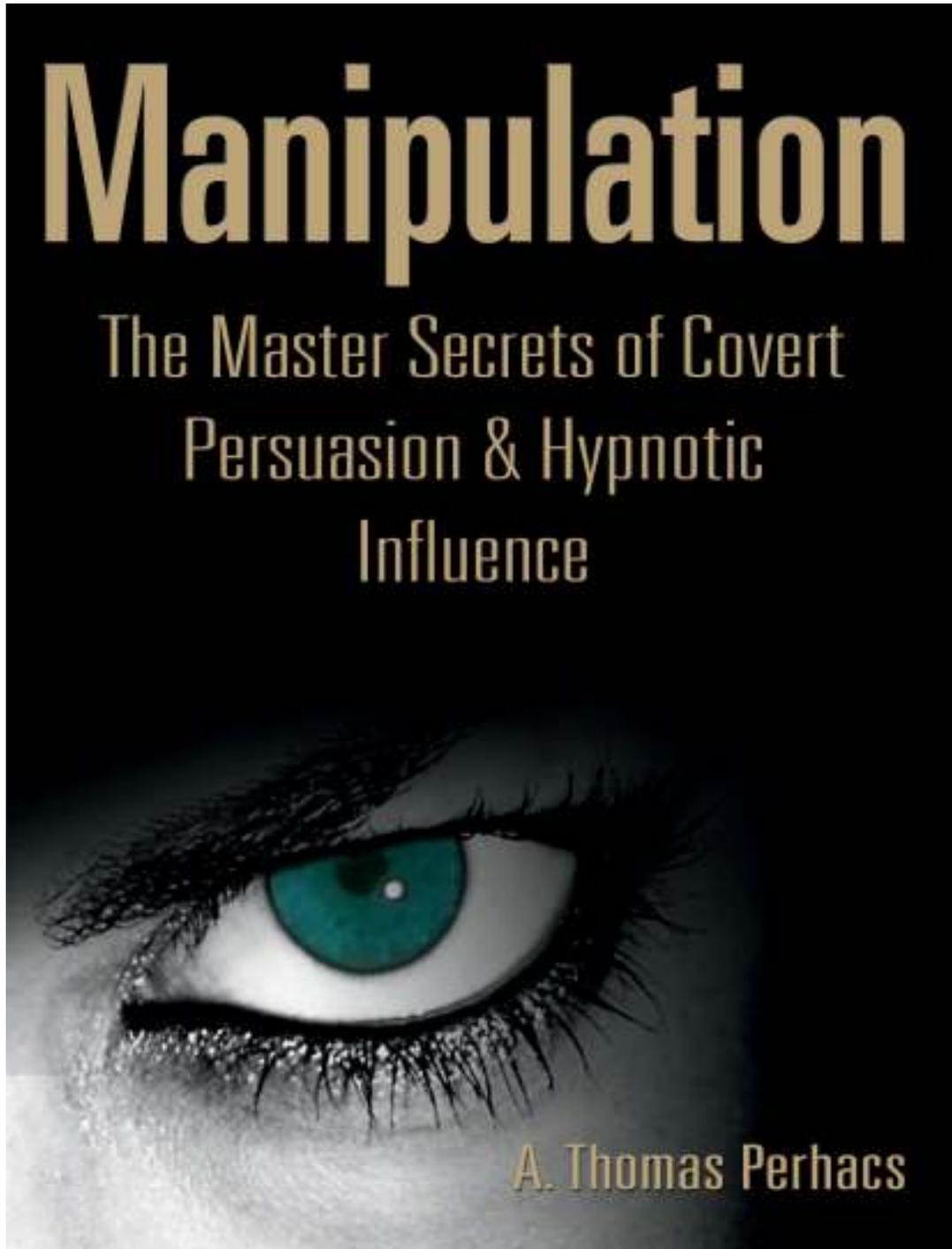


Manipulation Quick Reference Guide



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We've gone through all the info we need to for this course all the info that is pertinent as far as what you need to do in order to get people to the right stages and states and be able to persuade and influence them powerfully. What I want to do now is to do a short review this will be a quick reference guide that you can use in order for you to grasp what you need to do.

I was always the type of person when I went to a training class or a seminar or even listen to a set of audio programs like this, I always thought, I would like to have the information summed up because although the information is good, it is a lot to handle. I am also the type of person that likes to know something right off the bat. I like to get on the ground and start running as soon as possible. That is what I am going to do with the quick reference guide.

This will be a section that you can go back to anytime you need to get a quick reference on what we went over. Of course for any details go back to the course, to the notes, go back to the recordings and really dig deep into what's there. But I have laid it out in a way that you should be able to go to the program and you have the backup notes which will correspond to the audio program so that you can really practice as soon as you've gone through the program one time.

Once you go through the program one time, you can go back to the reference material, and go back to the manual and start to actually put this into play. That is the key that we will be talking about is how you put this into play.

Many times I would go to trainings and learn a lot of these things but the instructors never told you the real world applications. They never told you how to get this to work, how to get this into play how to train with these technologies.

This is the key to your success....

It doesn't really do you good if someone gives you a bunch of techniques and says here's a bunch of techniques, go out and use them. You have to know how to use them, when to use them. You have to know technologies on training, just like I mentioned before that just because you know something, doesn't mean that you're skilled at it.

Just because you know how to lift weights, doesn't mean you're in perfect body building fitness. Just because you know how to do martial arts, in terms of some of the punches and kicks, doesn't mean you can pull them off in a serious situation.

What this is intended for as far as the reference guide is to go over many of the concepts we covered so that you can really have in your mind what you need to do when you are looking to persuade, or looking to put someone into a trance like effect, strengthen concentration, exactly what you need to do to go to point A to point B.

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Trust + Needs (Reasons) = Action

We talked about getting that trust, moving from the trust to where their needs are, there reasons. Of course having your presentation done and the ultimate is the action that is where we get the results for the hard work we put in. What you need to do is you need to go through the book especially and take a look at things in chronological order. I've put things as much as I could in a chronological order.

Energy, Intent & Attitude

The first thing you are going to do is the energy and the intent and the attitude. Although this is not a technical piece of information, it really is technical because like I've said many times throughout this program it's your attitude, your belief in your own abilities, it's the intent that you have when you go out to do these skills.

This is what's going to make a difference. I'd rather have a person who believes in themselves and has the intent to go out and do these properly than someone else that has technical skill. I know many guys that have great technical skills, but never used the technical skills.

They can tell you up and down all about the skill but they really cannot go out and do it. Bringing out how you are going to get to do it, you need to go out and do it. If you are going to get good at these skills, you are going to have to get out and practice.

Get Good At Conducting Formal Inductions

We talked a little about doing formal inductions, I would recommend you do that,. If you have a willing accomplice, someone who is willing to sit down with you and go through some trance inductions, you can do it with all the material you have in this course. All you have to do is go through all the different patterns we put together, go through the trance induction that I put together for you that you listened to, build your own trance inductions.

They key to putting together a trance induction is allowing the person to go into trance naturally. Not only in words, but by the pace of the words, by the tone of your voice and also how you put those phrases together.

What is going to be the end result, what is the induction going to do? Is it going to just put the person into a trance? Are you going to tell them a story and put them into a trance? How are you going to conduct the induction, this will take some homework on your part.

You will have to sit there and put together the induction. As you sit there with your eyes closed, relax your body and just go right through the script that I had, you can change it and modify it to what you want to do.

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That's a good way to get the tonality down, a good way to get these skills down. When you are doing it this way, that's not conversational at all, but that is where you will start to build up the belief, and your intent. The better you get at it, the better you're going to get at it.

I have had a lot of people who contact me and say, I've tried putting someone into an induction and it didn't work, I said, hey.. it happens to everyone. Not everyone you attempt to do an induction for will work the first time; you might have to do it several times.

I have a friend of mine that is very difficult to get under hypnosis. So you have to really use the techniques I've talked about. You've got to know their personalities, if their not willing to give up that control so you can hypnotize them, they will be very hard subject to hypnotize...

That's why you have to find somebody or some bodies that you can play with and if they want to learn hypnotism, you teach them at the same time. They hypnotize you and you hypnotize them, and you see how deeply you get into the trance. That's probably the best way to do it.

If you don't have a partner like that than you will have to rely on video recording or audio recordings, the easiest way is to use a software like "audacity", recording yourself, and listening how you sound. You do need to get some feedback at sometime, and that's when I recommend you go out and meet people and you start to use the conversational hypnosis structures in the process of going out and doing your daily things.

I'm not saying you should do it in a way you are going to mess someone over in a shopping mall.

How To Tell If Someone Is In Trance

The ways you can tell someone has gone into their trance. How can you tell if someone is in a trance?

You can tell by their eyes... If their eyes start fluttering a little bit or they kind of get that stare, then you know that they are somewhat going into a trance like state. They have strength of concentration, you can look at them and see that they are concentrating.

You can also tell by the direction they are looking. A lot of times when you ask someone a question they will go back in their head to try and get the answer. Did you ever ask somebody a question, and they knew they knew the answer, but had to retrieve it from the file. So what they will do is look up and think... where was that?

They couldn't remember which, but they go to the file and pull out the information. You could notice some processing while they are thinking about it. When they are thinking about it and processing it, they are in an alternate state.

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SO keep those things in mind as we are lining ourselves up to do these patterns and phrases on people.

The Power of The Voice

The power of your voice, working on your voice tone, getting it down as deep as you can. (*Lowering voice*). This is obviously not my normal voice, but for some people it can be quite entrancing, listen to the sound of my voice and as you listen, it will cause you to go deeper into trance. You're going to have to work with your own voice.

Your speaking voice, when you're speaking to a woman you use the softer tones because they like that and as you use the language we talk about its entrancing. Part of the reason why you would actually get someone to go into a hypnotic type of state is because of the quality of the voice. The voice has a hypnotic quality to it. It draws the subject in...

You speak a little slower and they hold onto every word you say. When you say words that grab an emotional point on them, for instance, you are going to cause them to feel real good. A lot of people do not hear that statement, so when you tell people you are going to cause them to feel good, it brings over the feeling of that....

Anytime you can make someone feel real good, they are starting to be persuaded by you.

By the same token, when you talk to someone about how **you can rely on me, you're going to like me**, when they hear that in a soft tone of voice, it's kind of like floating down the river, so relaxing that people just melt like butter listening to your voice.

Work on the voice tone, it's a very important part of this process, you will look a little strange doing it but you want to be able to have the different voice tones so you can monitor it. You will really know what will work best for you. I know some guys that use the more relaxed voice tones and get great results with it. It depends on the personality of the person you are dealing with as well.

The Power of The Eyes

Powers of the eyes - always look people in the eyes when talking to them. As you're setting up the trance, you definitely want to be looking in their eyes because your eyes are putting forth a lot of energy so make sure you are putting that energy across.

Always send the energy out to someone. This is part of the belief and attitude, but you always want to be pushing that nice calm energy towards them. You are using this as visualization, but in reality it absolutely goes out to them whether you can see the energy or not, it doesn't really matter, but that energy is going there. Hopefully it is a positive energy.

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We are taking somebody down a road and that's what we are really doing with all these concepts. It's like you have entered them into the building with intent and energy and guiding them down this corridor, and as we go down this corridor, we are taking them deeper into this corridor and as we go down, obviously we are sending them good energy and intent. We are using everything that we can in terms of pulling them in. We're using the voice tones to relax them and put them into a certain state. We are now going to be moving into the bonding and rapport...

The Bonding & Rapport Process

This whole process of bonding and rapport and the energy and intent, and the voice, its all being designed and built to get trust. The more somebody trusts you, the more they will give themselves over to you both consciously and unconsciously... It is a wonderful process.

You can't control somebody; they have to give you the control. That's why we are the controllers because we are controlling ourselves, but they are giving us the control... So as we move down this persuasion and hypnotic influence corridor, we are building up the bonding and rapport to do that. We are using all the skills of bonding and rapport to do that.

We are using all the techniques that we have learned, were getting them to know us, to like us and to ultimately to trust us. We know that likes attract, so we are going as close to them as we can. We want to almost be like their twin, we want to know the different personality types, the sharks, the whales, the urchins and the dolphins and understanding how each of those personality types fit into the individuals we are looking at.

The other thing is **matching, mirroring, pacing** them. There is also a thing called verbal pacing and what that does is it will allow you to get to the point where you're actually pacing their reality, but bringing them into yours.

How you're going to do that is pace the reality of the situation you're in. That's why you hear a lot of hypnotists will use a pacing technique. This is where they will reference what is a current reality. You're sitting in a chair, and as you sit in that chair you can feel the fabric of the chair on your hands. And as you listen, you can hear the sirens in the background, they must be going to a fire. And as you reflect on the smell of coffee in the office... That's called pacing the reality. When you do that, it makes the person go into a quasi trance because they are thinking of all of the things consciously that they were already unconsciously aware of.

For instance, when you sit down into a chair, you don't make a reference on those things, the fabric, my feet are touching the floor, oh I hear a siren and then the smell of coffee, you're not doing that. When somebody says that to you, it automatically causes you to reference that information. When you reference that information, you are starting to go into a trance.

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Remember, anytime the state is changed, anytime there is strength of concentration, you go into a trance or trance like state.

Secrets of Pacing & Leading

Once you're pacing their reality, you're then going to pace the reality and your then going to pace what you want to get across... This point is your objective, your command. Something like, as you continue to sit there in the chair. You're going to allow yourself to feel so good when you act on my advice. So you are letting them know that just by sitting in the chair they:

1. Feel so good
2. Will act on your advice

So what I did was I paced a couple of times as you continue to sit in the chair and begin to relax even more, that's pacing the reality of the situation. You're going to act on my advice. So I've done 2 paces and then do what I call a lead.

A lead is actually sending an affirmation or a directive at that person. You wouldn't want to do the directive as soon as you get into the situation. You want to pace it first, 3 or 4 or 5 paces and then you want to slip in a lead.

You do a couple 2-3 paces, and then add in 2 leads and then you're going to even it up so there is an equal amount of paces as there are leads and then what you're going to do is your going to lead the entire time., you are actually going to start bombarding them in their consciousness with what you want them to know.

Pace: As you sit there listening to the sound of my voice

Pace: You can smell the coffee, hear the sirens and feel the fabric of the chair

Lead: As you do that you will start to feel real good and act on my advice

Lead: When you act on my advice, you will feel real good

Lead: When you feel real good, you can start to experience many wonderful things

So you have relaxed them down, set the frame for them and then you're going to hit them with the directives that are called pacing and leading. It is an important concept to understand. It is something you can keep in your head as your putting this information together, it works specifically in the bonding and rapport area. As your getting the bonding down, you're not only pacing them physically, your also going to bond by doing all the matching and everything that goes along with that.

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So that's the key you need to look for in the bonding and rapport and building that relationship with them so they feel like you're their best friend from 20 yrs ago. That's the key to building up the bonding and rapport, just making yourself up so much like that person, that they enjoy begin around you.

Needs & Intentions = Powerful Motivation

So you've gotten the trust to a certain level, now you need to find out what their needs are, what their intent is. This is a very important part because you now have to find out what motivates them, what is their motive, what is going to be their motive for you to get your point across. It is an excellent strategy to do this; you can look at it from any perspective. We as human beings are looking at every situation for our benefit. They say when someone hands you a picture of a group with everyone in it and you, you always look for yourself first.

Because we are focused on ourselves, we really have our own agenda for what we want to accomplish. So even though I am trying to persuade somebody, I really need to have an idea of how this will benefit them because if it is just going to benefit me, it will be a lot harder to actually get them to do what I want them to do.

You can get them to perceive that it will benefit them, but in my opinion it is misleading and unethical. All you need to do is to find out what their motivation is, and plug in the motivation. Plug in all the information they need in the way you can help them with the particular situation.

So if they are motivated to buy your product because it's going to help them, whatever way that is, they basically give you the information you need and spit it back at them. If they tell you they are looking for something that will increase their health, and that's the kind of product you have, you go back and say, hey I am glad you said that because that is one of the strong features of our product, is that it really benefits the health and I think that you will see based on what you just said that this is the product for you.

Or if it's a person in a relationship situation, I've always looked for someone who is caring and trustworthy, you take that and spin it right back at them. I am glad you said that because as you sit here and talk to me, you'll discover that I am very caring and trustworthy. Again you are using a quotes pattern to use this information to throw back at them. So you have your reasons and your needs. We've gotten the trust, the reason, they are beginning to put their arms around us and are kind of becoming their buddy.

Creating Powerful Embedded Commands

We are going to move into the presentation facet. The presentation facet will have a lot of different things. The best way to go into the presentation is that you now have their reasons and motivations, you need to determine what yours are...

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What are your embedded commands going to say, what is it ultimately want to get out of this person?

The way you look at an embedded command, you take away all the sentences, all of the information that we've talked about up to know, take away all the rapport and bonding you have to build and think as if you can merely go up to someone and request something –

“Give me \$100 dollars”

“Here is my product, buy it now and write me a check”.

If it was that simple to make the sale, then that would be what you would say, you wouldn't have any of the idle chit-chat.

You would go to everyone on your block, or you would go to every office complex and you would sell the product, or go up to everyone of the opposite sex and you would contact them, “hey, I would like to go out with you, give me your phone number, let's go out tomorrow night, we'll go to dinner - you'll pay for it, so on...”

The reality is that we know that it does not work that way. But when you're looking at it in an embedded command, you're looking in a subliminal directive that is in essence exactly what you're doing with those directives.

The Directive is Exactly What You Want to Happen

It is as if your saying to them those directives, so when your building up your entire sentence structure, the embedded command is what your shooting across. What is the delivery mechanism for the embedded command?

The delivery mechanism for the embedded command is a lot of the other word phrases that you have learned up until now. They are used with very specific purpose and that's why we use them.

It is a lot of the other ways we are going to delivery those embedded commands, through presuppositions and other methods. Remember those are phrases that are going to presuppose that what we are going to say are, correct and what they need to do that moment in time. We're putting this all together for their benefit. We're also using the suggestive phrases.

We are also going to work on, as we are putting our presentation together, comeback lines, in case someone gives us a smart response or remark or some type of look...

You have to have a comeback line. So you want to have 5 comeback lines that you can say to somebody if they reject your idea. That's how you're going to work on it.

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Of course we have gone through all those phrases, so you can go back and go through those sections, but this is how we are aligning them. This manual has a lot of this information, so you can go back and start to put together your game plan of how you're going to persuade.

Putting in The Proper Flight Time

When you first go out, let's say you want to do this in public and you go to the library and you're going to start pulling off patterns with somebody. The first way you're going to start doing it is your going to go up to them and meeting them, and then what you're going to do is start saying a few little things.

You're going to try some directives, some very simple things. Then you are going to test it, you're always testing. Now maybe that's the first day, maybe the second day you go out and try some more. I wouldn't recommend that you take all of this information that you've gotten here in the course and try and memorize it, and go out there and try and deliver it.

I tried it in the beginning and it is very difficult and you sound foolish. Unless you really put in the flight time which if you do put in the flight time, then go and give it a shot. You want to bite size this process, do little bits and pieces, you want to get comfortable with it, and you want to stay away from as much negativity as you can.

In the beginning you may get some people that look at you with these eyes that say what are you talking about? So if you do it the right way, they will never even know you are using these skills on them, they will say talk more, they like what you're talking about, especially if you're weaving in stories, you're weaving in the quotes pattern.

Remember to Use the Quotes Pattern

The quotes pattern can be used for any number of reasons as I mentioned a little while ago. Using the quotes pattern, allows you to have trustworthiness with the people you are influencing. So if you find out somebody's reason, you use that and sling it back at them in a context that will bring light into what you are doing.

Again you want to use this as ethically as you can. I would never use these skills to try and harm somebody, and in my opinion if you do, you will get what's coming to do.

There are people who abuse everything that's out there from guns to using their fists, and this is very strong, very powerful techniques and combination that you can be messing with somebody's mind.

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So you don't want to do it in a way that you're going to harm them. You don't want to do it in a way that you're slipping in these embedded commands that are just not right. I've heard of people that have done that personally, I have never been associated with people who have done that, and hopefully I never will. The main thing is to keep these things as ethical and as pure as you can.

Focus on The Process

One of the key things when you're doing the word patterns or word phrases, sentence phrases, is really understanding that it's not so much the content of what you're saying, it's the process your putting them through. And the process is the entire thing that we are talking about. So if you're looking at things in terms of a process, not just the content you're putting out there, you're going to get much better results because the process is your weaving the entire process through the conversation that you're using.

You might be using a few presuppositions, you've got embedded commands, you might have a story you slip in that you use all the time that says something. Let me give you a few that I think work right off the bat that you can start working with.

“What if” is a powerful statement, it creates a very good imaginative state. it gets their imagination going. *What if you can find the exact person that could help your company go to the top. That really creates an imaginative process, especially for a company that is looking for someone to take them to the top in their industry.* The same for a relationship. *What if you could find the person that you've always dreamed of, it brings up all kinds of imagination of what that person could be, so it's a very good trance type phrase.* Of course you got to have stuff behind it to be able to peel into it.

“The More” *The more you find out about me, the more you will like me.* That is a very powerful one; you can work in as well. *What if you can find somebody that you are really attracted to, not only because of the way they look, but because the way they treated you, and they made you feel so good, and you found out that the more you dealt with this person, the more you knew, the more you really found that they were the exact type of person you were looking for.*

So basically what I did was combine both of those into a sentence phrase that you can actually use. A lot of people say when you are doing these sentence phrases; it's not really a 2 way conversation. That's the trick of getting this down naturally.

Everything takes time and being bold and confident with what you are doing.

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Learn How to Evaluate Your Skills (Self Evaluation)

At first you will be very robotic, you will go out there and you're going to be thinking, again you're rehearsing your lines, you're an actor, and so your thinking of the lines, after you get it down good enough, the lines will come naturally. You've done them so many times that when somebody says something, you respond, you have a comeback.

You're going to realize that once you start this technology and you get somebody to a trance stage and you'll say something that will pull them totally out. You'll say what did I do wrong?

You will look back at it and recognize what you did wrong, I didn't stay on this one point, you kind of diverted and pulled them out of the entire state. I can't really teach you those things; you have to learn them as you go through the process. Every situation will be different. I know when I talk to people; I make notes in my head of what I did right and what I did wrong.

Sometimes you go through and it just flows right through, it just rolls right off your tongue and you get the results you are looking for. It's a matter of action; it's a matter of going out there and putting this into action. Let me talk about a few things that I did not get a chance to cover in the actual course.

You Have to Be Covert When Talking to Those You Know

When you start to talk like this, people will start to look at you differently because they realize that you are talking differently than you did before. But this is something you can turn on and off. Obviously if you're hanging out with your buddies, you're not going to be talking in a trance language with them or they will think you are a little weird...

When I first starting doing this, and started talking to my wife and trying to pull patterns on her, she wasn't buying it at all, so I had to be a lot more covert when I was doing things because she knew it. She knew how I talked and all of a sudden I slowed down my tone of voice and I have a different voice, she said, hey why are you doing this, you sound crazy.

But for someone who doesn't know me that well, I can put on that type of voice and it totally entrances them, they totally dig it. So when you're first getting started, you have to keep all these factors in mind so you can really embrace it.

I also talked about increasing your vocabulary, increasing your words. Part of the reason you are putting people into a trance like state just by using certain words, or word phrases is that they may have never heard anyone speak like that before, and it's like your speaking in a romance type language, in a sense that it is a very visual type of language, its language that really elicits a response from them not only physically but also elicits a response from them going into the brain and process the information you are giving them.

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Whether you are talking to a male or female doesn't really matter, but I will say that females will pick up on the information and the energy that you are sending a lot better because they are in more trance by that type of language, the kinder, nicer type of language patterning. There are certain words that you can use, that I call power words. Now these aren't words that are necessarily trancing words, but are words that you can use that are powerful when writing and speaking.

You can use these words and you will see these words in the book. They are words like adapt, analyze, and collaborate on. A lot of these words are used in a business context, but you can use them in the relationships too. Cultivate, how would you like to cultivate a relationship with somebody. When you say cultivate, it is something they don't hear every day so they have to process it.

- Harness
- Enhance
- Familiarize
- Foster
- Navigate
- Initiate
- Interpret
- Leverage
- Nurture
- Persuade
- Quadruple
- Streamline
- Synthesize
- Target
- Traction
- Triple
- Velocity
- Smoothness

Any descriptive words that you can find, that why when I say when you are looking up words to find the most descriptive words that you can. Anytime you get a descriptive word and use it, it is a listening and response based on their reference. So if you say if we did this with smoothness, they are interpreting this smoothness as what they know as smoothness. You don't have to explain that, you are being vague, but using a word that is outstanding.

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Take these words, and start to intermingle them in your tool box of what you are doing. Also the course has jammed packed more information than you can use right now. There is really too much information in the course. I tried to cut it down as much as possible, but I knew I had to give you as much as you needed and I don't think it's an over kill, maybe it's an over skill. You will have enough information so that you can go back to it.

I really want to reference and really emphasize the fact that you want to go into the section where you have the suggestive phrases and sentences and you want to take those beginning part of those sentences, the "if you could", the "as you" and all of those types of phrases and start finding out your top 10 or top 20. There are just under 70 of those phrases. So you want to take the top 10, the ones you like, the ones that you can pull out of your pocket, no problem any time of day. Those are the ones you will start with and you will start putting together patters.

Hypnotic Influence Works, When You Work It

You will take your embedded commands and you start putting those in, then the presuppositions, just a couple of those words and put those in like naturally, luckily, easily and put those in. this is how you are getting started using the technology. You are taking it one bite at a time. You're not trying to take the course as a totality and saying, ok I have to understand everything because you don't need to understand everything, you just need to understand the things you need right now, and that is getting started.

A lot of people look at this information and say hey, I'm not going to go out there and try to persuade or hypnotically influence somebody until I got these techniques down. My point is if you never go out and try, you will never make it. First, you don't try you only do. Your attitude has to be that you are not trying to do this, you are doing this. When you go out, you are the controller and you are going to influence somebody. You have to get in your head that you are in control of the situation. You have to go out there and keep practicing.

Like the guy that came up to me and said I tried to do an induction and it didn't work. I told him you did one somebody or 100 somebody's? He said 1 somebody a friend of mine; I said well, so what? There are going to be some that are going to actually grasp onto what you are doing, others won't.

I had one guy that came to me and said I cannot be hypnotized. I said have a seat, were just going to talk, forget all this hypnotizing stuff, it's kind of crazy don't you think, he said yeh, absolutely. I just started talking to him, telling him a story and started embedding some commands and things like that.

A couple of day later he said to me, what were we talking about the other day, I feel different, it was just so strange the way you were talking to me. I said well I said it's because I hypnotized

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you, he said get out of here, and I said absolutely, it was conversational hypnosis because you already told me that you could not be hypnotized. So I had to not even mention it, so if you mention it to some people, they will resist it.

Conversational Hypnosis Is Power

That's why conversational hypnosis is so powerful. Your kind of going through the back door, talking to them naturally and doing all the trance stuff and they think you are doing what you normally do but you got your embedded commands in there and your little phrases, and words and comebacks and everything is really neat and by the end of the situation you got them to do exactly what you wanted them to do.

At the end, they are shaking their hand and their happy as can be, they don't even know what is going on. But you've done it in a win-win situation, their fired up, and excited that they came to some decision or you did something exactly the way you wanted to do it.

That's what conversational hypnosis is, you're not going to get them to bark like a dog or cluck like a chicken. There just going to do what you ask them to do because you are embedding the commands, and when you embed the commands strong enough it will work. Take this information and really utilize it, work with it every day, take a few minutes out of you day. Look at the scripts, look over the different patterns, figure out your favorite embedded commands and start working with them.

As you start working with these, you are going to notice down the road that you're going to get more powerful with your words, and your patterns and will find out that you are the controller of your life and that as you become a stronger controller, you begin to allow others to give control over to you. So that you can help them, so that you can help them see the benefits of how you can help them. And when you do that, you are going to get the most and maximum out of life that you've gotten.

If there are any questions on this course, if there is any information on this course you would like to discuss just give me a call or email me, I would be more than happy to answer any questions you may have. Good luck and keep persuading.