

*Dylan Loh and Andrew X Reveal...*

# *Project Covert Persuasion*

## Volume One

## Persuasion in Everyday Life



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### INTRODUCTION

Let me bring something to your attention. Let me lead you to a certain belief or conviction, so gently and subtly that you won't even know that you're being convinced. Let me influence your thinking. Let me *persuade* you.

Yes, this book is all about the power of persuasion. It is a complex phenomenon with very powerful effects. Being able to persuade people means being able to make people behave as *you* want them to act, believe what *you* want them to believe, think how *you* think. Yet persuasion has nothing to do with coercion or brainwashing. It is not about aggressively pushing your position and demanding people take notice. No, persuasion is subtle, and insidious. People do not even realise they are being persuaded much of the time. Persuasion is *covert*, or hidden, yet the outcomes it can achieve are anything but gentle or subtle!

This book will uncover the truth about persuasion, and show you how it affects you in your daily life, and how you can seize the power of persuasion to pull ahead as an individual. You will see how it is used across a variety of fields and sectors in modern society, and begin to realise how you can harness the force of persuasion for personal and financial gain. Most importantly, you'll discover that despite the incredible outcome achieved through properly executed persuasion, its underlying principles and methods are really quote shockingly simple. As this book will show you, the art of

persuasion is breathtakingly easy yet amazingly effective. And sophisticated persuasion can be learnt and achieved by anyone, from any walk of life. You simply need to understand its methods and its effects. And that is what I shall be uncovering in this book.

I hope you are ready to be persuaded that to succeed in life, YOU MUST  
PERSUADE!

Good luck...