Hypnotic Language Patterns Volume 1

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Volume One

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Introduction

Hypnosis in itself is not new to mankind. In fact, the process of hypnotizing other people can be done by someone who doesn’t even know inkling about hypnosis. Hypnosis is defined as “a trance-like state that resembles sleep but is induced by a person whose suggestions are readily accepted”.

Popular culture has often pictured hypnotists as shady magicians who make people cluck like chickens onstage, for the pleasure of a paying audience. While it is true that there
are people who proclaim themselves as ‘hypnotists’ we can’t use these people as a baseline for what hypnosis truly is.

Hypnosis is more than just a circus act – it is a covert art that allows people to influence and persuade others easily. It utilizes the natural thought patterns of people to communicate messages more easily. It doesn’t have to be performed with a swinging pendulum.

It doesn’t have to be performed with mysterious hand gestures and breezy words. True hypnosis can be used any time of the day with little or no difficulty.
And this volume will focus on that kind of hypnosis – hypnosis that works whenever you need it to work. Hypnosis that can be used in a live dialog, on Skype, through a text message, through a phone call or even through email.

They say hypnosis is dead because people rarely go out to speak to each other face to face. I say: these folks don’t know a fraction of what hypnosis can do for them. And so this book was born – to show people that hypnosis does have a place in our fast paced and modern world.

Tips for Using These Patterns

Every person has his own learning pace and learning strategy so I’m not going to tell you how to learn the techniques included in
this book. Some authors do that but I believe that readers should be given full rein when it comes to actually understanding and applying what they’ve read.

What I am going to give you are a few simple tips that will help enhance the learning process. These strategies will be especially helpful to readers have never applied hypnotic language patterns before.

1. Understand and play around with the desired hypnotic language pattern in your mind. Focus on getting the sequence of the words correctly. This is very important because some hypnotic patterns completely remake old patterns of speech to achieve a hypnotic effect. If you don’t get the sequence of words
correctly, the hypnotic language pattern may not work right.

2. After learning a new pattern, the easiest way to permanently impress that lesson in your memory is to write down sample statements on paper.

It doesn’t matter if your samples aren’t perfect; the important thing here is that you’ve practiced using the hypnotic language patterns that you’ve read.

3. If you come across examples for specific patterns, go over these examples as you create sample statements of your own.

4. Writing the hypnotic language patterns is one thing; it’s a completely different experience when you say the words out loud. Don’t forget to practice saying the patterns daily.
5. Try to find someone who is also interested in hypnosis or persuasion. You can practice with this person and you can both benefit from the experience. Just make sure that you practice the patterns in a quiet environment, away from prying eyes (or ears).

6. When you feel confident about a specific pattern, don’t hesitate to use the hypnotic language patterns on other people. Don’t worry about sounding a little awkward at first; it’s completely normal. Over time your ability to use hypnosis on others will improve greatly and you will have little or no trouble using the patterns.

7. Use the different hypnotic language patterns when you think a pattern would be perfect for the situation. Hesitation
and doubt are your biggest enemies so don’t let these two get the best of the situation.

8. Like exercise, practicing hypnotic language patterns is better if done on a daily basis. So if you can devote just ten to fifteen minutes of your day to these new patterns, that’s enough.
Redefining Thoughts

The first hypnotic language pattern that we are going to tackle is called the redefining pattern or simply, the redefine. The redefine is a special hypnotic language pattern that can be used to shift the attention of the other person to another topic.

As you can already imagine, this can be an extremely effective way to persuade someone to listen to your side of the story. This language pattern can also be used when you feel that the current topic is becoming a little offensive or uncomfortable.
Without knowledge of any similar language pattern it can be very difficult to shift the attention of someone from the current topic and you can end up having to sustain a conversation that has a really bad subject matter.

How can you apply this particular pattern?

Here are a few examples:

You can use it when you are debating or arguing with another person and the other person is really pressing on with a particular issue.

The redefining pattern can also be used when you are trying to sell a product or idea to someone. The redefine can be used when a person comes up with an objection to what you are offering at the moment. That way,
the other person won’t be able to pursue and develop the objection anymore.

This hypnotic language pattern can also be used in situations where you have to train or teach other people. Often, trainers face the challenge of having to deal with distracted participants. This language pattern can help bring back people to what you were really talking about in the first place in the event that the target issue is sidelined by members of a group.

When you are attracted to someone and you want to lead the other person to some other topic/issue (preferably one that would benefit you as an ardent admirer).

Now that you are more or less aware of just how powerful this language pattern can be when it comes to expressing the right ideas
and persuading other people, let’s look at the basic template or formula for a redefine:

_The issue at hand is not (A), it is really (B) and that means (C)_

Pay close attention to the arrangement of the words and the three major elements of this language pattern (A, B & C). The first element smoothly connects with the existing issue; this creates a seamless connection between the redefine statement and the last statement of the other person.

However, as you reach the first element (is not A), the current issue is negated and a new issue is quickly introduced (it is really B). The new issue is further imposed on the conversation through the third element (and that means C).
This pattern might look like a tongue twister in the beginning, but it’s really easy to use. For example, let’s say that you were trying to sell a new idea to a project manager who had no interest whatsoever in adapting a new paradigm.

The project manager is going on and on about how new ideas tend to backfire on really important projects and simply does not have the time or patience to deal with delays and mess-ups. This situation does sound agitating and hopeless, right? Not if you can use a hypnotic language pattern.

Hypnotic language patterns have the special ability to break trances. A trance is defined by the Merriam-Webster dictionary as a ‘state of profound abstraction or absorption’.
Let us take a closer look at trances so you can understand how language patterns can actually help you influence others. First, let us establish a basic truth about trances – *everyone is under some kind of trance, 24 hours a day, 7 days a week.*

This might come as a surprise to many of you and I don’t blame you for doubting the truth of this statement. Many people only know of trances through popular culture. When people think of trances, they think of people who are in some sort of zombie-like state where they can’t walk straight or even think clearly.

The majority of people around the world think that trances are limited to *induced trances* that involve a sleep-like state. The truth is a trance can occur any time of the day and *for a variety of reasons.* Let me
explain. When you become absorbed in something, you automatically enter a *trance*.

You may not notice the trance at all, but believe me, it’s there and you are within the trance’s influence because that is simply how the human mind works. A trance can occur in a variety of situations and to illustrate this fact, I’ve prepared a short list of situations when trances occur frequently:

1. When a person is watching a really good movie

2. When an avid sports fan stands up during a live game because he is gripped with energy and excitement due to an impending victory

3. When a person becomes completely absorbed in a really good book that he doesn’t notice the hours fly by
4. When a person is listening to a really good lecture by a notable individual

5. When a person is bored and he doesn’t want to listen to someone who is droning on about something that is not interesting at all

6. When a person becomes really interested in a game that he is playing

7. When a person loses track of time as he creates something with his hands (like a painting or a sculpture)

8. When a person doesn’t want to be bothered because he is feeling great momentum in his work

9. When a person is sitting in the middle of a cafeteria and he starts thinking of all
the bills he has to pay at the end of the month

10. When a person sees a beautiful woman across the street and becomes absorbed with what the woman is doing, what she’s wearing, etc.

As you can see from these examples, a trance can really come out of the blue. People are usually unaware that they are in a trance but they will exert effort to maintain a trance if they find it beneficial.

That’s why we use hypnotic language patterns in the first place because these language patterns can break an existing trance and can also potentially start a new trance in the target or subject.

Going back to the earlier example I made, let’s connect this new knowledge of trances
to the redefine pattern. If the project manager that we were talking about earlier did not want to even consider what you were saying, he is probably in a negative, combative trance.

The problem is not the information you are offering but the mindset that was triggered by your conversation or interaction. The redefining pattern will attempt to end this trance so you can persuade the other person to accept your proposal.

Another advantage of using this pattern is you really don’t have to expend a lot of mental energy thinking of how to shift a conversation. Just identify the undesirable issue at hand and substitute another issue that you want to discuss – it’s the simple.
You won’t have to justify the shift because within a split second, the current issue has been negated and replaced with another issue.

The redefining pattern would work extremely well if you can create a series of redefining statements that progressively lead the target to your actual point.

Be aware though that you have to be gentle when shifting topics especially if you are faced with critical individuals like academics or hard-nosed business folks. If the shift in a conversation becomes extreme, there is a big chance that the other person will not respond readily to your input.

So if you are talking about cars (and you want to ask the other person out on a date)
you must not say “The issue is not that you love Ferraris but whether you should go out with me tonight for some Chinese takeout”. Extreme shifts may backfire, so be careful.

However, if you think you really have an edge when it comes to using special language patterns, go ahead and try using the redefining pattern to propose a completely different action or direction. Here’s an example of how the redefining pattern can be used to create a 360 degree spin on things:

“The issue is not the problems in the current project but how much help you are giving the team members to ensure that they have everything they need to work at 100% capacity. How good do you think the results would be if you made sure that all their
computers have the latest software for programming and web design?”

This approach may or may not bring the desired results. But it’s still worth a shot. If this approach doesn’t work, you can always try smaller shifts in the conversation until you finally arrive at the desired target topic. Will the redefining pattern help you persuade people?

Yes. Will it work always? Well, it really depends on your level of rapport with the subject. If you don’t have any rapport with the subject, why would he listen to you in the first place? He won’t. He would have no reason to listen to you because there is no trust involved (yet).
The Redefining Pattern: Applications

1. When you find yourself in a dead-end argument with someone, don’t try to outdo the other person so she would just relent and let you have your way.

This rarely works and eventually, you will lose to the other person because you will either run out of energy or the other person would just walk away, leaving you to deal with your loss.
Instead of aimlessly deflecting the other person’s points, use the redefine pattern and ask a question that would lead to your point. That way, you will be eliciting a response from the other person as you shift the attention away from the current issue.

2. In a romantic setting, you can use the redefining pattern to ease the tension and send a relaxed invitation to the other person. This pattern is especially helpful if there is tension involved and you want to break that tension.

3. In a sales setting, you can use this pattern to lead people away from money-related objections by stating all of the benefits they will be getting by purchasing what you are offering in the first place.
4. During a job interview, the person in front of you might downplay you by saying that you don’t have the kind of seniority and experience that the company or organization is looking for. You can say something like this: “The issue is not whether I have worked a similar position for at least five years in the past but whether I can give you the exact results that you want to increase the profit of the company tenfold”.

5. What about those times when you are really raring for a great bargain? Instead of trying to wear down the seller, use the redefining pattern. Here’s an example: “The real issue here is not the price you are asking but the small discount I am requesting so you can actually finish this dialog with an actual sale. If you give me a 25% discount off these old jewels I
will buy them right now with cash. How’s that?”

The thing about hypnotic language patterns is that there is no single right way to use them. As long as the pattern is correct, you can combine different patterns to achieve an effect.

And as I have already mentioned in an earlier section, you will get the best results if you write down samples of your own and practice using patterns whenever you can. As for routine practice, try practicing just
ten minutes a day (not sixty or seventy minutes per week).

The Agreement Pattern

The worst thing that could happen to you when you are trying to persuade someone is for that person to say “no” to everything that you say. And let’s face it – there are many individuals who are experts in saying no to people.
Don’t worry – there is actually a language pattern that can help you win in this kind of situation. This hypnotic language pattern focuses on reducing the resistance of the subject to your ideas by forcing agreement at every turn.

How does this work? Well, think about it: people generally don’t like it when people disagree with them. With the agreement pattern, you will agree with a point while at the same time adding your point at the end.

The hypnotic language pattern itself is quite simple:

“I agree with (A) and would add (B)”
This pattern only has three essential elements but it is an extremely powerful pattern that can be used in a variety of situations (like the redefining pattern).

Here’s a quick example:

“I agree that this new product is pricier than its counterparts and would like to add that it has extremely useful features that is not offered by any of the existing competitors”

You can also combine the redefining pattern and the agreement pattern to create an ultra-
persuasive pattern that will knock your subject’s socks off:

“I agree that this new product is pricier than its counterparts and would like to add that the issue here is not the price of the product but how much time it will save you in just a few months’ time and how much more profit you are going to rake in by using this product which I may add is being offered at 30% discount to you by our good company”

You might be wondering: does this mean that I have to say yes to everything that the other person says?

Well, you do have to agree with the other person but you don’t have to agree with anything he has said that you don’t like. Or you can just agree with something else just so you can include the agreement pattern in your dialog.
If you don’t agree with anything that the person has just said, you can always just agree that he just said something to you.

This may sound a little odd but it can work. Here’s an example: “I agree that you have just lambasted my business and would add that only someone with the least amount of professional experience would say that”.

A lot of people would react to the fact that I just called someone an amateur with a statement. What good would the agreement pattern do if I just questioned someone’s professional experience?
Well, it’s better to agree with people than to disagree with them. People are universally hardwired to get along with others who agree with them (even if the agreement doesn’t benefit them at all).

Agreement frames are excellent during arguments and heated debates because it actually defuses other people’s defenses automatically. If someone agrees with you, your brain will automatically lower its defenses.

But if someone disagrees with you, all your logical and creative defenses are up and you are ready to fight tooth and nail to defend your position (even if it is wrong).
That’s just how the human brain works. It’s not manipulation or being a controlling person at all. We’re just taking advantage of the fact that people love hearing agreement.

Under normal circumstances, people don’t usually need to point out that someone lacks professional experience (or competence, at that). Most of the time, you just have to show the other person that there is another way of viewing or analyzing a particular issue:

“I agree that you just disagreed with my point earlier about real fur coats and I would add that there are many ways of analyzing the fur trade issue and your take is just one of many”

You have to be careful when using “but” and “and” in your agreement pattern sentences.
Normally what people do is they agree with someone and follow up their agreement with a “but”. The word “but” is universally understood in the English-speaking world as a sign of disagreement.

Remember the rules of positives and negatives? When you combine a negative element and positive element the result will always be negative.

Therefore, if you say something nice in the beginning but you follow that up with the word “but” the recipient of the message will automatically know that you are about to disagree with him.

It doesn’t matter how nice you were when you said the affirmative/supportive part of the statement. You are still clearly
disagreeing with the other person because you used “but”.

Now compare the impact of a statement that uses the word “and” instead of “but”:

Statement # 1

“I agree that the new project is over-budget but I would like to add that everyone was doing everything they can to stay on budget”

Statement # 2

“I agree that the new project is over-budget and would like to add that everyone was doing everything they can to stay on budget”
Notice that the second statement was affirmative throughout. The first statement sounded like it was making an excuse for being over-budget. No one likes excuses.

An excuse often feels like a slap to the face which is why it is universally disliked.

Would you want to sound like you were trying to make an excuse while you were trying to persuade someone? Most probably not – so as much as possible avoid using but when using the agreement pattern.

Some of you might be thinking: the agreement pattern is nice, but is there any way to vary the outcome without reducing the impact of this hypnotic language pattern? There are some variations that you may want to try:
1. “I almost agree with what you said and would add that…”

2. “I do not completely agree with all of the points that you have just raised and…”

3. “I agree with almost all of the things that you have said and would add that…”

4. “I completely agree that you said ___________ and would add that…”
Applying the Agreement Pattern to Different Situations

1. "I agree that the product itself is high end and a little pricey and that simply means that you will get the best possible value for your money in the end”

2. "I agree that you do not completely comprehend the complexities of this new system that we are about to put into place and that means you are still adjusting to the new requirements and the nature of the new system. Let’s talk about it more later and we’ll see if you
are still confused about most of the important parts of what we have discussed”

3. “I completely agree that you and your team are overworked and would like to add that by fixing the flow of priorities of your team you won’t feel so overworked anymore even if you are given ten more tasks to complete in the next few days”

4. “I agree that this new task is very important for the profit of the company and would add that because it’s important, it has to be given to someone who has the time and energy to focus on it one hundred percent”
5. “I agree that I don’t show my feelings often and here are all good reasons why you are the love of my life”

Covert Tip:

The main goal of hypnotic language patterns is to reduce the resistance of the subject to your statements.

The agreement pattern can be used in such a way that the subject will become deeply involved with what you want to happen after just one statement.

You can accomplish this by creating an induction statement that makes use of 3-4 ‘agreement’ phrases followed by the final
agreement statement that introduces what you really want to happen.

Here’s an example:

“I agree that the product is a bit expensive. I also agree that as a business owner, you need all the help you can get to get your return of investment quickly and I almost agree with everything you said about new products in the market. And because of that, I also agree that getting this product would be perfect for your new business. I believe that this product will make your business grow beyond belief.”
Important Notes:

1. Hypnotic language patterns are only the tools of the trade. The final outcome of all your efforts is still based on your general ability to influence others.

If your efforts don’t work even with the use of the hypnotic language patterns that means something else is amiss. Perhaps your body language wasn’t right?
Perhaps the way you delivered your words wasn’t persuasive enough? Make sure that you are also paying attention to all the other essential elements of persuasion and influence. If you stick to just the patterns you may not get all of the results that you want.

2. If you are in a situation where results would really matter to you (i.e. you will lose your job if you don’t succeed) don’t practice any of the language patterns in this book or any other book about NLP or hypnosis.

The reason for this warning is quite simple: if you fail, you will regret it and all you will learn is that the patterns you chose for that day won’t work for one or two people.
Practice the different language patterns you will find in this book (or anywhere) else when the situation and the environment is relaxed and you are free to commit as many errors as needed for you to master the use of the patterns.

Do not practice when something important is at stake; otherwise, you run the risk of dealing with dire consequences that may have been avoided if you used other persuasive techniques.

Hypnotic language patterns are specialized tools that are only effective if the words come out naturally from the persuader/influencer. That is the main reason why I advocate daily practice.
3. When you are faced with a new technique or language pattern the first thing that you should do is to imagine a situation where the language pattern would be most useful.

Visualize how your final message and the target language pattern would come together in a beautiful union. Rehearse the final outcome (the statement) in your mind and then practice it in real life (first with a friend and then in a random situation that requires the pattern).

4. The best situation for practicing patterns is those situations where the outcome won’t really matter in the long run. Don’t practice with an angry manager or an irate boss. If your words don’t work, you will regret it.
5. Since we are dealing with language patterns, the easiest way to commit the patterns to memory is through repetition. Repetition allows you to encode the pattern in your mind.

However, you must not rely on repetition alone. Repeating a pattern won’t help you create better-sound statements. Repetition also won’t help you develop statements that sound spontaneous and natural.

How to Increase Compliance with Agreement Sets

In the earlier section we discussed how agreement sets can be used to agree with others as you introduce a completely different idea. Agreement sets on the other hand are a little different because you would
be actively pacing and leading the other person to comply with what you want him to do.

Instead of just opening the possibility of compliance, you will actually be holding the other person’s hand during a hypnotic induction and ask him to do something for you at the end. It’s a little advanced than most hypnotic language patterns but I can assure you, it can work in many situations.

How does an agreement set work? Here’s how it works: the human mind was designed in a way that when it picks up verifiable facts, it tends to question succeeding statements and ideas less and less until trust is finally established and compliance becomes imminent.

Here’s an example:
“As you are reading the manuscript, enjoying the different lessons on hypnotic pacing and leading, you will enjoy practicing these great hypnotic patterns even more”

Do you see how an agreement set comes together in a statement? The first two parts of the statement can be verified easily by the subject. The third and final element in the statement can’t be verified but by the time the subject reaches the third part of the stamen he has already been conditioned mentally to agree with whatever you want to say.

It’s a sneaky strategy and it works beautifully each and every time. And the best thing about this strategy is that it allows you to gain compliance without deceiving anyone at all. Notice that this pattern focuses
only on what is true and what can be verified easily by the senses.

The Thought-Disruption Pattern

The Thought-Disruption Pattern is another brutally simple HLP that can be used to give embedded commands. The Thought-Disruption Pattern can be used when you think you have lost footing in a conversation and you really need to bring back the subject or the group to your desired issue.
Here’s the formula:

Step 1: Provide a diversion statement (i.e. “Crazy game last night!”)

Step 2: Wait for the subject to respond; if there is no response, try another diversion statement until it finally works.

Step 3: Begin asking questions that would lead the other person to agree with you (i.e. “Would you like to make more money than you have ever dreamed possible?”)

Step 4: Introduce the desired topic when the subject has complied with you.

*Covert Tip:*

All hypnotic language patterns can be used to effectively change people’s perception of ideas and events. For example, if you have
to delegate a task to someone you know is already busy with other tasks; you can use the redefining pattern to show the other person a different view of the situation.

Just how can this be achieved? Here’s a good example: let’s say you had to manage a group of people on a daily basis. Delegating different tasks can be difficult especially during that time of the year when people really have to work double time just to meet deadlines.

What would you do when people start showing resistance to the idea of receiving more tasks from their manager? Normally, managers would just use their position to get what they want. It’s the normal process; employees or team members don’t usually complain because they are afraid of losing their job.
You may be able to delegate tasks this way but in the final analysis, people around you may be losing faith in your ability to become a good manager. That can become extremely problematic in the long term. We want harmony in any business setting right?

You can achieve this harmony by shifting another person’s perception through a HLP, like the agreement pattern. So if the subject is saying that he can’t accept the new task, you can tell him something like “I agree that you are indeed overburdened with several tasks at the moment and that means that we have to work really hard to identify which tasks are urgent and which ones can be put last on the list”.

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The way I used the redefining pattern in the last statement helped me accomplish several things:

1. I was able to express agreement, which defused the situation immediately.

2. I was able to acknowledge the condition of the subject, which is another defusing technique. People tend to become more defensive and resistant if a person feels that the speaker has no idea what he is going through at the moment.
3. I was able to embed a command in the statement, which also doubled as a solution to the implied problem of the subject (being overburdened with work).

A Proactive Approach to Handling Objections

Objections are a normal part of any social interaction. People usually come up with one (or many) objections to defend their long-standing beliefs about something. Objections are *rarely* based on pure logic and reasoning, unless you are debating about the speed of light or how peak oil is determined.
That being said, you can handle objections effectively with the right HLP. Keep in mind that when I say ‘use a pattern’ I’m not saying that you should formulate rigid statements and use these statements as ammunition against your subject. Human communication doesn’t work that way at all.

If you do this, you will be disappointed because language patterns were meant to be interspersed along with normal, day-to-day speech. Use these patterns at the right time and you will get results. Use them blindly, without any real goals and you will ultimately be disappointed with the results.

So going back to what we we’re talking about in the beginning of this section, objections are really just a normal part of any dialog.
If you encounter objections during a conversation that does not automatically mean the other person hates you or you are a poor speaker. What we can be certain at this point in time is that you have probably hit a nerve (i.e. a core belief) and the subject is simply reacting to what you’ve said.

So let’s say you were trying to sell something to someone and the other person says something like “Why would I spend money on what you are offering? My business doesn’t need something like that. It’s a waste of money because my business is in top shape and I’ve read from somewhere that newfangled things like that should be avoided at all cost.”

Okay, so I went a little over the top with the sample objection – but it can happen. And
we all know that when there is a torrent of objections, expressing ourselves can be quite hard because we are demoralized by all of the objections.

Instead of feeling depressed or anxious with the objections, handle it with an HLP. Here’s how you can counter an adversarial person with an equally powerful counter-argument:

“I agree that your business is not doing badly even in this economy and the real issue here is not the present state of your business but how it will fare in a year or three years.

Having a robust and consistent inventory system is the secret of really profitable
businesses and this will reduce the risk of encountering losses down the road.

I think that most business folks have this worry that their business would somehow suffer because of human error and other problems associated with not having a good inventory system but the best business folks in my opinion are the ones who exhibit forward thinking and do not rely on the day’s results when determining future actions.

When would be a good time to check your current inventory system so I can make recommendations as to what changes you should make to make it bulletproof?”
Again, don’t follow my samples section per section. I don’t expect anyone to make a long monologue like the one that I just did. If you do a monologue as long as the one I just showed you the prospective client would probably stand up and walk away (thinking you were a bit crazy).

If you are going to use an HLP to deal with objections, use the patterns strategically over a period of time. *Intersperse* the dialog with HLPs to make sure that objections are countered effectively and the other person stays extremely focused on what you actually want him to do. You can do this without appearing bossy or aggressive.

**Don’t Forget Rapport**
Rapport is simply harmony between you and the subject. Many books on hypnosis and neuro linguistic programming will provide really in-depth analyses on rapport.

But for the purpose of using hypnotic language patterns all you really need to know about rapport is it is essentially just *harmony* between the speaker and his audience. Why is rapport so important if you want to influence or persuade someone to do something for you? Well, rapport creates *trust* and *faith* in another person.

When you have those two elements on your side, you are a half-step away from a big “yes”. It doesn’t matter what you want the other person to do for you – if there is rapport, he will listen to you more attentively and he will agree with you more frequently.
Most books on NLP and hypnosis say that you should try matching/mirroring to establish rapport. This type of mimicry or mechanical copying sometimes works but if the technique is used by someone who has never tried hypnosis the results usually vary. 

In my own understanding of hypnosis, when a person begins matching another person’s movements and breathing rate that means some rapport has already been established.

It can get quite confusing sometimes so I don’t recommend that you rely solely on mimicry to establish rapport.

Instead of trying to match the other person’s breathing rate, do this instead: imagine that the other person is someone really close to
you and you are genuinely happy that he is talking to you at that moment.

Yes, I’m asking you to make believe that the subject is actually a relative or a friend (or even a loved one). Before you get even more confused with this lesson, let me explain: we speak and act differently when we are with friends and loved ones. We are more relaxed. We feel more at ease with the person in front of us. We feel more confident when we say things (even the most mundane things sound really interesting when we are in the presence of familiar individuals). Combine all of these attributes and you have the perfect formula for rapport.

You see, recent studies have shown that the brain has deeply ingrained mirroring mechanisms. There’s a part of our natural mindset that tells us to copy what we see.
Mimesis or copying is a natural part of the learning process. It doesn’t go away in adulthood; it doesn’t go away at all. The tendency to copy just stays there, waiting, until appropriate events and situations trigger it.

As an influencer/persuader it’s your job to create that special situation that will trigger a mirroring response. Smiling, being confident while speaking and being at ease with the other person are all good attributes that people would love to match/mirror. You will be providing the subject with a specific set of actions that you want him to copy so that your interaction would become smoother and less problematic.

When you see that the other person smiles easily when you smile that is a sign that you have already established rapport. Copying is
more of a *measurement* of the rapport between two individuals, remember that.

**Using Simple Words to Create Strategic Statements**

In the world of hypnotic language patterns, the shortest words can often spell the difference between a successful interaction and a really bad one. In this part of the book we are going to focus on three very important words: and, but and yet. I know, these words don’t sound like much but you will be amazed at how the meaning of statements changes wildly when you place any of these words strategically.
Expressing Authority & Criticism

I’m sure you have experienced situations where you had to give someone some negative feedback or criticism but you just didn’t know how to phrase the feedback in such a way that it won’t completely hurt the other person’s feelings.

The problem with the usual formula (positive/affirmative + negative) is that the positive/affirmative part of the statement is often ‘deleted’ by the word but. Here are
some examples of statements that make use of the old/conventional formula:

1. Your report looks really good but the boss said it contained too many grammatical errors.

2. Your driving has improved dramatically since we last met but I noticed that you still drive with the hand brake on.

3. I agree that you are no longer extremely late when coming to work but you are still 20 minutes these past few days.

4. You look beautiful in your new dress but the seams at the sides make you look a little flabby.

5. The new project is a success but the problem with going over the set budget is becoming a big problem.
As you may have noticed, all of these statements, no matter how good they may seem, actually give completely negative feedback to other people. These statements become completely negative because of the placement of the “but”. The “but” actually erases the previous part of the statement. So it might seem like you are giving someone good news but in reality you are just conveying bad news because once you say the good part of the message you will be immediately removing it with the word “but”.

So how can you avoid giving criticism in this manner? How can you avoid causing people more anxiety or sadness than necessary? You can avoid this by reversing the usual order of the elements in the statement. The old formula for levying criticism is:
Positive aspect + but + criticism

This old formula will bring nothing but grief to people, so avoid using it altogether. Use this new formula instead:

Criticism/negative aspect + but + positive aspect/praise

On paper the new formula may look a little harsh but trust me, giving negative feedback first is better than giving it later.

The “but” acts as an eraser so when you put the criticism first you will be immediately deleting it right before you give the other person the praise/positive feedback. Here are some examples of criticism levied using the new formula/pattern:
1. The project analysis you just gave me didn’t make much sense but I did love how you organized the topics and how you used bright colors.

2. You are late again but you are five minutes earlier today and that is a good development. Keep it up!

3. This pie doesn’t taste like the one we ate in the restaurant but I do like the presentation, it looks very professional.

4. Your house needs about $10,000 of repairs but the good news is the electrical and water systems are fine.

5. Your computer needs a new motherboard and video chipset but the LCD screen, keyboard and mouse are all fine.
6. You are not allowed to stay with your friends until midnight on Friday but if you want to go out on a Sunday that is a completely different discussion, one that just might yield a more favorable result (for you).

Connecting Disparate Statements & Ideas

Sometimes it’s necessary to suddenly shift the focus of the subject in just one statement so you can avoid problems (like someone walking away from a task because it’s too hard). This shift can be achieved by connecting two or more disparate ideas within a single statement. You will be able to do this by using the word “yet”.

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Here’s a good example: let’s say you were asking someone to do something for you and he begins complaining that the task is just too hard. You can say something like this:

“That’s right you haven’t mastered the new system yet, that’s because you haven’t read the documentation that I emailed you yesterday. Go over what I sent you and I will talk to you later in the day to see if things have become easier.”

Here are some more examples so you can practice this great pattern at home:

1. “The business proposal you submitted is plausible because you took the time to gather all of the required data and how much better is this proposal going to be when you sit down one last time to remove some of the unnecessary parts?”
2. “I almost agree that your car doesn’t need repairs yet and you could just decide this week if you want it to be repaired so it can run optimally again”

3. “You are correct the lessons are a little difficult but how much better will you feel when you have practiced the patterns a little more so you can get the most out of the course?”

4. “This new service does seem pricier than its competitors; that is because we have yet to discuss the other benefits that are not included in the brochure and I am quite certain that you will feel much better about investing in this new service once you have learned all of the features”
3 Tips for Practicing Patterns in Real Life

I know that it can be quite difficult for some of you to begin practicing the different lessons that we have covered so far, so I’m going to give you a few additional tips to move things along:

1. Don’t be afraid to make mistakes. To repeat the old adage, nobody’s perfect so there really is no reason for you to fret about making mistakes. It’s part of the learning process.
Even if you sound a little funny as you practice the different patterns, no one is going to get physically hurt or emotionally scarred for life. So go ahead – make mistakes and master the patterns!

2. Some people fear being ‘discovered’ by inquisitive subjects. Should you be anxious about being discovered yourself? You shouldn’t be. In fact, if the subject tells you that you are up to something simply tell the truth and move on. That won’t mean that your words would be any less effective.

3. If someone makes an issue out of you using hypnotic language patterns and calls you manipulative or controlling, just say that all language aims to manipulate and control – and it all boils down to intent. People should realize
that when someone speaks, he doesn’t speak just for the sake of speaking, he does so with intent and more often than not, the intent benefits the speaker foremost before anyone else.

4.

**Boosting Your Confidence**

If you feel that you are lacking in confidence when it comes to trying new things (like hypnotic language patterns), there is an exercise just for you. This exercise makes use of perceptual positions so you can change specific behaviors that are preventing you from being the best possible you.
This exercise can be applied in any scenario. It doesn’t matter what you do; this exercise can be used by programmers, writers, artists, business people, sales people, etc. And of course, it can be used by folks who want to use hypnotic language patterns. Let’s start!

1. Find a quiet and comfortable place to perform this exercise. You can lie down on the couch or sit on a really comfortable chair (just don’t fall asleep!)

2. Think of a time when you didn’t feel that you were effective as a speaker or
influencer. The event doesn’t have to be big or significant at all. If you had a really bad conversation with your manager or boss earlier in the day, that’s a good scenario already.

3. Try to remember all of the details of the conversation. Think of the responses that you came up with and how the other person responded to what you were saying.

4. Analyze what went wrong during that particular interaction and think of how you could have improved your chances of being more influential or persuasive. List down all of the changes that you would like to make if it was possible to go back in time and undo that situation.
5. Now visualize stepping into that old scenario but this time, you have new knowledge as to how to handle that situation. You will no longer be interested in repeating your old mistakes – instead, you will be creating a completely new outcome based on what you have learned.

6. Replay the scenario in your mind but this time, observe yourself again with the new insights that you have gained from the last step. You must not be emotionally attached to the ‘old’ you that you will be observing. Just take note once again of how you spoke and how you handled the real-life situation in the past.

7. As you observe the ‘old’ you, begin encouraging the ‘old’ you to change. Encourage the ‘old’ you to handle the
situation differently. Assert your authority.

8. As a final step I want you to merge the old you and the new you in your mind. You are not discarding the old you – you are just assimilating a new attitude and the old you is there to remind you of the things that you should never repeat in the future.

9. Do this exercise as many times as you wish until your self-confidence issues are addressed. If you have to go back several years to find those events that really created a negative impact on your confidence level, do it. Don’t be afraid – at this point in time, all you can do is improve.

Covert Tip:
This might sound simplistic to some of you, but it really does work: use the voice inside your head to boost your self-confidence. If no one is there to give you praise and respect, then allow this little voice in your head to make you feel better.

It doesn’t matter if you feel a little silly doing it in the beginning. All that matters is you do it and you do it regularly. Some people have adversarial inner voices. Little do these people know that their inner voices can be directly influenced by waking consciousness.

So if your inner voice is critical and adversarial, that simply means that you are being too hard on yourself. Perhaps you feel that you have to be perfect in every way to be worth something in this world. Perhaps you feel that you are no better than other people you know.
These negative and destructive thoughts can really bring down a person’s self-confidence. You don’t have to put up with it anymore. Your inner voice, more than anything, should be supportive of every decision that you make.

Do not allow your inner voice to become abusive, overly-critical and adversarial.

Your inner voice should be the pristine reflection of your ideals and your best self. It should not be the enemy. If you allow it to become your worst enemy, then who do you turn to for help? How can you be saved from something that is deeply rooted in your own beliefs and attitudes?
Creating Instant Truth and Awareness During an Interaction

Like the agreement and redefining patterns, the awareness pattern can produce a huge impact on people when you use it. An awareness pattern can be created by using unique words like “notice” and “aware”. As long as the word triggers the other person’s awareness, it can be used in an awareness pattern.

What makes this pattern so special anyway? Well, any idea that is expressed through an
awareness pattern is presupposed as factual or true. Imagine just how useful this pattern can be when you need to impress someone or when you really need to persuade someone to believe in what you are saying.

Here are some examples of statements constructed using the awareness pattern:

1. By reading the words on this page you will become aware of how effective hypnotic language patterns are in influencing and persuading people to doing what you want them to do.

2. Are you aware of just how potent hypnotic language patterns are?

3. Having read most of this book, I invite you to be aware of the various applications of hypnotic language
patterns in even the most mundane situations in life.

4. Going through the various examples of the awareness pattern you are already seeing just how effective this pattern can be.

5. Are you already aware of how beneficial it will be for your general health and longevity if you exercised at least thirty minutes every day?

6. It is indeed a pleasure meeting your group and notice how we already trust each other even in terms of business. Would you like to set up an appointment so we can talk business this month?

7. Are you aware of how much the other team members are saying things when you aren’t around? You don’t? I’m so
Pacing & Leading

Pacing and leading are essential skills in hypnosis and neuro linguistic programming. What makes these techniques very helpful is the fact that they can be used effectively when dealing with a single subject or a whole group of people.

So it doesn’t matter whether you are on a date or you are addressing a group of business owners. Pacing and leading will help you persuade and influence others with
just your words. Of course, to be truly powerful you will also need the right body language (which is a discussion for another day, or better yet, another book).

How does one pace and lead other people through plain speech? The most important element is actually quite easy to produce: simple, verifiable facts. So when you want to pace and lead a subject, you need to give statements that he will find easy to agree with.

These statements don’t have to be mind-boggling or Earth-shattering truths. But they have to be true and they have to be verifiable by the subject. That way, the subject will agree with you throughout the discussion and when you are at that precipice where the subject is thoroughly immersed in what you are saying, you can
lead him to what you want or need him to do.

No, it is not deception nor is it a form of manipulation. Your subject can always disagree with you. He can always say no and walk away. No one can be ‘hypnotized’ so they can cluck like chickens and steal diamonds from a jewelry store.

In fact, scientists and doctors believe that a thoroughly hypnotized person is equivalent to someone who has had a few drinks. A hypnotized person may be a suggestible, but he isn’t stupid and helpless. That’s what people have to realize about the whole process.

If someone agrees with you, he does so because he chooses to agree with you and not because you are using pseudo-magical words to force him to say yes.
When a person says yes to someone who is using hypnotic language patterns, it simply means that the subject’s mind is agreeing with the input. That’s all there is to it. So don’t feel guilty if these patterns actually work and people start agreeing with you all the time – it’s their problem, not yours.

Creating a Chain of Agreement

To master influencers, nothing could be sweeter than the sound of a clear “yes” from a subject. People nowadays are more guarded about saying “yes” because people are more critical of what they see and hear on a daily basis.

So if you have that one opportunity to make people say “yes” in a shorter period of time, would you take that opportunity? Unless you
like getting a “no” every time you ask someone for something, who wouldn’t want to elicit a positive response from people faster?

Now, if you’re ready to try this technique, the first thing you have to prepare is a series of questions (three is usually sufficient) that would easily elicit a “yes” from the subject. The idea here is we want the subject to become unconsciously comfortable with agreeing with you so he will have no trouble saying yes when you’re ready to request something from the subject.

Veteran sales people usually use a series of questions with very obvious answers (i.e. “are you comfortable with your chair?”). While it is okay to try this technique you are not stuck with this old pattern. You can use regular statements if you want. Here’s a quick example:
“You feel comfortable wherever you are right now, reading these words on the page and as you read some more you are feeling more relaxed, very relaxed and you feel heavy and sleepy”

Notice that the previous statement has three verifiable components and a final element that easily draws people to the conclusion that they are indeed feeling tired and sleepy for no reason.

That’s because the mind works so quickly in processing information that it takes shortcuts. If it already agreed with three items, it will choose to agree with the fourth item because a level of trust has already been established.

If you want your pattern to be really effective, use sensory-based statements to
speed up the agreement process. When you use this particular pattern you are actually inducing a *trance* in the subject. And as we have already discussed earlier, a trance is really just a heightened state of awareness and focus.

Now you might wondering: why use three verifiable components? Why not two or four components? Well, it is common knowledge (at least to hypnotists and NLP practitioners) that generally, people commit to something after agreeing three times. And for influencers, it is easier to keep track of three components than four or five components.

If you want a bare bones formula for this, here it is:
1st verifiable condition + 2nd verifiable condition + 3rd plausible condition + call to action

The first three elements are just there to condition the other person. Of course, it would help if the first three elements are at least tangentially related to the fourth element so you won’t elicit a raise eyebrow from your subject. Just imagine hearing something like this from someone:

“You are sitting there comfortably, listening to me, hearing out my sales proposal and would you like to buy the service right now?”

This series might work for someone who has already been convinced but if you are saying it to an authority (like your boss) or a complete stranger who has only met you in
the last hour you might not get a desirable result.

Here are some examples to help you create your own statements using this pattern:

1. “You have been working in this company for several months now and we have seen great progress in the way you handle your job as a networking expert and now the board believes that you are ready to take on even more challenging yet extremely rewarding responsibilities”
2. “Having gotten this book and having read this far into the material I would say that you are now part of an elite group of influencers”

3. “Sitting here with you, having a great dinner makes me feel like there’s a real connection between you and me. Would you like to join me for a DVD movie marathon later at my place, around nine sharp?”

4. “You have been able to read all of the guidelines of the competition and right now, holding your contest entries I think you will be doing just fine with adding two items in your contest portfolio”

5. “I have been working in this organization for almost two years now and during that entire period I have helped raise no less than two million
dollars’ worth of revenue from sales alone, so you know for that alone I really need some recognition and additional compensation for my work”

6.“Having read all of the important details from my CV and having examined my existing credentials when do you think the company would call me to inform me that I have been selected for the said position?”

Important Notes:

The last example makes use of future pacing. Future pacing is a special type of pacing that leaves a future command to the subject. Most persuasive statements focus on
getting a favorable response *right now*. If you don’t need that you can use future pacing instead if you want to give the subject time to think about what you have just said.

If you want to create an even more powerful message with statements crafted to pace and lead, you can try adding a conditional close. A conditional close is a simple question that gives you a direct link to what needs to be done to achieve your goal. The formula for a conditional close is:

What do I need to do/provide so you can ________________?

Fill the blank space with the goal of the interaction. For example, if you want the other person to buy something from you,
simply ask “What do I need to do right now so we can close this deal and make your business even more efficient than it was before?”

A conditional close works exceptionally well when you feel that the other person is not taking action because he has hidden objections. Even if you don’t get the sale on the first try, you will be able to uncover hidden objections and you will be able to obliterate those objections as the interaction continues.
How to Take Control of Another Person’s Imagination

The human imagination is more than half of the entire human psyche. The imagination is the first aspect of the mind to develop and it is still more powerful than the logical/rational center of the human mind.

In fact, the logical center of the mind often rationalizes choices and decisions that really emanated from the imaginative region of the mind. It may not look like this is happening, but that’s really how these two regions complement each other.
As someone who uses hypnotic language patterns to persuade/influence others, it is very important that you learn how to utilize the subject’s imagination.

You can achieve this by strategically using *internal representations*. You see, the human mind processes information visually most of the time.

When you hear someone speak, your mind races to decode the message by bringing up different images to the fore of your consciousness.

These images are then used to make sense of the input. For example, if you hear someone say that they bungee=jumped from a very tall mountain, your mind will conjure an image of a man/woman jumping from a very
tall point in a mountain while suspended with a stretchy rope.

The images that the mind creates are very specific. So the words that you choose to use when you are trying to influence someone have a large bearing on what your subject will actually imagine as he continues interacting with you. Consider these statements:

“It is difficult to try new things”

“It is not easy to try new things”

Technically, the two statements are identical because they talk about more or less the
same idea. But how do you think people would react to the first statement?

How about the second statement? I think the answer is self-evident: specific words trigger specific responses in the mind.

As the influencer, you need to be able to trigger the subject’s imagination in such a way that you will get a more favorable response from him. Otherwise, he might not be able to express full agreement with your ideas for the simple reason that you are not on the same page throughout the interaction.

If you want your subject to imagine something for you, use these terms in your statements:
- Imagine
- Visualize
- Consider
- Suppose
- What if
- How about this
- Think about this

Hypnotic Language & Persuasion Techniques for Sales

A significant percentage of individuals who study persuasion and hypnotic language patterns are in the business of selling products and services to others.

Even if you are not in the business of selling, it would still be a good idea to learn this system because it can be applied to many situations; you just have to make the necessary adjustments to make the glove fit.
Phase 1: Initial Preparations

1. Make sure that you are mentally ready for the task at hand. If you are going to meet a group of administrators or project managers, be prepared to deal with their questions and your presentation should also be created in such a way that it will provide all of the information that your audience needs to make a quick decision.

By ‘presentation’ I refer to the content of your message during the dialog or interaction. If you are meeting with just one client you still need to think about
what you are going to say and how you are going to say it.

2. One of the best ways to create a compelling and persuasive message is to use perceptual positions. When crafting your message you can’t put yourself in the center in the message. You are not the one who needs to be persuaded – you are the least priority.

The real priority is the other person; you need to determine his values and drives so you can say the right things to him. You also need to determine how your product or service is viewed by the client.

You might know just how good your product is but other people might have a
different opinion. You need to identify this perspective and work on any potential objections even before you meet with the client.

Here are some things to consider:

a. What problem/s does the product/service address?

b. What kind of results can the client expect when he does cash in on your offer?

c. In what manner must you articulate these benefits so that the client can make a fast decision based on the information you are offering to him?
Phase 2: Meeting the Client for the First Time

1. Before you even think of making any offer to the client, you need to make a clear connection with the subject first. In addition to creating rapport between you and the subject, you will also need to condition the subject to buy something from you. This can be done by triggering the law of reciprocity, etc.

2. After establishing rapport with the client, you need to make an offer he can’t refuse. This doesn’t mean that you have to give the person an unreasonable
discount or a bonus that you can’t really afford to give. You just have to give the client or potential buyer a really good reason why he should buy something from you right then and there.

You must attach a lot of value (implied or otherwise) to your offer for it to work. Otherwise the client would probably have no problems walking away from you if he thinks that your product/service is not valuable enough.

You should also make it clear why the client should be listening to what you have to offer on that day. Use facts and statistics to boost your position in the interaction. Remember: if something can be verified easily, it can elicit agreement fast!

3. If you are going to one or more hypnotic language patterns, set them into motion
early in the conversation to get things going. You can always repeat the patterns later on – don’t wait too long. If you can use the patterns in the first few minutes of the dialog (just to test the waters) then by all means, use the patterns.

But before you do this, make sure that you have practiced well before the actual conversation with the client. Do not practice the patterns on your client! If you make a mistake, that mistake may cost you a sale. Use the patterns only if you feel confident in using them.

If you are not confident and the hypnotic language patterns don’t feel natural when you say them, you probably need a few more sessions of practice. Don’t worry – you’ll get there eventually. Just keep practicing!
Phase 3: Uncovering the Needs of the Client

Client needs are essentially just problems waiting for solutions. These needs are *windows of opportunity* for a person who needs to sell a product or service.

While you can do a lot of research so you can have a general idea of what the client might need at the moment, it’s still better to get the information directly from the person. Here are some sample questions that help draw out these needs:

- How do you think your business would be faring in five years or ten years?
• What are your immediate goals and long term goals for your business?

• What system are you thinking of employing so you can achieve your immediate/current goals and your long term goals?

• What would be the consequences if you fail to achieve your current goals? What about your long term goals?

• If you do achieve these goals, what advantages would you get over your competition?

• Why is it so important for you to achieve these immediate goals? Why not set other goals instead?
• What values do you cherish the most in your current group of employees?

In addition to asking the client about his current needs, you can also phrase the questions in such a way that the client would also realize what would happen to him if his needs are not satisfied by a product or service that provides exactly what he needs.

Some of you might be wondering: what if the client doesn’t have an immediate need for what I am offering right now? If your client does not express a need for what you are offering, you must create the need yourself by associating his current needs with the problems that your product/service addresses.

Your product/service provides a solution to a problem. If that specific problem is not
within the radar of the client, then you must put it there yourself.

That is the only way that you will be able to effectively pitch your product. If you don’t do this, your client would probably think that buying your service/product would be a complete waste of cash and time.

Create a Solid Foundation

Every social interaction has a foundation that is set either by the influencer or the influencee. You must be confident enough to set the foundation yourself.

You must have full control of interaction and you must also be ready to deal with objections throughout the interaction. If the subject doesn’t express any objections at all, that may mean two things: first, the subject
may have been really impressed with your lines and you are about to make a sale or second, the client still has a lot of objections but have no interest to put them out in the open.

If this is the case, you must probe further to uncover these hidden objections (even if the client doesn’t want to talk about them at first). You will be able to draw out these objections if you show the client that you are genuinely concerned with his welfare and you want a win-win situation to emerge from the interaction.
Phase 4: Getting the Sale

Asking for the actual sale can be a problem to some people because clients can be unpredictable when it comes to the actual buying phase.

Some clients just say that they are ready to buy and hand over the cash to the seller. If this is the situation then you are in luck – all you have to do is thank the client for his time and take the payment for whatever you are selling.

You can go home feeling accomplished because all of your efforts have finally paid off. But then again, you might encounter a client who won’t buy unless you ask him if he is ready to make the purchase.
He will postpone the purchase indefinitely unless you ask for the sale. Clients who are unimpressed with the sales pitch often wait for the actual question before deciding whether they want to buy or not.

Of course, it can be hard to phrase the question in the first place because no one likes pressuring clients into buying. But sometimes, you have to do it if you want to make a sale.

If you think you have devoted enough time to your presentation, go ahead and ask for the sale. If the client says no, don’t give up – go back to the step that involves uncovering objections and work on discovering what is stopping the client from buying.
Once the purchase has finally been made, you must now turn your attention to buyer remorse.

Buyer remorse takes place when a person regrets buying something after he leaves the place where purchased the product/service. There are several ways that you can prevent a buyer from experiencing buyer remorse:

1. Assure the buyer that he can come back and consult with you if he finds the service/product unsatisfactory.

2. Give the buyer a direct line to you (email, phone number, mobile phone) so he can have something to hold on to in case he needs to talk to someone about his purchase.
3. Create a future pace that focuses on his enjoyment of the various benefits of what he has just purchased. Future pacing allows the client to leave knowing that he has something nice to look forward to.

So you will be shifting the buyer’s focus from the present time to a future time so he won’t think about the money that he spent for the product/service. Money is the most common cause of buyer remorse. The buyer has to enjoy the benefits of his purchase as soon as possible.

4. If there is some form of support system for your clients, tell your new client about this support system so he would become even more confident about his new purchase. After sales support is sometimes valued even more than the actual purchase.
Using Hypnotic Patterns Effectively

Knowing a hypnotic pattern is just the first step to persuasive success. In addition to the special knowledge you must possess if you want to create trances and improve your chances of influencing others you must also be able to integrate the said patterns during social interactions in such a way that you will emanate confidence and power throughout the interaction.

When you are talking to a subject, make sure that your tone is a little deeper than usual and you have full control of your speech rate. Speed up when you want to create urgency in your subject. Slow down if you want the subject to savor the idea that you have just given.
Your body language must also complement your verbal language especially if you are on the stage addressing dozens of people. If you have little or no experience in addressing large groups of people, I highly recommend that you start slowly with your speech and slowly build speed and momentum as you go along.

If you are consistent, your audience will feel the momentum and energy of your presentation gradually change as the minutes pass. You would be like a powerful train building its power as it chugs along a track.

In addition to paying attention to how you deliver hypnotic language patterns you must also focus on the way you conduct a conversation with others. A good conversation always has three steps:

- The informing phase
- The invitation phase
- The acknowledgement phase

When you make a specific/general statement about an issue that falls under the informing phase. You are directly conveying information to the subject. After informing the other person, you would then want some feedback to see how the subject is responding to your current strategy.

You can ask the subject about his thoughts about what you are bringing to the table. This falls under the invitation phase. Never forget the invitation phase because passive individuals will not normally give their input unless they are asked to do so.

If you need to deal with a large group of people this would also be extremely necessary because groups tend to become really quiet when no one has the initiative to
give any feedback. After the subject gives you some feedback, you must never forget to *acknowledge* that feedback.

Good listeners are often viewed by the *general populace* as *excellent* conversationalists. Listen carefully before giving a measured and targeted response.

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**Reducing the Negative Impact of Change to Groups/Teams**

Change is universally viewed as undesirable because it disturbs the *present balance* of
people’s lives. If you are tasked with managing a group of employees or a team of workers, you may have already encountered some situations wherein team members openly expressed hostility to significant changes. To avoid this situation, you can try this six-step approach:

1. Inform the team members of current expectations regarding their work and performance. Also tell them about specific results that you or a higher authority wants to see in the near future. (Members of the team will exhibit some anxiety and wariness)

2. Tell the group about an upcoming change. Be careful about your selection of words if you do not want to elicit a harsh reaction from the group. Remember – it’s all about internal representations! (Some members may
begin to express frustration at the change; expect some to be a little angry as well)

3. After announcing the change, enumerate all of the benefits and advantages that the group will reap when the changes are implemented. (If you gave the group genuine benefits, there will be some modicum of agreement, though some may express resistance to the change, still).

4. Remind the group that they are a team and each person has a vital role in the overall scheme of things. It is also important to remind them that they need to stick together through these changes and they must be even more cohesive now more than ever.
5. Listen to the members of the group as they share problems that they have encountered. Negotiation of tasks and responsibilities is in order to give members of the team some immediate satisfaction.

6. Remind the members of the team that better changes will come in the future and presently, the changes are there to pave the way for better conditions in the future.

**Conclusion: Toward a Comprehensive Approach to Influence**
We all know that influence literally separates us from victories and losses. If you want to be on the winning side most of the time, you need to power those influence muscles with the right material.

Hypnotic language patterns are effective tools in persuading and influencing people but in the final analysis, you really need to understand the situation from several points of view so you can create the verbal message that will encourage people to say yes.

Throughout this book we have learned that persuasion is never a one-way street and true influencers need to be able to handle irregularities during interactions.
As influencers we cannot exert full control over the thinking patterns of other people. But what we can do is to encourage them to trust in what we believe in and what we say.

We have also learned that the mind follows distinct routes when processing information and knowledge of these routes literally gives an influencer the opportunity to persuade another person more easily through subconscious conditioning.

It is my hope that this book will aid you in your own personal journey to persuasion and influence. Remember – this is only the first step. Get practicing!