Dear friend,

Thanks for downloading NLP Persuasion Hacks.

This one is gonna be good.

The techniques are quick, simple and very effective.

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Hack #1: Instant Mind Shift

Too often we are faced with the problem of having to deal with a subject whose line of thinking seems to be stuck in one direction. Unless you know how to shift that person’s mind flow, you will have to wait until he finishes with what he has to say.

Sometimes, it’s better to interrupt and then shift the issue at hand so you can accomplish your goals faster. It’s not that I’m encouraging you to not listen to your subject.

What I am emphasizing is that you have to learn to stealthily shift the conversation to your target issue or topic so you can lead the subject more easily to where you really want to go. You can do this by using the redefine pattern.

When can you use the redefine pattern? Here are some instances where this NLP pattern would be most useful:

1. When you find yourself in an endless argument with someone who doesn’t seem to want to back down from a single issue.
2. When you encounter an invalid or stalling objection.

3. When the subject seems to be talking about something that is not even remotely related to the target issues.

4. When you want to ask someone out on a date but the other person is talking about something else.

As you can see from the list, the redefine pattern can be used in business and even in the most basic of personal interactions with other people. It can be used in everyday situations. The pattern itself is also very easy to remember:

“The real issue here is not (A), it’s (B) and because of that...”

The (A) variable represents the non-target topic or issue while the (B) variable is the new topic or issue that you want to open up.
Hack #2: Agreement Frames

One of the biggest problems in the field of influence is that we can’t influence a subject if the subject doesn’t even want to listen in the first place. We can’t execute any of our brilliant plans if the other party is ignoring or worse, being defensive to the point that he is no longer capable of listening to any logical argument.

In such instances, you can use an agreement frame to ensure compliance – and I can assure you, the subject won’t even know why he has complied with you and why he has chosen to consciously listen to what you have to say.

As you can see, this particular NLP pattern will work on creative thinkers and logical thinkers alike. No matter what kind of mindset the subject has, it would work. An agreement frame allows a person to agree with another person but at the same time he would be able to add elements that are completely opposite to what the other person is actually saying.

It sounds a little crazy straight from the page but trust me – this is classical neuro linguistic programming at its best. Before I reveal the pattern to you, I have to remind you at this point in time that no pattern will be
effective unless your vocal skills are supporting what you want to accomplish.

Your voice has to be just as influential and persuasive as your words. Most influencers get too excited and rush the words as they come to mind. Don’t do this anymore because it reduces the effectiveness of your message.

Transform that energy and excitement into a deep and slow cadence so that the other person would easily absorb and process the information coming from you.

Now that we’ve discussed that, let’s proceed with the pattern. This pattern is just as easy as the previous NLP pattern I discussed with you. The basic formula is “I agree and would like to add that ____”. Notice that you will be using “and” instead of the more usual “but”.

You will be using “and” because it cues the other person to listen intently at what you have to say. If you use “but”, that would cue the subject to be defensive because you are about to drop something negative. Try this pattern and see how it actually encourages people to listen to views that are different from theirs.
Hack #3: Yes Sets

Wouldn’t it be wonderful if there was a language pattern that you can use that would make people say “yes” even if they haven’t really thought about what they agreed upon? Well, since you are an ethical fellow who probably won’t use such a pattern to cause harm to anyone, I’m going to share it with you in this section.

You may have heard of “yes sets” elsewhere; it has been around for decades and it has only been revived recently when the interest in influence persuasion increased. A “yes set” is actually a line of statements that pace and lead people to say “yes!”.

Pacing and leading are basic skills of hypnotherapists and NLP trainers. You will be able to pace and lead someone if basic rapport has already been established.

If not, you have to go back to square one because people won’t respond to a yes set if they haven’t an idea why they should trust you in the first place. “Yes sets” can be quite effective because they lead a person to believe that everything that is contained within a statement is true. Here’s an example:

“As you are reading the words on this page, taking in all the useful information, you are feeling more and more relaxed”
Did you get the formula just by reading the sample sentence? If not, that’s alright, here’s the explanation: a yes set is a statement that is usually comprised by three elements. Two elements in the statement are true and can be easily verified by the senses (taste, smell, sight, touch, hearing) while the third element can either be true or false.

But since it’s a yes set, the person would agree twice in a row and he would most likely accept the third element as true, too. This NLP pattern works well because it latches on cleanly to the cross-referencing tendency of the subconscious mind.

As you are reading this book, remembering these lessons, you will feel the need to practice these methods at least 10 minutes every day to get the best results.

**Hack #4: Perceptual Positions**

A perceptual position is simply a person’s viewpoint in any given situation. There are two truths that you have to keep in mind whenever you set out to influence another person. The first truth is that the only perceptual position you have at the present time is your own.
We don’t carry around the full perceptual positions of other people because we live only our lives and not anybody else’s. The second truth is in the game of persuasion and influence, the only perceptual position that truly counts is the other person’s position.

This might sound a little harsh but you have to hear me out. When you want to influence another person, you will lose the battle for influence if you don’t know what the subject might be thinking.

Of course, we will never know the exact thoughts but we can certainly approximate them. So here’s my advice to you before even attempting to use any influence technique: take a leaf from NLP and try to determine the perceptual position of the subject first.

Put yourself in the other person’s shoes throughout a dialog and I can assure you that would have an immense impact in the way you will be formulating patterns and tactical statements throughout the interaction. When you put yourself in the subject’s perceptual position, you would also be able to ‘test’ your statements for effectiveness.

For example, if you are aware that the subject has a creative bent, do you think statistics would matter to him the most? Statistics may not work but if you just
take into account your own perceptual position, you would end up sticking to that route and you will ultimately fail to persuade the subject because that is simply how he thinks.

Hack #5: Strategic Uses for “But” and “And”

These two words are probably the most overused terms in the English vocabulary, right next to “I”. But no matter, we’re going to talk about these two terms even more in this section of the book because strategically using these words can have a massive impact on how your subject will process the information that you are giving him.

In NLP, it’s all about results. Language patterns should more or less produce the intended results; otherwise, some language elements may have been misappropriated during the interaction. Now, you might be wondering: what’s so special about “but” and “and” anyway?

Why devote an entire section to these two words. “But” and “and” are very familiar connecting words and since they are very common, people rarely pay attention to their use and placement.
But little do people know that these connecting words can have a profound impact on the way they process facts when a master influencer uses these connecting words strategically.

So how can you use these words strategically? Here’s how it works:

1. Use *and* when connecting two elements in a statement if you want the subject to remember and accept both elements. That’s why we use “and” in agreement frames because we want the subject to note that you have agreed with him *and* you have provided additional input after you have expressed your agreement with the other person.

2. Use *but* when connecting two elements in a statement *if* you want the subject to completely discard the *first element* in the statement. People usually make the grave mistake of putting a positive element at the beginning of a statement and adding a *negative* element toward the end. This is one of the main reasons why people become defensive when they hear the word “*but*”. It doesn’t have to be this way at all. To avoid resistance, simply reverse the order of the
elements. Consider the example below:

“I think you are in good health but you really need to see a therapist to help alleviate those joint pains”

“You need to see a therapist to help alleviate those joint pains but the good news is that apart from that you have almost perfect health”

Hack #6: Levying Criticism without Damaging Your Ability to Persuade

Sometimes, we set out to influence others through criticism. By nature, people greatly dislike criticism because it puts them in the wrong. But then again, there are times when we can’t do without criticism. What is an influencer to do?

Thankfully, neuro linguistic programming has several language patterns that can be used to avoid the common problems associated with criticism. The first pattern that you can use is the “delete” pattern that can be accomplished with a simple “but”.

As I have already discussed in a previous section, “but” can be used to disconnect two elements found in the
same statement. The “but” immediately negates the first element of a statement. Here’s an example:

“The project that you have just finished needs some tweaks but overall it is an excellent example of how a star programmer can work with the highest level of pressure”

“I don’t want you to hang out with your friends until 2 AM but if your friends can wait for you until Saturday night, that’s a completely different thing”

You can also combine “and” and “because” strategically to give both praise and constructive criticism in a single statement. Here’s how that would look like:

“The work that you did was exquisitely done because you spent a lot of time working on it and how great would it feel if you went ahead and reviewed parts 1 and 2 just to check if there were any errors worth correcting?”

Here is another combination that uses the word “yet” to set a long statement into motion without interrupting the flow of ideas:

“I almost agree that you shouldn’t be working overtime yet because it’s your first week on the job and you could just
work on the stuff you have to finish now so you can leave for home sooner.”

Hack #7 How to Heighten the Subject’s Awareness Instantly

Practitioners of persuasion and influence know how hard it is to get a subject’s attention and it’s even harder to encourage a subject to focus on specific parts of a presentation.

If you thought you had to repeat yourself over and over again until your subject finally pays attention, think again: you don’t have to do that anymore if you are using an awareness pattern. An awareness pattern makes use of terms like:

- Aware - Realize - See

This particular pattern can really create a huge impact on any audience because words like “aware” can instantly change the subject’s perception of what’s coming after the trigger word. If all goes well, the subject will believe that everything that you will be stating after the trigger word is irrevocably true.
I know – this is pure gold to an influencer because nothing could be more powerful than a simple language pattern that could evoke this effect on a subject. And the best thing about this pattern is that you could modify the pattern to create an even more powerful effect. The basic formula of the awareness pattern looks like this:

“Notice that as you read these words the power of NLP is increasing tenfold”

This is just the basic pattern. You can modify it just a little to give it a little boost:

“Did you notice that as you read these words, the power of NLP increased tenfold?”

It takes practice for statements like this to come out naturally, but I can assure you, over time it would begin to feel natural and these NLP language patterns will slowly become part of your regular, day-to-day language.

That is why I highly recommend that you practice NLP language patterns at least ten minutes every day. Ten minutes (or even just five minutes) every day is better than practicing for eighty minutes on a Saturday morning. It doesn’t work that way – the brain needs
time to get used to something new. Frequency wins over volume in the case of NLP.

**Hack #8: A Hassle Free Approach to Establishing Rapport**

In this section I’m going to share with you a special technique that will help you establish rapport *naturally* without having to consciously mirror the other person.

Now, rapport is important because it allows a subject to feel at ease with the other party. Rapport also builds confidence and trust. Without confidence and trust, no one is going to hand over resources to you. Without these two important elements, people will also find it easier to object to anything you have to say.

Classical NLP recommends matching and mirroring to establish rapport. When we say “match” you are simply going to act parallel to the other person. Breathing rate, rate of speech and posture are three of the most common elements that are mirrored during the rapport-building stage.

For a lot of people, this classical approach is difficult to use because it involves a lot of ‘mechanical copying’. And it can be quite a challenge to hold an engaging
conversation if you become preoccupied with mirroring the other person’s breathing pattern.

I’m not saying that you shouldn’t do this but I’ve found a better technique: think of the subject as a close friend that you are dying to have a conversation with. That’s it – with this simple shift in the way you view the other person, you will be able to establish rapport more easily.

Why is that? Well, when we are talking to familiar people, rapport comes naturally (sometimes instantly) because we are at ease. When the subject sees that you are relaxed and at ease, he will begin mirroring you. And over time, this mirroring will eventually transform to rapport. Try this technique today with a friend!

**Hack #9: Pacing**

Verbal pacing is a necessary component of influence because it reduces the possibility of objections. When you verbally pace someone, you give statements that you know he will agree with so that eventually, you will be able to gain his compliance when you are ready to make your offer. So technically pacing is a form of subject conditioning.
You will condition the subject to trust what you know so that he will agree to everything that you say. Asking a series of ‘common sense’ questions is the easiest way to get someone to say yes to you.

Let’s say that you were trying to sell an air conditioner to someone who lives in a humid part of the country. The following questions might be able to condition the person to eventually buy the air conditioner for you:

“Do you like feeling cool and comfortable?”

“Will you invest in something that would make the whole family extremely happy?”

“Will you invest in relaxation at home so you would be energized for work the next day?”

Unless the subject hates air conditioners, it is probable that you will get three yeses immediately after you use these statements. You can then add the most important element in this set of questions:

“Will you let me install the air conditioning unit in your house today?”

The fourth statement is the leading statement because it presents a completely different proposition. This is the subtle turn in the process of influence.
If the subject has been saying yes to most of your statements, adding the shifting statement would probably give you instant compliance because there would be no real reason for the other person to say no to you.

**Hack #10: Future Pacing**

Outcome based thinking is one of the hallmarks of influence and persuasion. It’s a hallmark method because it can work in almost any situation. Unless you are trying to influence a Martian, outcome based thinking would most likely give you the results that you want.

And it is fortunate that you can encourage a subject to think in such a manner through future pacing. Future pacing allows an influencer to quickly build anticipation in a subject. Anticipation is important especially if you have been relating to the subject all of the benefits of your offer that you could possibly think of.

Future pacing is used primarily to quickly change a person’s behavior because he will be anticipating a positive future event. Anticipation can easily double personal desire which is the reason why this technique
works so well in business settings. The basic formula for future pacing is:

[Agreement frame] + [Regular pacing/yes set] + [Future pacing]

This pattern is a little more complicated than the previous patterns that we discussed because it makes use of three other distinct patterns. The first part of the pattern is put in place to gain the trust of the individual.

The second part of the pattern is used to condition the subject to agree with the rest of the statement. And finally, the third part of the pattern adds the element of anticipation. The final element in the formula is actually the last step before the ‘call to action’. Consider the following example:

“I agree that you should have been the one who has been given the higher paying role in the company and I would like to add that the our focus now should be how we can help you attain your personal career goals. At the present time I fully understand that you feel depressed because you want to be valued as a true asset to this company. Why don’t we talk on Friday about how we can help you achieve your other career goals?”
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Talk soon,

Paul Mascetta