



# MAXIMUM INFLUENCE

by Kurt W. Mortensen



## Overview

In this book, you will learn how to tap into people's subconscious by connecting your product, service, or self with positive emotions. You will prime people to accept your words using specific phrases. You will learn how to use humor, body language, and mirroring effectively. These are a few of the techniques presented in order to persuade an audience however you desire.

*"They have a problem & as a persuader you are there to help them solve it. Merely help them realize that the path they are on (where they are) will not take them to where they want to go. This will build dissonance and internal pressure that will be highly influential as they persuade themselves."*

## The Power of Persuasion: Keys to Success

Everyone tries to use persuasion, and learning to influence others will boost your success. These Laws of Persuasion are neutral and amoral; people decide whether to use them for good or evil. Every group or individual must be persuaded in a unique way, so mastering *all* the techniques is necessary. Influence is more difficult than ever since people have greater access to information and are increasingly skeptical.

Mastering persuasion is not quick, but rather takes conscientious study and time. You must be committed in order to develop a reputation of possessing integrity, honor, respect, and trustworthiness. Afterwards, you achieve "charisma": the ability to empower and influence others. Five major persuasion blunders are:

1. **Constant Vomit:** Spewing out too much information overwhelms. Instead, ask questions.
2. **Your Default Setting:** Do not use what would work on you, but find what will work with that person.
3. **Everyone Trusts Me:** Most people do not trust you.
4. **I Am A People Person:** You simply listen and get prospects to tell you how to persuade them.
5. **I Need More Closing Skills:** If you are persuasive in the exchange, you don't need closing skills.

*"You should use these tools to get your desired outcome only when it is a win-win situation."*

## Subconscious Triggers: The Automatic Yes

*"When your prospect trusts you, the doors of persuasion swing open."*

Most people are on decision-autopilot. To influence these people, focus on unconscious, emotional thought. To become a great persuader, you must make it a habit to use these tools *intentionally*. Prime people by making them feel motivated. Be in a position of power based on having more knowledge or respect from others.

*"The Laws of Persuasion operate below our conscious thought radar... Think of an iceberg. The logical side of persuasion is the part showing above the water surface. The emotional or subconscious side is the submerged part."*

## The Law of Connectivity: Contagious Cooperation

If a person feels connected to you (especially instantly), you become more persuasive. There are four main factors in improving your connectivity: (1) attraction, (2) people skills, (3) similarity, and (4) rapport.

*"Most people still want to get to know you & like you before the doors of persuasion and influence are unlocked. We prefer to say yes to the requests of people we know and like."*

If people are attracted to you through your physical appearance or energy, they assume you are more kind, trustworthy and intelligent. Embodying this "Halo Effect" means others want to be *liked* by you, and desire to *become* like you. In addition, people are more comfortable and feel connected with those who are familiar, specifically in terms of attitude, morality, background, or appearance. Rapport includes:

1. **Humor:** Humor makes you seem memorable, friendlier, and accepting. It softens up listeners and



[www.kibook.club](http://www.kibook.club)

Maximum Influence (Page 1 of 5)