

The image features a central, blue-tinted illustration of a human brain, viewed from a slightly elevated, frontal perspective. The brain's gyri and sulci are clearly defined. Behind the brain, a series of bright blue light rays radiate outwards from a central point, creating a sense of energy and focus. Overlaid on the brain is the text "Powering The Influence Engine" in a white, sans-serif font. The text is arranged in four lines: "Powering" on the first line, "The" on the second, "Influence" on the third, and "Engine" on the fourth. The overall composition suggests a theme of cognitive power, technology, or strategic influence.

Powering The Influence Engine

Triggers of Mind Control

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Introduction

The science of influence/conversion relies does *not* need to be difficult or confusing. In fact, once you master the basics of how people process information and categorize people and events, short term and long term influence will come naturally. Building your capacity to influence is a lot like designing and building your dream house.

You want everything to click together. You want every part to be durable and of course, you want every component/element in its rightful place.

Now, I also want you to remember that influence is always a continuous process. There are no fixed elements and sure-fire formulas that can be applied to each and every situation that you encounter.

That's why many people fail when they try to become influential; they limit themselves to 'formulas' that espouse maybe one or two old theories.

Let's avoid this kind of situation from now on. From now on, I want to you to visualize that you are *becoming* more influential, day by day. You're always stronger as time passes.

You are always improving and changing to suit the existing social climates, shifting cultural norms, etc.

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You ride the wave of change expertly, without hesitation or doubt. This is the idea behind the *Triggers of Mind Control*. This report is all about how *you* can gain power over others through conversion/influence.

We can't discuss everything there is to know about influence in this manuscript, but I assure you – the blueprint I'm going to give you will have an *immediate impact* on other people.

Of course, it would be up to you to implement these guidelines and tweak the blueprint to suit your own circumstances and the various situations that you will encounter on the way. I bid you welcome to the world of influence – the purest form of human mind control on the planet.

Creating an Influential Persona

When a person wants to influence others, he is essentially creating a distinct identity that will help the person carry out his goal. A distinct portion of this identity is called the *persona*. What is a persona? The Webster-Merriam Dictionary defines persona as "*the identity that a person projects to the public*".

There should be confusion here. *Identity* in the context of influence is much more than a person's projected personality.

Identity involves a larger constellation of concepts that covers communication, a person's position within a society, etc. So let us clarify, the *persona* is *just one component* of a person's identity. It is not your *whole* identity.

But it is fortunate that a lot can be done *at this level* to influence others. And without the persona, you *will fail to influence others* immediately. And that is the most effective form of influence.

If you can project a persona of influence 24 hours a day, 7 days a week, you wouldn't have to worry about another project or undertaking ever again. The whole world becomes that much more accessible and manageable when you develop your own unique influential persona. Let's get started!

Taking Advantage of Instant Judgment

Have you ever read about infamous forgeries of famous artwork? Eventually, the police or museum authorities will call an art expert – and it doesn't take long for the art expert to identify whether or not the piece of art is the *genuine article* or not.

If the item at hand is a *fake*, a seasoned expert would be able to immediately tell the authorities that the item is not genuine. Art experts are usually not bugged about the details, though they may discuss *key details* that communicated the fact that the artwork is *not* the real thing.

Seasoned art experts don't have to think long and hard if a piece of art is fake or not; in their minds, they have archives of information that they cross-reference *instantly* as they examine pieces of art.

This type of cross-referencing is the *key* to creating an influential persona. Many people don't realize that they use this exact method of categorizing and comparing when they meet new people. Since people do not engage in conscious, critical thought 24 hours a day, 7 days a week, they use *peripheral thinking* to gauge the attributes or qualities of people, events, choices, etc.

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When a person interacts with another person for the first time, the mental impulse to use cross-referencing to categorize the other person is at its strongest. Three core characteristics are used by people to subconsciously *categorize* other people:

1. The physical appearance of the other person
2. The way the other person communicates and how his *voice* sounds as he communicates
3. The person's positioning

Important Note:

When I say that you have to develop an influential persona, that doesn't mean that you have to create a false mask that you will put on whenever you feel like influencing somebody.

That's not the point of this method. Rather, I want you to *add* to your existing persona (the personality that you project) so that you *become a beacon* of influence wherever you are.

The problem that most people have when trying methods like this for the first time is that they apply the techniques *mechanically*, as if they were trying to operate some sort of machinery. That's not the way to do it. Instead of using these guidelines or techniques *mechanically*, I want you to absorb the principles and *use* them whenever you need them.

And I also want you to *practice* as often as you can on a daily basis – even if it is just ten minutes a day. Ten minutes of practice every day is more effective than sixty minutes of practice *once a week*.

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We are not really counting minutes or hours of practice here. The real goal is to *make real changes* in the way you project yourself. We want *natural and long-lasting changes* so you will have zero difficulty in applying influence techniques. Let's start with the first core characteristic: *appearance*.

Appearance Does Matter

Whether we like it or not, *appearance does matter* in the grand scheme of things. If your job or career involves meeting a lot of people on a daily basis, you have to pay close attention to the physical appearance that your *project* to people.

Studies have shown that people who have so-called 'superior' attributes (i.e. taller people, etc.) are more likely to succeed in getting what they want *compared* to people who do not have said 'superior' attributes.

Before you react negatively to my discussion, let me clarify something: there have been many, many studies across the different disciplines that have proven that *attractiveness* is one particular category or trait that is used in *cross-referencing* people.

Whether we like it or not, snap judgments are made about us based on our appearance alone. While this might sound incredibly unfair, I must remind everybody that we must work closely with *fixed variables* if we want to create an influential persona *despite* circumstances that do not benefit everyone.

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Now, if people judge others based of attractiveness, does that mean that only sexy, pretty women and tall, handsome guys will win all the time?

The answer is *no* – because there *is* a way to create an appearance that would immediately create good impression on people.

Attractiveness is *not* a fixed category with fixed components. This particular category is always in a state of flux and you can easily win over people if you knew how to communicate the right visual signals through your appearance.

The first step in improving your appearance is a close evaluation of the appearance that your project *now*. Here are some guide questions:

1. How is your hair doing? Are you still sporting a hairstyle from five, ten or maybe ten years ago?
2. Look at your clothes – are some of your clothes suffering from obvious signs of wear and age?
3. Your weight also matters. Have you gained a lot of weight these past few years? If so, are you taking the steps to cut down the extra weight you've gained?
4. Have you been replacing clothes that you wear more than five times every month?
5. Look at the shoes that you wear when you go out. Have you had your shoes *professionally* cleaned and polished?

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6. Is your clothing *appropriate* for your position? In short – do you still look good in your clothes because your clothes look fresh and current?
7. Have you inspected your face and head for spots and items that you may want to have removed or remedied (i.e. warts, age spots, facial hair, etc.)?
8. If you're a guy, does your haircut *complement* your mature hairline or does your hairstyle make your hairline too obvious, thereby broadcasting your age more effectively (far too effectively, perhaps)?
9. If you're a girl, does your wardrobe make you look professional, sprightly and young? Or does your wardrobe make you look and feel older than you really are?
10. Have you inspected your wardrobe for items that you have not worn for a very long time? If you have done this, have you given away or *thrown away* items that you have *never worn* for months and are just taking up valuable space inside your closet?
11. Take a look at your hands; do your hands look firm and young? Do your fingernails need a bit of work to look good again?

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To some, these questions may sound a bit strange since we are ultimately looking for an influential persona. However, these 'small things' that many people tend to ignore composed the *very foundation* of your physical appearance.

These small things *come together* when you project your appearance to the public. So if something is amiss, people will notice and this will definitely *reduce* your immediate positive impact on people.

When people notice things that are glaringly *amiss* it is hard for people to focus on the *positive aspects* on a person. For example, if you meet someone with his hair dyed bright blue, you would not really focus on how crisply his suit was steam-ironed nor will you pay close attention to how his manicured hands look.

Focusing on positive aspects of a person becomes doubly difficult because the brain starts sending out panic signals because something is *not congruent* with what is considered normal or acceptable.

So if you want to project a more confident and credible persona, go over the questions I've listed down and try to *improve what you can*.

I want you to *accept* the nature of these changes and I want you to *embrace* change because this is what will ultimately improve the attractiveness component of your persona. As you change the way you dress, you should also *feel/comfortable* with your new clothes because your confidence level and your *comfort level* will also be projected to others.

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Does Your Voice Sound Persuasive?

Here's the thing about influence: each person is naturally resistant to *any* form of change, including mental control through influence/conversion. As a person *feels your* intent to influence others, that person will become more and more critical (at least, on a subconscious level).

Imagine that your persona is running an obstacle course as you are being 'sized up' by the person you are talking to. Your persona is dodging mental defenses because you want to *influence* the other person.

If you *fail* to dodge the defenses, you don't produce the desired outcome; it's as simple as that. So what we want to achieve is to *create a fit and confident persona* that can easily beat down the mental defenses of people.

Your *voice* is another factor that affects your projection of confidence and credibility. Let me clarify something early on: *people hear your voice differently*. Of course, your voice sounds just fine when you listen to it. But have you ever thought of *what it sounds* when other people listen to you?

If you have no idea what you sound like, try recording your voice on a tape recorder or on a recording program on your computer. Read aloud a few sentences from your favorite book and *listen carefully* to how you actually communicate vocally.

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Does your voice sound confident and credible? If you put yourself in the shoes of other people and you *hear* yourself talk, will you be won over? Will you place your trust and confidence in that voice?

If not – here are some tips to improve your speaking voice (my tips do not involve deep cleansing gargles and public speaking classes!):

1. Learn to *consciously project* what you want to say instead of just saying it. Visualize that your mind and whole body are working in harmony as you try to communicate something. If you do this, your tone of voice, your *speaking pace* and your voice will all change.
2. Train yourself to become more comfortable with speaking. Don't whisper words. Animate concepts as you speak them and emphasize what needs to be emphasize by manipulating the way you talk.
3. The pace of your speech has a large bearing on your effectiveness as a communicator. Speaking *really slowly* and speaking *really fast* can ruin your chances of impressing people. The solution? *Vary* the pace of your speech to match the mood and your intentions.

Remember: you have the ability to create an *emotional impact* on people. Emotions *precede* critical thinking in many, many situations. If you can hold on to that kind of power as you communicate to other people, you are well on your way to creating a voice that commands respect and loyalty.

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4. *Don't* use empty words and terms when you talk to other people. Stop saying "huh" and "uh" when you are trying to explain something.

If you are unsure about what you want to say, then just *pause, rethink* and *communicate* once again. Pauses are better than saying something like: "As I've already said in this uh, graph, um – let me just um, yes here I found it...."

5. It is very normal to feel anxious when you have to present something that you have very minimal knowledge about. We have all experienced this, either in school or in our work. It is unavoidable and there really isn't any way to skip this part of your development as a professional/entrepreneur/student/etc.

Instead of wrecking your nerves with worry, here's my advice: *practice until you are no longer afraid*.

Anxiety and fear are far too common in people who go to meetings or presentations without preparing adequately at home. You have spare time at home, I am sure. Use this time to raise your confidence level. Rehearse your key statements several times if needed.

As you rehearse your lines, I want you to pay close attention to how your voice sounds. If your voice sounds weak and unsure, *capture the moment* and *modify* your projection. Increase the pace if needed.

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Say things louder if you need to. Tweak your voice projection until you attain that powerful projection that will communicate clearly what you want others to believe.

The Importance of Positioning

So you have all these tools to modify the appearance that you project to the public. What next? *You need position yourself as a credible person worthy to influence others.* Positioning is really the way you *combine* all of your knowledge of influence to actually *influence* others.

Because as you employ the various theories you have been learning so far, you chisel and sculpt the persona that you project outwardly to people. Think of positioning as the *conscious effort* to become a person of great influence.

Here are some tips to improve your ability to *position yourself* when you really need to influence others:

1. Take note of your mannerisms when you are talking to people. Avoid mannerisms that may mirror anxiety to other people. Some people are extremely inquisitive when it comes to other people's mannerisms and the best ones can detect if you are really confident or if you are just *pretending* to be confident.
2. Think *genuine* or *authentic* when you are positioning yourself as a person of power or influence. You need to *walk and talk the part, literally*, when the situation calls for it. You need to *communicate* that you *must be believed*. Live and breathe the persona that you want to convey through your body language and vocal communication.

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3. Keep your hands moving along with the message – or keep them still. Unnecessary hand movements can also affect your final message. Use your hands to emphasize and wow your audience – not to annoy them because you don't care about how you look.
4. People often break bread when they want to talk about extremely important things. If you need to sell something to someone, you try to invite that person to dinner, etc.

If you do this often, make sure that your etiquette and table manners are nothing short of impeccable. If you have to sign up for a short etiquette course (yes, there are actually etiquette courses!), do it.

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