

Triggers of Mind Control

10 Proven Tactics To Gain Compliance From Others

By Paul J. Mascetta

www.InfluenceMaster.com

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Table of Contents

Introduction	Page 3
Emotion vs. Logic	Page 5
Rules Of The Game	Page 11
I. Obligation	Page 13
II. Contrast	Page 15
III. Internal Conflict	Page 19
IV. Connection	Page 23
V. Proof	Page 30
VI. Scarcity	Page 33
VII. Verbiage	Page 36
VIII. Expectations	Page 41
IX. Association/References	Page 43
X. Commitment	Page 45
Conclusion	Page 46

Introduction

My name is Paul Mascetta and I learned a very long time ago that one of the primary aspects of being effective is the ability to be persuasive. I remember once reading about a survey done on about 1,000 millionaires (most self-made) to see what success-driving characteristics they had in common. When asked what was the single most important contributor to their success, the majority of millionaires said it was their “ability to deal with people”. And being persuasive is simply “dealing with and convincing people to do what you want them to do”.

Think about it. The most successful people in the world - at some point in their lives - had to persuade someone else to either believe in their product, capability, knowledge, decision making process, etc.

Donald Trump would own no real estate if he didn't persuade a bank to lend him money. Oprah Winfrey would have no TV. show if she wasn't able to persuade the producers to give her one. Robert Kyosaki would have never sold one copy of Rich Dad Poor Dad if he had not persuaded someone to publish it and furthermore, persuade the people reading it that he knew what he was talking about.

Enhancing one's level of personal development and ultimately living the most enriched life possible involves many things. One essential aspect of achieving success is being persuasive.

The funny thing is that many people take this aspect for granted. They either underestimate it's power or they don't even acknowledge it at all. But the fact of the matter is that it will not

only propel you forward on your journey toward success, it is absolutely necessary to ensure success, period.

Nearly every aspect of human life involves influence on one level or another. You wake up in the morning in the place where you live – someone persuaded you either to rent or purchase that place. You get in your car – which someone persuaded you to buy. You drive to work – a job that you persuaded someone to believe that you deserve. You go to lunch – a place that you were persuaded on one level or another to believe that the food is good. You go home to your significant other – who persuaded you to believe that they are a good match for you.

I think you get the point. Influence is all around us. It is being used in one way or another for reasons both good and bad by everyone, including yourself (whether you believe it or not).

What do you strive to improve? And what aspects of your life do you dedicate time toward improving? Health? Love? Finances? Relationships? Regardless of what it is in your life that you want to improve on or become better at, enhancing your ability to be more persuasive is essential toward ensuring success on your journey.

Here, I'm going to share 10 powerful tactics to gain compliance from others.

Emotion vs. Logic

As human beings, we would like to think that when we make decisions, we scrutinize and evaluate the information that we're given and then ultimately make a logical decision based on our evaluation. In reality however, nothing could be further from the truth. Human beings very rarely make decisions that way; most of the time our decision-making process takes place without us even realizing it. This is because when living in the in the age of information, there is just not enough time for anyone to really evaluate every single piece of information that comes our way and then decide what we're going to do with it.

Let's face it, thinking is hard work. We have to think about we're going to wear to work, what to do at work, what we're going to do with our lives, how we are going to get what we want from our children, what to make for dinner, what our futures will be like, what our children's future is going to be like, etc. That's a lot to take in. There are so many things in life to think about that to consciously ponder every single decision that you're going to make is almost impossible. So instead, what we have are mental short-cuts that we use to dissect all of this information and make rapid decisions. These short-cuts appear in the form of preconceived ideas about what we believe or how we believe certain things should be. When we come across something that involves making a decision, we subconsciously cross-reference it with all the preconceived notions and beliefs that we have and then make a decision. This is why human beings are generally susceptible to the mental triggers that I'm going to speak about here. Activating these mental triggers takes place on a subconscious level which means that when people respond to the triggers, they don't even realize that they're doing it.

Much research has shown that over 90% of the reason behind a person's decision to make a purchase on something is associated with a thought that takes place on a subconscious level. What that means is that most of the time when we buy something, we're doing it for reasons that we really haven't even fully developed in our conscious minds. Now there are many reasons why people don't really think about making decisions. It could be the fact that with so much information available people get overwhelmed or sometimes the decision really isn't going to impact our lives that dramatically. Or, it just simply doesn't involve much research or thinking. The bottom line is that as humans, we love taking short-cuts because it makes the mental work much easier. How many times have you walked into a store and relied on the sales person's advice or brought a friend along to get their opinion when buying something? Most people will never admit this but many of us can buy something just because of the way it looks or because of the label that's on it. Have you ever purchased a piece of clothing because of the manufacturer's name as opposed to investigating the quality of the clothing and the fabric itself?

Realize this; you can never really logically understand why human beings behave in a certain way because we are not logical people. Instead, we are emotional people making decisions primarily based on emotions but *thinking* we are logical.

Therefore, the only way to predict how most people will behave is to organize them in groups, provide some sort of stimulus and then, monitor the response. These are known as studies and most of the time, the results that they provide prove how illogical people really are.

Countless psychological studies have shown that people react more to the way that information is presented to them rather than the content of the information itself. Here I'm going to talk about using a body of knowledge built on psychological factors and show you how you can get people to behave the way you want them to. True masters of influence and persuasion are very well aware of these triggers and how to use them to their advantage. And they do so very, very often.

While it took me many years to research these mental triggers, how they work and how to apply them, the good news is that once you learn how they work, it becomes second nature. Think about the first time you tried to ride a bike. In the beginning, it seems like the hardest thing to do in the world; but once you get it you're set for life. You never forget, it always works and it really doesn't even involve much effort. Well that's exactly the way mastering the triggers of influence works. Once you get it down, it will remain that way forever and you won't even have to think about how to use them just like the first time you learned to ride a bike.

The triggers that I am going to speak about are universal laws - that when acted in accordance with - will yield the desired result.

Before going further, I need you to understand that there are essentially two ways that you can go with these powerful techniques or two paths that you can take. The first is the conscious path where you and the person that you're trying to persuade consciously try to understand exactly what the conversation is about and then process that information. When taking the conscious path, there is a lot of evaluating going on. People are trying to decipher the pros and cons, benefits, rewards and consequences of whatever decision they make.

The second path that you can take is the subconscious path. With this path, there is no time to evaluate and there is virtually no time for processing information consciously. During this approach we are activating the mental triggers that I'm going to speak about and when done really effectively, you'll gain more compliance from others than you ever thought possible.

A Word About Logic....

In a world where people are driven primarily by emotions, logic does have its place.

I've read tons of books on sales and dedicated most of my life to mastering the art of selling. Many sales experts or guru's claim that every decision that we make is primarily an emotional one and that logic is used later to justify that decision. This is true. Even the most logical decisions are driven by an emotion. Take the decision to not stand in front of a truck going 60 mph. While it may appear that this is a logical decision because you don't want to get hurt or even die, it is the emotion of fear that is ultimately driving that decision.

Here is what most of the gurus don't talk about.... Some people like to think they make decisions logically like "thinkers" for example. These people are not strayed by emotional arguments. They like hard data and facts that support a particular point of view. But this desire to make decisions logically is still driven by the emotion to want to be logical. Therefore, when persuading these types of people, it's important to appear to appeal to the logical side of their brains but keep in mind that you are still triggering emotions within them.

Emotions are essentially what fuel the world. Emotions are what create love, hate, war, life, death and just about everything else that we do but make no mistake, logic does play a role in the emotional experience. And therefore, you must always remember to balance tapping into logic and emotion when influencing certain people. People are definitely more likely to believe what you say, based on logic, but ultimately it is their emotion that will move them to take action. Many different studies have shown that more than 90% of the decisions that we make are emotionally driven. Yes, we use logic afterwards to justify our actions and why we did certain things, but ultimately it is emotion that prompts us to first take action.

When using emotion to guide behaviors or thought processes, you can sometimes first engage people using logic, and then tap into the emotion to get them to take action. For example, if I wanted to persuade you to buy a car- but it was a \$250,000 Ferrari - which you know logically you cannot afford, the fact is that we will never even get to the influence process, because you've already made a logical decision that it would not even be worth it to speak with me.

Back to my point, we as human beings like logic in some cases. And in those cases, it's extremely valuable. For example, when we are trying to draw conclusions based on evidence that's been given to others, we use logic. In fact, for an argument to even make sense or to even be worth speaking about it has to be true and valid which means there has to be some level of logic involved. Once all of that has been established, then we can move into the emotional part of how this works. There are various types of logic that you can use to influence someone and one of my favorites is analogies. Basically, an analogy is when you reconstruct your

point using an example of how your point makes sense, but it's done using a completely different situation. The reason why I like analogies so much is because they enable me to get to the point fast and it opens up a new perspective for the person to understand what I'm talking about. One of the first rules of influence is that the audience must understand what you're saying. And often times, just repeating your point over and over again doesn't do the job. If you can create a different scenario with a similar meaning, chances are your audience will be able to see things in a different way and ultimately agree with you.

Statistics are another great way to use logic to persuade someone. People love statistics. Statistics prove that a general number of people believe, act or behave in a certain way and what that leads to is one of the mental triggers that will talk a little talk about in a little while called social validation. When people see that a majority of other people are thinking or acting in a certain way, they assume first that it must be right or it must be correct and secondly, it supports your case. If you are referencing a statistic which indicates that a certain event has taken place numerous times, it brings the logic to the table which you can use as evidence in your presentation. Haven't you ever seen the book cover that says "number one bestseller" or "over one million copies sold"? This tells the customer that many other people have bought this book and subconsciously sends a message that says the product *must* be good if so many people purchased it.

When using logic to influence, there a couple of different rules that I like to follow:

Rule #1 – Third Party Evidence Is A Must - First, whenever you use evidence, use it from a third-party expert rather than

presenting it from yourself. Using a third-party expert or third-party opinion shows the person you're trying to influence that it's not just you that believes what you're saying, but someone with knowledge and expertise feels the same way. This is why testimonials from others (particularly experts) are so powerful.

Rule # 2 – Use Up To Date Information - Always use information that is updated, new and relevant to the times. I can't tell you how many books I've read where the author is trying to make a point and he or she will bring up a study of something that took place 10 years ago. It automatically turns me off and makes me think that he or she is probably not using the newer studies because the consensus has changed since then, and they don't want to counteract the point that they're trying to make.

Rule # 3 – Use Evidence That Your Audience Can Relate To - Always make sure that whatever evidence you're going to use is congruent to your audience's belief system. This goes back to one of the very first rules which is knowing your audience. You don't ever want to make a presentation using evidence that is not in line with your target's beliefs because doing so may offend them or completely turn them away to the point where they will no longer be receptive to your presentation. Logic is how we persuade people on a conscious level, but emotion it is the method which we persuade people on a subconscious level. It takes place in ways that people don't even realize are happening. Human beings formulate emotions based on how we feel about certain things. We generate these feelings based on a number of different factors. Most of it has to do with past experiences, upbringing and society. Those three things contribute to how we feel about certain things and how we develop morals, beliefs and values. When something is in line with our morals beliefs and values, it

positively impacts us, strikes our emotion and moves us to take action. When something is opposite to our beliefs or morals, we will take action, but in a different way; usually in the opposite direction to avoid whatever is being presented. There are many different types of emotions that people experience including confidence, fear, patience, anger and kindness, but in my opinion there are a couple of different emotions that can be used to persuade someone. The first one is worry. Psychological evidence shows that people make decisions based on two things; either the desire to feel pleasure or avoid pain. Worry - which is the feeling of anxiousness or uneasiness or something unwanted is going to happen - is ultimately associated with pain. So this emotion clearly is something that can be very powerful in getting a person to take action.

When persuading someone by tapping into their emotion, there are couple of different things you should pay attention to and Aristotle highlighted three aspects that are very important. The first is the nature of the actual experience, so this could be where you are at the time of your presentation. There's a big difference between the emotional states of people at a funeral and the emotional states of people at a wedding. Always keep that in mind when using emotion to influence. The second thing that you need to pay attention to is the type of people that you are directing your message to. General values morals, beliefs and thought systems vary from culture to culture and from region to region. What may work in one part of the country with one culture may be drastically different from another culture as the method of thinking is nothing alike.

Triggers Of Mind Control

It is now time to explore the triggers of influence. These triggers are sometimes called the laws of influence because they have been proven time and time again to work. The triggers consist of various tactics that have been shown to result in the majority of people whom they are practiced on to behave in a certain way.

I. Obligation/Reciprocity -People generally feel obligated to return favors or good deeds that have been done to them by others.

The first trigger is known as the obligation trigger. Many years ago, when Dr. Robert Cialdini, - whom I consider to be the "godfather" of influence - was beginning his psychological research to really determine what makes people think and act in a certain way, one of the essential aspects that he touched upon was the reciprocity factor. People generally feel obligated to return favors or good deeds that have been done to them by others. What this means is that if you do something good for someone, chances are they will feel indebted to you and want to return the favor. This is a technique that has been used for thousands of years. Even in ancient times when people didn't have money and barter was the general method of exchange among people, using reciprocity was just as popular then as it is now. We see this many times in sales. I've been a salesman for practically my entire life. Most of the selling that I did was in the fitness industry. When someone would enter the club asking about membership information, the first thing I would do is offer the prospect of free bottle of water. This instantly sends a subconscious reciprocation trigger to the prospect causing them to feel obligated to me in some way, shape or form. And in most

cases, the way that the prospect returned the favor was by purchasing my product or service. Now I'm not saying that by simply giving the prospect a bottle of water or a gift of some sort, will always result in a sale. But the likelihood of you making the sale increases dramatically when you do. There's an old saying that says smiles are contagious; meaning that when someone smiles at us, we smile back. This is the obligation trigger in the rawest of forms. Many times, we receive smiles from people that we don't even know or that we have no history with and/or have never done anything with. But when they smile at us, we automatically feel indebted to smile back at them. There have been many multimillion dollar negotiations that began with one party bringing a gift to the meeting and presenting it to the other party before the negotiation even begins. This is a goodwill gesture, which sends a message into the mind of the other party that you're here for a win-win and you want all parties to benefit. This lowers the resistance of the other party and makes them more receptive to whatever you have to say. It also creates a feeling of obligation within. Just as people feel naturally obliged to return favors, they also feel very uneasy if they don't return favors or if favors are not returned to them. The reciprocity or obligation trigger is nothing new and has been used for thousands of years. The key to making it work is knowing what to offer and ensuring that it will be on the same level of what you expect in return. I've seen countless people try to apply the obligation trigger only to have it not work because the other party had a different idea or viewpoint about whatever was contributed to them. Always make sure you're on the same level as your target.

II. Contrast – The perception of something changes when it is compared to something else.

The next trigger that I want to talk about is the contrast trigger. And what the contrast trigger shows us is that something always looks different when compared to something else. This is often why you will see a price tag on a retail item that has been crossed out with a lower price. Imagine walking into a store to buy a pair of jeans that you have been looking for. You have been debating about whether or not you really want to spend the money on another pair of jeans but you've convinced yourself that you need them and you'll probably buy them if you can find them "at the right price". You find the jeans in your size and look at the price tag which says \$79. You begin to wonder if the \$79 is the right price. Now imagine if that same thing had happened again only this time the price tag said \$110 slashed down to \$79. Now, compared to the \$110 price tag, the \$79 seems like a good deal but in reality it's the same price. The only thing that changed was your perception once it was compared to something else. This is the contrast trigger in action. We see this in sales all the time. We make a presentation, and when we get to the price point we always set a higher price which becomes discounted down to a lower price so the prospect feels like they are getting a deal. If I'm selling you something for \$50, and I presented it at \$50 you will look at that figure and think for a few seconds about what that figure means to you based on previous experience, values and general beliefs. You will then decide whether or not \$50 is - in your opinion - a lot of money. But if I presented the product to you and told you that it costs \$300, but you could get it for \$50, that product instantly appears more valuable to you. That's how the trigger of contrast works. You take something, compare it to something else and you instantly change the perception of what you are presenting to other people.

Many real estate agents use the trigger contrast when trying to sell homes. They will purposely show a prospect or a potential home buyer a house that is falling apart prior to showing them the house that they really want to sell them. When the prospect sees the second house, it instantaneously looks more glamorous and better maintained than the first house. This again, ties into the fact that people need to use mental short-cuts when making decisions as we very rarely have the time to assess and logically make a decision. We need to cross-reference whatever we're being presented with now to whatever we've been presented with in the past. Generally speaking, if whatever we're being presented with now seems better or equal to something we were presented with in the past, we will take action to obtain it. If it seems worse, we will not. There many different ways to use the trigger of contrast. Here are a few examples that have worked very well for me in the past. The first is drilling down to the minimum. If I was selling a gym membership that costs \$75 per month, I would show the prospect how that figure works out to be just \$2.50 a day. This completely changes the person's perception because they never thought about it that way. Most people will question whether or not they can afford \$75 a month. But few people will question whether they can afford \$2.50 a day.

This goes into the second way that you can use the trigger of contrast by changing a person's perception. You can frame your verbal packaging differently. The first question people would always ask me when deciding to join the gym is if the club gets crowded. I certainly would not want to lie to them but I would respond by saying "The usage levels vary from time to time with Mondays and Tuesdays having the most activity". More activity sounds a lot better than crowded.

There are several ways to use the contrast trigger. You can either add more benefits/rewards or reduce the consequences/risks. All you simply need to do is present the situation in a way that you

know the other party will not like and then re-present it again in a manner that seems more beneficial to them. As I said before, each one of us perceives things in a different way but we all perceive each thing that we see differently when we compare it to something else. It is for this reason that a person weighing 200 pounds looks thinner when standing next to someone that weighs 300 pounds but looks heavier when standing next to someone that weighs 175 pounds. This is how the human mind makes comparisons.

Another way to use the contrast trigger is to create a different frame of reference to shift someone's focus. What this does is completely change the perspective by which the other party is seeing things. The best time to apply the contrast trigger in this format is when there is a part of your presentation that you feel may deter the other party. For example, if you were selling a car that was due for a tune up at 100,000 miles and the car already had 90,000 miles on it, instead of saying this car will need a tune up in the next 10,000 miles, you can focus on how the car can have 100,000 miles before getting its first tune-up. The first time that I ever saw the contrast trigger used in this way was when I was a young boy. My mom always prevented me from eating junk food. So any time I would get to eat it, it was a rare treat. I loved Cheez Doodles. I remember loving them so much that I would read the back of the bag to see what ingredients were in them. I remember a saying on the back of the bag that read something like "Deep fried to ensure crispiness and great taste". This is a clear example of how the Cheez Doodle manufacturer is focusing on the benefits that result from deep frying rather than the health risks. Another way to apply the contrast trigger during negotiations is through the concession process. Let's say you want to sell your television to someone for \$100. If you start at \$300 and make several concessions, you will finally arrive at the number that you wanted which was \$100. The reason for this is because \$100 seems very inexpensive or cheap when compared to

the \$300 figure. If you had started out just slightly higher than \$100 like \$150 and began making concessions you would - in all likelihood - wind up having to sell your TV for a much lower price than you originally wanted.

The effectiveness of the contrast trigger (or any trigger for that matter) can also vary greatly because of timing and circumstance. For example, let's say I work for a multilevel marketing company and I was trying to find new recruits. Let's assume you had some interest in getting involved but you already had a full-time job that demanded a lot of your time. In presenting the benefits and rewards that you receive by becoming involved, I would focus on the *extra* income that you would earn. You would then decide whether or not it would be worth the extra time that you would have to invest to make that extra income. But had I made that presentation to you on the same day that you just lost your job, you would see things much differently. Because of the timing, I can now use the contrast trigger in a way where I am comparing multilevel marketing income as primary income rather than extra income. What this example clearly illustrates is that our ability to behave and make decisions can be greatly impacted at any moment depending on timing and circumstances. Therefore, when using the trigger of contrast, make sure that you are always aware of the level of pain, pleasure, reward or consequence as it pertains to the other party.

III. Internal Conflict – We must act in a way that is conducive to our morals and beliefs.

The next trigger of control that I want to talk about is the internal conflict trigger. As humans, we feel the need to act in accordance with our core beliefs and values. In other words, it is very difficult for us to behave or act in a way that is different from what we really believe deep down in our hearts. A researcher at Stanford University formulated something called the cognitive dissonance theory. In his own words, he stated when our actions conflict with our attitudes or beliefs; we become uncomfortable and motivated to try to change. The method by which the internal conflict trigger works is by leveraging the fact that people tend to act in a manner that is congruent to their beliefs and values. When we act in a way that is different than what our values and beliefs represent, we find ourselves in a state of discomfort. Acting in a way that is not consistent with your core beliefs and values can produce anxiety, negative emotions and all-around feelings of general discomfort. It creates an immense amount of tension within us, and an overall feeling of being off balanced. Human beings like balance and we will do just about anything to achieve it and relieve ourselves from internal discomfort or uneasiness that is caused when we act differently than what we believe is right. When we experience this internal conflict that I speak of, we don't like it and we will do whatever it takes to experience balance once again. There are many different ways in which we do this.

Rationalization - The first method is that we're going to cover is rationalization. Rationalization is when someone finds excuses or reasons why the loss of balance or inconsistency is acceptable. We often find ourselves justifying our behavior or decisions to make ourselves feel better.

Denial - Next on the list is denial. Denial is probably the most common and easiest form of reducing the tension. In this case, the person simply denies that the problem even exists. They can do this by ignoring the entire situation or choosing to believe that the source where the information is coming from is not reliable.

Correction - The next method that we use to reduce internal conflict is trying to find evidence to support why the information we received is inaccurate.

Reframing - The next method is called reframing. Here, the person essentially changes their interpretation of the meaning behind the message that was given. This results in them either changing their thought process entirely or reducing the level of value concerning the entire matter as if it's just not that important to them.

Separation - And last but not least is separation. In this case the person simply separates themselves from events or matters that are causing the internal conflict. They do this by saying things like "one thing has nothing to do with another."

All of the examples above simply illustrate how we alleviate the internal conflict within by doing whatever it takes to convince ourselves that we made the right decision. This is why in sales, it is extremely important to get the prospect to make a purchase on the same day. Once a person has made a purchase, they are mentally vested in the product or service and will then do

whatever it takes to convince themselves that they have made the right decision.

A word about commitments...

Of all the results that we can achieve by using the internal conflict trigger, perhaps the greatest is getting people to keep whatever commitments they make. Researchers have found that people who gamble are much more confident about the outcome of the game after they have placed their bet. In general, most people want to follow through on their commitments. If not because of their own personal values and morals, it's because of the way they feel they will be perceived by society if they don't. This is why getting commitments from people is extremely important to the influence process. And the more public the commitment is, the more effective the trigger is. There are three types of commitments that you can get from people. The first is a written commitment which is basically an exchange of promises that is documented and signed between two or more parties. The second type is what we call a minor commitment. The purpose of a minor commitment is to eventually lead someone into a major commitment. People tend to buy or comply with people that they have bought from or complied with in the past. Therefore, if you can gain a commitment in any form - even if it is small - it will help you because it will eventually make it easier to gain a larger commitment. And the third type of commitment -which is extremely powerful – is a public commitment. Any time a person makes a commitment in front of other people, they feel a burning desire to support that commitment no matter what because they do not want to look like hypocrites to the public. As an effective sales manager for many years, I not only had every one of my salespeople put their commitments in writing but I also had them do it in front of everyone during team meetings because I knew this would instill in them a burning desire to keep their commitments and not look like failures.

Here is how you put the internal conflict trigger to use. First gain a commitment (public if possible) from the other party. The more public the commitment, the more likely they are to keep it. Second you want to gain - what I call - gradual and continuous confirmations. What I mean by this is that you start out with smaller requests that gradually lead to bigger ones. Gaining these types of confirmations does two things. First, it opens the door for the possibility of the other party complying because you're starting out small. And secondly, it begins the process of them complying with you. And the more people comply with you, the easier it will be to gain compliance from them in the future. One thing you must keep in mind when you are gaining commitments from other people is that these commitments must be voluntary. The person must *choose* to commit to whatever it is that you're asking of them. You do not want to use force in any way, shape or form, because if you do, the process will have a poor result. People ultimately want to do what they feel in their heart. And if you force them into doing what they believe is what you want rather than what they want, the internal conflict trigger will backfire on you. In this case, the person internally feels one way and you have forced them to act in a way that is different than that. Eventually, they will have to return to behaviors that reflect their inner values.

Once you've gained the commitment, the next step is to create the conflict. You do this by showing the other party how their thoughts, decisions and behaviors to not comply with what you are offering is causing them to not keep their commitment. Once you have done this, the person will feel the sense of internal conflict, uneasiness, anxiousness and discomfort. This is where you offer the solution to resolve the internal conflict that resides within them through your product, service or point of view. So again, the three steps to using the internal conflict trigger are:

1.) Gain a commitment

- 2.) **Create the conflict**
- 3.) **Offer a solution to resolve the conflict**

IV. Connection - The link that exists between others can be enough to create the emotional need to act.

The next mental trigger that we're going to talk about is the connection trigger. The link that exists between others can sometimes be enough to create the emotional need for someone to take action. Have you ever met someone for the first time and within mere moments you feel an instant connection to this person? It's almost as if you have known them your entire life. This connection to the other person makes their ability to persuade you stronger than someone that does not have that connection. Connection is an extremely powerful thing, and the reason for that is because connection is centered on emotion. And when the emotion is strong enough, it can propel a person to do just about anything. When creating connection, there are four main factors that are involved:

Rapport - Rapport is what is known as the instant connection. In sales, the stronger your rapport is with someone, the more likely it is that you will be able to convince them to purchase your product or service. In fact, in many cases there is an imaginary line that you sometimes have to cross to make your point. The more rapport that you have with someone, the more room you have to cross that line and make your point. Have you ever noticed that you are less likely to hold certain things back during an argument with a close friend or a family member? In some cases, it's exactly what you did not hold back that caused you to win the argument. When you don't have rapport with someone you must be reserved. And when being reserved, you sometimes cannot say or speak the winning word or sentence that's going to close the deal. Simply put, the more rapport you have with

someone, the more likely you are to gain compliance from them. Sometimes rapport alone can be enough to gain compliance. I can't tell you how many times I was able to just pick up the phone convince someone to help me without even really telling them anything about what is involved; that's how strong the rapport was. One of the most powerful ways to create rapport is through body language and it is also one of the most powerful ways to destroy it. Whether you realize it or not, you are constantly sending and receiving signals of communication with other people without even saying a word. Our bodies are constantly giving off certain messages that are being subconsciously read by other people.

Statistics show that we are perceived verbally only 7% of the time. We are perceived vocally 38% of the time and we are perceived visually through body language 55% of the time. The majority of the way people are perceived is through their body language. To fully capitalize off of and leverage body language, you must not only understand the signals that you give off through body language, but you also must master being able to receive and pick up on the signals being sent out via body language by others. When you can accurately figure out what another person is thinking by their body language, you can really take things to the next level. There are many different ways to persuade people but because we are all different, different methods work better for different people. One of the most important methods that you can use to figure out which triggers will work best is through understanding the body language of the other person. In my opinion, the most important part of the body that you can see signals in is the eyes. If you pay close enough attention to the direction of their eyes, you can easily see when a person is lying, uncomfortable, confident, upset, nervous and most importantly engaged. The second body part which is extremely important is the hand. We can learn a lot about a person by the way they use their hands.

For example, a person with their fists clenched will be perceived as someone who is angry or feeling a lot of tension. When your hands are tucked away in your pockets or behind your back, people assume you're hiding something or you're holding something back. Taking your hands and placing them on your hips will make you appear stronger confident and more dominant. Covering up any part of your face like your mouth, nose or eyes etc. will make you appear as dishonest.

One of the most important things someone can do with their body is the method by which they shake someone's hand. A strong handshake signifies confidence and trust in the relationship between both parties. A weak handshake conveys a lack of interest or care in the relationship. Your legs are also very important. When a person points their feet directly at you - if they are facing you – they are probably very interested in what you're saying. If they are pointed in the opposite direction, they probably have little interest in what you have to say and cannot wait for you to shut up so they can move on.

If a person is tilting their head toward you in your direction, they are probably very interested in what you have to say. If their head is tilted away, they are either not interested in what you have to say or there is a lack of trust on some level. Other signals that you can pay close attention to when it comes to body language include:

Hand On The Cheek – Means the person is evaluating or considering what you are saying and really thinking hard about it.

Head Nodding - Means the person is showing genuine interest in understanding and has the desire to know more.

Leaning In - Means the person is showing that they are interested, engaged and eager to know more about what you're saying.

Leaning Away- Means the person is feeling discomfort and resistance.

Fingers In Mouth - Means the person is either annoyed or impatient and wants to leave.

Relaxed Posture – Means the person is showing that they are open to the conversation.

Fidgety - Means the person is nervous, impatient or simply bored with what you're saying.

Holding Tightly To Objects Around Them - Means the person is definitely anxious or nervous.

You may be familiar with a powerful concept called Neuro Linguistic Programming or NLP which was created by Richard Bandler and John Grinder. Two of the key elements of NLP are mirroring and matching. What this means is that we basically act in a way that is similar to the other person. This creates connection. Many times, we do this without even thinking about it. Have you ever noticed that you may talk or act differently around certain people? You may use a different type of slang, a different tone of voice or you may even use certain terms that you know that person can relate to or will find funny that you would not use with others. Well when applying mirroring and matching through NLP, you are just simply taking a more planned approach to what you're probably already doing naturally. There are various aspects of a person that you can mirror and match including their voice, their mood, their emotion, their breathing, their language and their energy level. The stronger the mirroring

and matching, the higher the probability that you will be able to influence and persuade them. And when the mirror or match is broken, the ability to influence and persuade will be less likely. In fact, the probability will even be less than it was before you even knew this person. Think of it this way; the more mirroring and matching you can do with someone, the more influence deposits are being put into the bank account. When you break the mirroring or matching pattern, it's as if money has been taken of the account so you are now at a loss and have to make up lost ground.

Attraction - The second factor in connectivity is attraction. Whether we want to admit it or not, the more attracted we are to someone, the more likely we are to comply with their requests. When I speak of attractiveness, I am not only referring to physical attractiveness; although that is one aspect of the game. Physical attractiveness is definitely very important to the influence process because even though looks are not everything, in most cases they are the first thing. Our perception of how someone else looks is the first thing that we can judge them on because we haven't spoken to them yet. Obviously we cannot change our looks. We can do things to make ourselves look more attractive including dressing nicely, keeping up with trends and keeping ourselves clean looking and groomed.

Although important, physical attractiveness is not the end to all because there are also nonphysical factors that can elevate a person's attractiveness including their ability to care, make other people laugh and their intelligence. In fact, in the long run, the nonphysical factors can actually outweigh the physical ones. Haven't you ever noticed that some people can become more physically attractive or less physically attractive over time depending on the way they act or carry themselves?

People Skills - The next factor in using the connection trigger are your people skills. Your ability to deal with other people in general is going to have the greatest impact on your ability to succeed at anything in life; especially in your ability to influence and persuade. The two most important factors that I have found work best for me when it comes to people skills are humor and respect. Humor is an extremely powerful technique in influence because it creates attractiveness, lowers resistance and makes people more open to what you have to say. It also can gain the attention of people that are not listening to what you have to say. Humor is extremely powerful and must be used in the right way. If used incorrectly, it can destroy your chances of gaining compliance. You must know the right time, place and overall energy surrounding your self and the other person when using humor.

I've also always found that respect will ultimately gain you large amounts of compliance from other people. If people respect you, chances are they also agree with you or what you have done on some level or another. If we do not respect someone, we do not agree with the decisions, actions and behaviors of that person. But when we do respect them, we trust their judgment. Respect is so powerful because it can allow someone to be in compliance with a request that they might not even agree with simply because they respect you enough to trust your judgment. Respect is not something that can be gained overnight. It generally takes time and proof of what you're capable of before people will show you respect. When people do show you respect always be grateful and sincere. If people are telling you their problems or coming to you for advice, chances are they respect you greatly. Never ruin that by criticizing them or making fun of them. Using someone's name is another great way to build people skills. Every time you say someone's name, you show them that you are paying attention to them, are genuinely interested in them and care about whatever the level of your relationship is with them at the moment.

Similarity - The last factor of using the connection trigger through similarity. We tend to be more compliant or agree with the opinions of people that we feel we are similar to because we feel we can relate to them more. And if we can relate to someone, chances are their thought patterns and values are similar to ours. Therefore, if we think and act the way they do, chances are we will not feel internal conflict because our morals and values are the same. For this reason, it is extremely important to determine the morals and core values of other people so you can create the similarity between the two of you and gain compliance. The easiest way to do this is to pay attention and observe what you see about other people. This includes the way they dress, the books they read, their hobbies, general interests and what they enjoy doing. Remember, people will connect with you more if they feel there are a lot of similarities between you and them.

V.Proof – We believe that if it worked before, it will probably work again.

Next we are going to talk about the proof trigger. While emotion is what will ultimately get someone to take action, it is perceived logic that will open up the possibility of them taking action in the first place. One of the biggest ways that we exercise logic- or at least what we believe to be logic - is by taking a look at what other people have done and the results they've experienced.

This method of looking for proof does two things: First, it shows us that a certain method of doing things is effective and second, it makes us feel the method is widely accepted so it must be correct.

Each and every one of us wants to fit in, wants to belong and wants to be part of a certain social group. It is human nature to feel this way and that's why often times, we want to see what the majority of people have done in certain situations. In most cases, we will assume that if enough people did something, it must be the logical or correct way of doing things. We make these judgments based on social norms and there are basically two types that exist:

Explicit Norms - These are ultimately written, documented and/or spoken rules that are either accepted publicly or within a certain group of people. Examples include an employee handbook at a place of employment, the policies and procedures of an organization or street signs.

Implicit Norms – These rules of the game are usually not as openly stated as explicit ones. Implicit norms include traditions or

something being accepted as “the right thing to do” such as saying hello to someone when you meet them for the first time or not putting your elbows on the table when you eat. These are norms that have been put in place over the years by society that most people have a basic understanding that they should follow. In cases where we don't know what the norm is, we will seek to find and this is where social validation gives us is the short-cut that we are looking for. Rather than investing the time, energy and hard work of researching a certain topic and figuring out whether or not we should act on it, we simply just look at what other people do.

People in advertising and marketing know the power of social validation works extremely well which is why they put things like “over 1 million copies sold” on the cover of books which sends a message to us that says since over 1 million people have bought this book, it must be worth buying and therefore we should probably buy it. There are many different ways to put social validation to work. When trying to be persuasive, if what you have to offer has been socially validated by the majority of people, most people will be interested in it. When it comes to social validation, there are a few rules that I always like to follow.

Rule # 1 - The bigger the group, the more likely your chances of being able to persuade someone using social validation becomes. The higher the number of people thinking, acting and behaving in a certain way, the greater the likelihood of more people following.

Rule # 2 - The second important factor is the level of identity involved. The more people can identify with what the majority group is doing, the more likely they are to get involved in it. If we hear that a large number of people have bought a certain book on particular topic, it will open us up more to the possibility of doing it because we see that so many other people have done it but it

must be a topic that we can identify and relate to, otherwise we probably would not have any interest in it at all.

Rule #3 - The third and most important rule of social validation is that the principle has to be extremely clear. So the factor that is that's making it so large among the public is the factor that you want to exploit. This could include the fact that it's the s the best-selling, the most effective, the cheapest or the longest lasting.

VI. Scarcity – The less available something becomes, the more people want it.

Scarcity is the method used to create urgency so that someone will take action. Ultimately, we can make the greatest presentation in the world as to why someone should comply with our request and they can logically and emotionally agree with everything that we have presented. Still however, they need a reason to act now and the scarcity trigger is the most effective trigger that you can use to get someone to take action immediately. It is human nature to always find something more appealing and interesting when the odds of getting your hands on it are less likely. We see this in the dating world all the time. The challenge of courting someone who is not always available seems to be something that people find themselves to be obsessed with. In most cases when a person shows all of their cards and becomes readily available, the spell becomes broken and there is no longer an element of surprise. Whenever our choices become inhibited, limited or lessened we become more likely to desire those choices on a stronger level.

Scarcity can make any product seem more valuable and interesting. It makes people take action immediately because they do not want to take a loss. Loss in general, is a feeling that most people try to avoid. From as far back as childhood, the minute we are told we cannot have something, we simply want it more. The reason for this is because the minute we feel there is a potential to lose something, we begin the thought process of how we can stop that from happening. This is called preventative action. And the key word is action. Whatever our reasons may be for doing it, we

begin to take action and that is ultimately what you want the other party to do when trying to influence them.

In all my years of being in the Internet marketing business and writing sales copy, the scarcity trigger is one of the most important tools that I have used to get the customer to take action. And in today's world, the more successful Internet marketers have become successful because of their ability to apply the scarcity trigger in new and creative ways. Things like limited supply, first hundred callers and countdown clocks on webpages are driving more and more people to click the order button. Now more than ever, there are numerous ways for you to use the scarcity trigger. Here are some of my favorites:

Restrict Freedom - As I said before, we always want what we can't have and the minute we are told something will go longer be available, we seem to want it even more. That's the moment when the desire and urgency to act immediately goes up. The best way to implement this is to simply create a situation where whatever you have to offer is now going to be limited or will soon not be available any more. In sales we call this the take away close. If you remove your prospect's ability to have what you have to offer, you will increase their desire to have it.

Limitations - The second method which you can use is limitations in the form of space, numbers, access or time. The minute people feel like they are competing to get something, their desire to have it will increase. Always give people deadlines. It is human nature for us to structure our actions around deadlines. Without them, people have no definitive time to know when they must take action and therefore can spend endless amounts of time procrastinating.

Loss Potential – Last but certainly not least is the potential to lose something. People need to realize that if they do not act upon

whatever it is that you have to offer, they may lose something. People are generally motivated by either pain or pleasure and truth be told, pain is actually the greater motivator of the two. Since loss equals pain, it is very important to focus on what someone risks losing if they do not act. Here's an example. If I told you that if you went to the gym every day for a month straight, I would give you \$10,000, your decision to go would be based on how bad you need that \$10,000 and you probably would do it. But if I told you that if you did not do the gym for 30 days straight that I would automatically remove \$10,000 from your bank account, you would probably be even more motivated to take action. The reason for this is because in the first scenario, if you don't win the \$10,000 - while that might not be fun - you have not lost anything so you are right where you started. In the second scenario, you are now in the negative and have lost something.

VII. Verbiage – Sometimes it's not what you say, it's how you say it.

Sometimes it is not what you're saying to someone, but the way that you're saying that will impact them and cause them to take action. Your message can be perceived in various ways depending on your verbiage. Take the following statement for example:

I didn't say he hit his wife.

There are many different ways that we can actually make this statement depending on the emphasis on the words. Emphasis on certain words changes the way the person you are speaking perceives the information. Read the following statements out loud and each time, put emphasis on the word that is in bold.

I didn't say he hit his wife.

I **didn't** say he hit his wife.

I didn't **say** he hit his wife.

I didn't say **he** hit his wife

I didn't say he **hit** his wife.

I didn't say he hit **his** wife

I didn't say he hit his **wife**.

While each one of these statements has the same words, they all convey a different message. That is how the verbiage trigger works. Words are extremely powerful and every time we use them, we can create mental visions which then instill feelings within someone. Words like disease sadness, depression, hatred bring feelings of negativity while words like happiness, joy, fulfillment and success instill good feelings within us. Your word choice in the influence process is extremely important; especially if you're speaking to an auditory person. An auditory person is a person that is more open to suggestion and processes information based on the way things sound. Generally speaking there are three types of representational systems that people use to process information:

Auditory – Make decisions based upon the way something sounds.

Kinesthetic - Make decisions based upon the way something feels.

Visual - Make decisions based upon the way something looks.

Therefore, if you're speaking to an auditory person, the words that you are using are going to have very powerful effect on them so you must be extra conscious of words that may turn them off as well as the words that may actually prompt them to take action. As an example, working in the fitness industry for many years,

you learn to use certain words versus other ones because they sound better to the customer. When they join, we ask them to sign a piece of paper which says they agree to pay for the service but we never call that a contract; we call it a membership agreement. We don't ask for a signature, we ask for an "okay". If they asked me if was getting paid a commission, I tell them that there is a fee for my service. When I was trying to convey my point, I never told them that I'm trying to sell them something; rather I said that I wanted to get them involved in what we have to offer.

Remember that the way that you verbally package something can also completely change the perception of something. For example, if I wanted to tell you that my Internet service is extremely fast and that no other brand is faster, I could say that no other brand works faster even if my brand doesn't fall into that category.

Storytelling - Story telling is one of the most effective ways to persuade someone. People love to hear stories and when they do, the mind becomes organically engaged because we desire to know the outcome of the story. One of the most important parts of the story are the mental images that vivid speaking produces. When you're speaking vividly, you're basically creating a picture for the person who you are speaking to which will then help them to use their imagination. We do this by making them feel what we are speaking about in the story that we're telling. I do have a couple of rules that I generally like to follow when it comes to verbiage.

Rule # 1 Speak Simply And Clearly – Speak clearly and don't use complex words that your audience may not know the meaning of. It's essential that your audience understands every word that rolls off your tongue. If they don't, you risk losing their attention due to the fact they are too busy trying to understand what you are saying. When that happens, they are no longer engaged. If I was giving you directions to go find \$1 million, but I was saying it

in a language that you couldn't understand, chances are you would never find the money because I would never have prompted you to take any sort of action. The same is true if you use words that people do not understand; they will not take action. Secondly, you don't want to use words that are abstract or unclear. One thing that you never want to do is confuse the person that you trying to gain compliance from because that will only lead to procrastination and ultimately not making a decision. Always use language that is a verb driven meaning it includes action verbs. This will engage your prospect's emotions both on a conscious level and a subconscious level.

Rule #2 Keep Your Sentences Short And To The Point - You never want to overwhelm people with what you're saying because if you do, you will lose them and as I said before, once you've lost them, it's pretty much pointless to continue your presentation.

Rule #3 Use Volume Accordingly - Always make sure that when you're speaking, the volume is the same as it would be if you were in a Starbucks talking about a potential business deal. All parties come with the understanding that while it is a public place, the people there are having conversations and trying to get work done, so it's not the right time to raise your voice. If on the other hand, if you're an expert persuader who was the hired to be a motivational speaker and you're giving a speech in front of thousands of people, you don't want to keep your voice down. In this case, you want to project your voice and speak with lots of energy and enthusiasm. Point being is that there are times when you'll need to raise your voice and times for you to lower your voice but you should always be conscious of that and know which is appropriate based on the environment.

Rule # 4 If Nothing Else, Master Articulation - The ability to properly articulate is priceless and extremely important when it

comes to verbiage because it enables people to better understand what you're talking about. Sometimes, you can make a statement, but people will not agree with it simply because they don't know enough about it. If you're able to articulate your point effectively, you will then enable them to understand it better and perhaps change their opinion of it. People who can articulate their points well are also very much admired by others because it makes them appear intelligent and well versed.

Rule #5 Pay Attention To Your Pace - The pace at which you speak is also very important. Pay very close attention to how fast or slow you are delivering your message. You may be saying some of the most important things but if you're speaking too fast, your message may become lost or you may lose the listeners attention because they're trying to follow up on what you said last. By the same token, you don't want to speak extremely slowly, because you can bore someone and completely lose their attention as well.

Rule #6 Use Comparisons - One of the most effective parts of verbiage that I have ever used is comparisons. Any time I'm able to take the situation and completely reformat it by comparing it to a similar situation only with different events or circumstances; I can engage the listener much more effectively. Sometimes people don't agree with what you're saying simply because the concept may not make sense to them. If you can compare it to something similar that *does* make sense to them, it will make them more receptive to what you're saying.

VIII. Expectations - People generally act in way that other people expect them to.

As individuals, we can sometimes make decisions and behave based upon how others expect us to. This is known as the impact of suggestion in general and it holds true for behaviors that are both positive and negative. We tend to fill the expectations that people have about us. We all want to be admired, liked and respected. And in our minds, if we can fulfill people's expectations, we believe they will like us more. This can work both positively and negatively. If you constantly expect a person to act in a bad way, chances are they will eventually take you up on your assumptions.

There are various ways to communicate your expectations. Ivan Pavlov was a famous hypnotist and physiologist as well as a Nobel Prize winner. He was most noted for his ability to get dogs to salivate every time they heard a buzzer. Pavlov would ring the buzzer and then feed the dogs over and over again. Eventually, every time the dogs would hear the buzzer, they would expect that they would soon be fed and therefore begin to salivate. You can actually do the same thing during the influence process with your audience in various ways which include:

Assumptions – The expectations that we have are usually based on the assumptions that we have about people or groups of people. I remember growing up as a kid; I was not your typical grade A student. I was always finding myself in some sort of mischief and had created a reputation for myself for being a

troublesome kid. As time progressed in school, more and more teachers, parents and children began to know my reputation and I continued my behavior because I felt as though they were expecting me to behave this way. I basically created an identity as a trouble maker for myself when I was around this group of people. Reputations are a powerful thing and most people feel the need to live up to them; whether good or bad.

This is exactly how the expectation trigger works in sales. We use this trigger all the time by assuming that the sale was already made. So if I was presenting a product or service to you and I was trying to get you to visualize using it, I would ask questions like “so when you purchase this car will you be driving it to work or for pleasure?” I have already assumed that the sale has been made. I am expecting that the sale will be made and subconsciously layering those expectations into the prospects mind so that eventually they will comply with my expectations. You can also do this by asking questions that assume the decision for compliance has already been made.

The expectation trigger is something we often find in NLP through the use of embedded commands. When using embedded commands, you are communicating to the conscious mind but sending a message to the subconscious mind at the same time. Basically what you're doing is bypassing the conscious mind to have direct communication with the subconscious mind. You could do this either in spoken language or written language. Much research has shown that we can actually use embedded commands to completely reformat our beliefs or values without even realizing that it has even happened. That's what makes embedded commands so effective. We have no time to use our conscious mind to logically scrutinize the information. Our subconscious mind has already made the decision for us. Pacing and leading are also powerful NLP tactics that involve use of the expectation trigger. When you're pacing, you are establishing

rapport and making the level of communication easier. And when you're leading, you're simply just leading your prospect closer toward your viewpoint. Using both of these techniques allows you to direct a person's thoughts and actions so that they are congruent to what you want to ultimately gain their compliance. In the pacing process, you can connect with the other party either verbally or nonverbally to build rapport with them. When you do this, they feel like they're aligned with you and ultimately they feel more comfortable being around you. In pacing, you simply use statements that are universally accepted. When you do this, you remove any chance of disagreement or noncompliance, and generally others will agree with what you're saying. Pacing involves speaking a lot about topics that have already been proven to be valid or are socially accepted. Once there is a synergistic relationship between you and the other person, you can create the expectation of agreement between the two of you and they will be more likely to comply with your requests.

IX. Association/References – People make mental associations with everything they see.

In a world filled with chaos, tons of information and hard decisions, one of the easiest ways for us to take a mental short-cut is to create associations with certain things, including colors, sounds, endorsements and music. Associations are different for everyone and certain symbols or references may evoke different feelings in different people. One of the most effective ways to utilize the association trigger is through something called anchoring. Anchoring is a technique that isolates the feelings, emotions and memories that took place at a certain point in someone's life. In theory, if you can bring a person back to a mental state that they had some other point in their life; you can then get them to act in a certain way that is congruent to the emotions that they feel. Anchors can be produced both internally and externally, and it does not take a long period of time to establish them. In fact, in some cases, you can create them through one single event. The key to the effectiveness of the anchor is the level of emotion that is attached to it by the target. In other words, the more emotionally connected a person is to an anchor, the more effective it is. Have you ever noticed how some people can develop phobias after just one bad experience with something? All they have simply done is associated the fear of something with an event. Every single time something even remotely related to the event is mentioned, the emotion of fear begins to resonate within them.

X. Commitment - People usually follow through on commitments, especially when they are public.

I spoke about the power of commitments earlier but to piggy back on the concept of anchoring, the key is to always have people link positive feelings to you and always allow them to own the decision to commit. Regardless of how much positive emotion they have linked to you, the reality is people will regret their decision to commit if they feel that it wasn't their decision. Realize that people are constantly moving back and forth between the conscious, logical mind and their emotions, which are causing them to experience a multitude of feelings as you present your offer. The only way to stabilize them is to gain their commitment immediately and ensure that they understand that their decision was smart and favorable to them. Commitment is extremely powerful. In most cultures, people who do not follow through on their commitments are frowned upon. And what's so great about this is that it is public knowledge, so no one ever wants to be placed in that category. In fact, when people even begin to think about not following through on their commitments, they begin to feel very uneasy inside. That is why it is essential to gain commitments from people as soon as possible, and the more public those commitments are, the more powerful they are. The first commitment or form of compliance is the most important but it is also the most difficult to obtain.

Conclusion

What I have shared with you here are ten proven tactics that can be used to gain compliance from others. In reality, many of them have been used on you and still are to this very day. There is a reason why advertisers and large companies use these tactics, it's because they work.

The key to applying these triggers is knowing when to use them and which ones work on certain people. You see, as powerful as these triggers are, they become even more powerful when they are applied to the person who is most receptive to them. Not everyone will jump on the opportunity to act because you used the scarcity trigger or the contrast trigger. It all depends on 3 crucial factors:

- 1.) Their Basic Human Desire
- 2.) Their Dominant Personality Type
- 3.) Their Decision Making Process

The good news is that I will be covering all of this and more in The Code of Influence which is scheduled for release in summer of 2011.

Until then, stay informed through the Influence Master newsletter.

You can sign up at www.InfluenceMaster.com

Talk soon,

Paul

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