Covert Hypnosis

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Table of Contents

Introduction

Covert and Conversational Hypnosis

Greetings, and thanks for getting this guide. These tools will prove to be the foundation of irresistibly persuasive communication, verbally, non-verbally, spoken and written.

Whether you're talking to your friends, romantic or business partners, these language patterns will allow you to easily and covertly slip your ideas into their mind, just like in Inception, so they think they are their own.

These language patterns were largely reverse engineered from Dr. Milton Erickson, and bear his name, "The Milton Model."

Dr. Erickson was a hypnotherapist, as well as a physician. However, he noticed that even when people came into his office knowing they were going to be hypnotized, they still had a lot of conscious resistance.

One thing about people is that we don't like giving up our freedom, even if it means overcoming a lifelong problem such as smoking, drinking, or overeating.

Because of this, Dr. Erickson developed, through many years of trial and error, and incredibly powerful set of linguistic tools that he used to help people solve their problems in as little as one or two sessions.

Keep in mind that then, as now, people are accustomed to visit a therapist for many weeks, months, or even years (as in Tony Soprano's case) to "talk" out their problems in hopes of getting some resolution.

Dr. Erickson became famous for his "brief" therapy that cured patients of a host of problems through comfortable, relaxed, conversation.

Consider this. These patterns that you are about to learn have been used to "persuade" people to forever release their fears, overcome their phobias and develop incredible self-confidence and self-assurance.

Do you think you could use these same skills in a way, that's helpful, for you?

Of course you can!

One of the reasons these patterns are so incredibly effective is they are "artfully vague." Meaning that when you leave a bit of vagueness in the communication, in specific places, the listener or reader will "fill in the blanks" with their own information.

This means not only will you be able to quickly and easily develop some incredibly deep levels of rapport with these patterns, but you'll also get little, if no, resistance.

Why?

Because as they "fill in the blanks" with their own information, they'll be supporting "your" ideas with their own "content," so they'll believe its them coming up with the ideas, and not you who is suggesting it.

Imagine a car salesman. Most are pushy, and don't know when to quit. (I know, I used to be one!)

Most salesman are taught to recite an endless list of features and benefits, hoping to hit a couple of hot buttons on the poor customer.

This is very disrespectful, manipulative and kind of rude. It's no wonder people head for the hills when they are approached by a salesman. Even people who walk onto a car lot with a pocket full of cash and a solid intention of buying a car quickly cringe when they see a salesman approach.

On other hand, when you use these patterns, it seems like you are just "shooting the breeze."

And while you are "shooting the breeze," the car customer will suddenly get the idea that they'd like to buy a car.

From their perspective, you, the salesperson, were talking about your friend from college (or something, they can't quite remember!) when they suddenly had a strong urge to buy a car!

This is the power of these patterns.

How to Use This Guide

This is a training manual unlike any other. It's not meant to be read once or twice. Each and every pattern needs to be programmed into your brain, on a deep level, so you'll be able to use them effortlessly and elegantly.

It's kind of like learning to play the piano. If you try and consciously think where to place each finger, and with how much pressure, it will be clumsy and frustrating.

But if you practice enough, you'll soon be playing a beautiful song without much conscious thought.

It's also like learning a foreign language. It's one thing to memorize vocabulary and verb conjugations, but using them conversationally takes a lot of practice as well.

Give yourself plenty of time. Go through the course once, to get an understanding. Then use the practice modules to go through the patterns one at a time.

Think of learning these as you would a martial art. You don't just go to a training seminar and become a black belt. Not only does it take plenty of practice to get there, but it takes plenty of practice to stay

there.

Now, this might seem a bit too much to swallow at first. But just imagine what you'll be achieving when you become skilled with these patterns.

Instead of talking to people and "hoping" that they take your ideas to heart, you'll be able to talk to anybody, socially, in business situations, in presentations, and KNOW that they'll take your ideas to heart.

In order to help you create and maintain sufficient motivation to learn, practice, and get really good with these patterns, consider the following questions:

When you think of using conversation hypnosis effectively, what areas of life come to mind?

_____

_____

_____

Considering those areas of life, what kinds of things will you be able to accomplish?

_____

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When you accomplish those things you wrote above, what will that get you?

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Ready to get started?

Part One
Milton Model Patterns

Mind Reading

This first particular language "pattern" is called, aptly enough, "Mind Reading." It's not a "pattern" like some of the other ones, as it doesn't have a specific structure from a linguistic standpoint, but it does lead itself to clearly being an "engineered" skill or technique that will give you quick and powerful rapport with your audience.

It's fairly simple, and seems quite obvious from the inside out, but people have been using this pattern for hundreds, if not thousands, of years, to trick people and claim some supernatural powers to gain influence and bilk people out of their hard earned finances.

So it goes without saying not to go too far with this pattern, and only to use it when you truly are after a "win – win" scenario.

It works like this:

Think of some things that must be true about the person you are speaking with, either about the situation, or about life in general.

For example, most people in life have goals. They may be small, they may be large, but most people have them. And among people's goals, some seem easier than others to reach. Some may be short term, like going to McDonalds for lunch; some may be long term, like finishing a Master's Degree. By simply being human, most people will have a set of goals, with some being easier to reach than others.

When you plug that basic information into this pattern, it may sound like this:

You seem like somebody that has some goals in life. Somebody that has a fairly clear idea of where they want to go. And you also seem like somebody that has more than one goal. You probably have many goals. And while some of those goals may seem easy to reach, some may seem a bit difficult, and you may be wondering, as you think about those goals, now, if there isn't an easier way to achieve them. A way that would almost guarantee your success.

Now if you were somebody that sold self-improvement products, you would be sounding like you really knew what you were talking about, and your particular "target," would be much

likelier to express some kind of interest in your product. (I suppose you see now how this pattern an easily be abused.)

Another example.

Let's say you are talking to your friend, and he or she is thinking about making a big, perhaps life changing decision.

What do we know about decisions?

Everybody has made them. Everybody has made hard decisions, and easy decisions. Everybody has made decisions that they later regretted, and everybody has made decisions that they were proud of making, as they worked out quite well.

And everybody can remember feeling anxious before making a big decision.

Assuming that you think making this decision in question would have a positive effect on your friend's life, you may say something like this:

Now, I know you pretty well. I know you've made some pretty big decisions in your life. And you're the kind of person who can tell the difference between a decision that didn't work out so well, and the one's that did. I can also tell you that you can remember feeling anxious before most major decisions, right? Which is exactly how you are feeling now. Anxious. But when you recall all those times that you felt nervous before, and made the decisions anyway that turned out to be pretty good, it kind of makes that anxious feeling go away, doesn't it? Because I know you can remember those anxious feelings you felt before you made those really good decisions, I think you'll agree that this decision that you are thinking about now will likely have a pretty good outcome.

Or how about you are a guy, and you see a cute girl you'd like to get to know better, and you want to ask for her number. What do most girls think when some stranger asks for their number, and what are most girls experiences with dating guys?

Feelings of nervousness, memories of dates that worked out, and dates that didn't work out. Dates where she liked him, but he didn't like her, and dates where he liked her, but she didn't like him. And dates where they liked each other fairly well. Pretty common across all people that have been on a few dates in their life.

So you might say something like:

Look, I know you don't know me, and you're probably thinking that I may be some psycho that won't leave you alone. I'm sure you've had your share of dates that didn't work out so well. Maybe some guy liked you a lot, but you didn't really feel the same, or maybe it was the other

way around. But I bet you did have some good experiences in the past. And I'll bet you were just as nervous meeting them for the first time as you probably are now. I'm nervous too. But don't we owe it to ourselves to see if this could turn out to be one of those good experiences? In fact, I'll bet you had some pretty good dates where before you weren't so sure. Some you were even thinking of not going on, but you were glad that you did.

A great way to practice this is just to go out people watching, and imagine things that have a high probability of being true regarding the people you are watching, based on the situation, their age, and gender, kind of clothes they are wearing, their brands, etc., if they are reading something, or talking to somebody, or appear cold or hot, or whatever else you can observe. And when you get good at coming up with three or four things relatively quickly, you can move on to trying this with your friends, both old friends and friends you haven't met yet.

Lost Performative

If I were to say to you that expert financial advisors from Yale believe that the stock market will produce consistent double-digit returns from dollar cost averaging, you may believe me, but you may not.

You may have experience with Yale trained financial advisors, or you may have experience with dollar cost averaging that didn't work out so well.

But for the most part, most people don't. So they'd accept the "idea" that dollar cost averaging is a pretty good thing.

But, if you have a problem with one or the other, that is if you have a specific problem with dollar cost averaging OR financial advisors from Yale, then I've got a problem.

However, there is a way to make extremely vague the referenced group, or even that it is a group at all.

Consider this:

It has been proven time and time again that dollar cost averaging is the best way to make money in the stock market.

I'm still saying that dollar cost averaging is the best way to make money in the stock market, but now I'm referencing a very vague element. Who proved it? How did they prove it? How many times did they prove it?

None of these questions are usually asked by the listener, they just fill in the blanks usually on their own. And usually very quickly, and very unconsciously.

Which means that now you have your idea, dollar cost averaging is the best way to make money in the stock market, is being claimed by some group that they themselves imagined.

Which it means that your idea will be much harder to disagree with.

In order to create this pattern, start off your idea with statements like:

It has been proven that...

It is widely accepted that...

It has been known for years that...

It is widely recognized that...

And then simply insert your idea.

Say you are selling a car to somebody, and you sense that they are nervous. A good idea for them to believe is that after they buy the car, they will really enjoy their new purchase, and forget all their worries.

You may say something like:

I know you're worried if you are making the right choice or not, but it happens time and time again when people are buying something important like this that their worries virtually vanish once they make a decision. Now, I'm not sure if you ready to decide today or not, but it has been seen time and time again that once you do, you'll be really happy.

A great way to practice this pattern is go onto any forum that receives a good amount of traffic, and you can argue things that are hard to prove one way or another. And use this pattern and see how people react to it.

You can also try this with your friends down at the bar. (If you want to try and get some free drinks).

It has been a well-known fact for centuries that those that buy drinks for others are much higher regarded than those that receive the drinks.

Cause and Effect

There have been many psychologists and philosophers over the years that have claimed that

the brain is nothing more than a cause/effect creator, creating imagined relationships between events in the outside world.

While this may not be entirely accurate, it is true to a certain extent. Seeing one thing, and seeing something else happen in the same order a couple of times, and then developing a cause/effect belief about the pair of event is a huge time saver when it comes to cerebral processing power.

For example, if you were a caveman, and smelled a distinctive odor just before seeing a tiger, you'd certainly remember those two events as linked, so that in the future you'd be able to run quickly away at the same smell, instead of waiting to see if it meant there was a tiger nearby.

This powerful brain process can be used effectively in persuasion.

You can phrase your idea as some kind of cause, and use a generally desired event or condition as the effect.

Buying my product will cause you to be very happy.

Participating in this investment program will cause you to become wealthy.

Participating in this exercise program will cause you to lose weight.

You could also turn it around, and lead with the desirable effect, and then imply the cause to the positive effect.

If you really want to be successful, you should study these language patterns.

If you'd like to easily lose weight, you should exercise every morning.

If you want to have a comfortable retirement, you should start investing now.

If you'd like to enjoy your grandchildren growing up, you should quit smoking.

You can also link an increase in one event or condition to an increase in another state or condition, by using "the more...the more..."

The more you exercise, the more weight you'll lose

The more you study, the smarter you'll become.

The less you watch TV, the more free time you'll have.

Another way to make these sound a bit less obvious is phrase them other than "X causes Y," as this can be easy to refute with a simple "no it doesn't."

Another way to say "X causes Y" is:

X leads to Y

X can make Y a real possibility

X is naturally followed by Y

You can also soften it up even more (and therefore making them harder to argue with) by quoting some other group, either real or vague.

Many people have discovered that exercise naturally leads to easy weight loss.

More and more people are starting to realize that the sooner you start with dollar cost averaging, the easier your retirement will be.

It's been proven time and time again that by learning conversational use of the Milton Model, you'll easily become the most persuasive speaker that anyone has ever come in contact with.

And of course, as I'm sure you've realized by now, that the more you read practice these patterns, the easier it will be to use them just the way you want to.

Complex Equivalent

This is very similar to the cause and effect, but is a little bit more subtle, and a lot more versatile. Instead of the "cause and effect" pattern, where you say that "X causes Y," with the "Complex Equivalent" pattern, you say the "X means Y," where can be pretty much anything, and Y can be anything as well.

For example, let's say you are holding an information meeting where you hope to sell some kind of investment products. You can take something that is absolutely true, they are at an information meeting on investments, and simply give it a meeting that helps you:

You're being here means that you are interested in a new way to safely make some money, and because of our newly designed products are exactly for people like yourselves, that means that many of you will find exactly what you are looking for.

Or you could combine this with a previous pattern, Mind Reading, saying something that is generally true about most people, and assign it any meaning to your liking:

You're being anxious about your financial future only means that you are more open to opportunities than other people.

One effective way to use this is to take somebody else's implied complex equivalent, and simply redefine whatever they think means something to mean something else.

If somebody says they can't do well in business because they don't have a college degree (no college degree **means** not good in business), you can "reframe" this to say that not having a college degree actually means that they've had more time in the real world, and that is actually better for business, not some theoretical classroom learning environment that you can't really apply anywhere.

A couple other examples:

My parents were poor, that means I'll be poor (having poor parents means you'll be poor).

Not really, that only means that you get to discover your own way to be rich, which is better than some kids of rich parents, who are trapped into making money the same way their parents did.

I got passed over for a promotion means that my boss doesn't like me.

Not really, that means that your boss really appreciates and values the job you are doing now, and hasn't found somebody to replace you yet.

Yet another way to covertly slip this pattern in any conversation is to connect any two ideas with the word "is." "Is", is basically a linguistic "equals" sign, equating the idea on the left, with the idea on the right.

You're reading this is really good because you can really learn a lot from this.

You thinking those thoughts now is fantastic because that is an indication that you are on the brink of some fantastic learnings.

The Milton Model is the easiest method to conversationally hypnotize people and make them feel wonderful about themselves, and that is one of the best ways gain quick respect and admiration from almost anyone you speak with.

Milton Model language patterns are the quickest way to connect directly with your unconscious to create lasting change for the better.

You're sitting in your chair reading this now is an indication that you are committed to self-

improvement, and that is the best way you can achieve success in any area of your life. In fact reading this blog on a daily basis is one of the greatest ways to get there.

Universal Qualifiers

These refer to words or phrases that imply that something holds true, all the time, in all cases, or for all people. Many times people reflexively use this in a negative sense, as in:

You never tell me you love me.

You're always late.

All Politicians are liars.

Obviously these are not true, even in the slightest, but they have a dramatic effect on the mind of the listener. When you use them in a positive way, they can be just as effective, and powerfully remove any doubt.

The simple way to create this pattern is to choose the idea you'd like to present, state it in such a way that it is universally true.

For example

Idea = exercise is the best way to lose weight

Everybody that has started any consistent weight loss plan has always experienced some benefit.

This particular sentence has the added feature that "some benefit" is vague, making it even harder to argue with the idea that exercise will benefit anybody who tries it.

Idea = our product is fantastic

Everybody benefits from our product. In fact, nobody that has bought our product has rated it less than eighty percent satisfaction in our follow up surveys.

Idea = Milton Model Language patterns are powerful and effective

Everybody that has taken the time to learn and practice these language patterns has found them to be powerfully effective in all social situations.

Everybody that has learned these patterns has found some benefit.

You will always get results when you learn something new, and the Milton Model language patterns are no exception.

You can also use this to overcome objections when you are selling something.

Everybody that has eventually bought this product had those very same objections, but then everybody who decided to go ahead and buy the product anyway quickly realized that the objections were really nothing more than normal pre-sale jitters, as the all found this product extremely useful, much more useful and beneficial than they had previously thought.

Everyone that has made the decision to practice these patterns on a daily basis has found a plethora of useful information to go out and apply the very day you read this for immediate and enormous benefit.

Modal Operators

These are words that refer to possibilities, limitations, and necessities. These are words and phrases like:

Can't, can, may, might, will, won't, able to, should, need to, let, allow, permit, chose to, decide to, must, mustn't, would, etc.

You can use these in plenty of ways. One way is to set up your communication to allude to future possibilities that your listener might not have considered yet. Everybody loves an unexpected good thing, and you can engineer your words to deliver them to your listener.

The best way to structure this is to allude to a fantastic set of circumstances that are just around the corner, well within reach of your listener once they take on a certain idea (or get rid of a limiting one).

For example, this:

Based on what recent research shows, exercise may very well be the best way to not only consistently lose weight, but also to get better sleep, improve your posture, and vastly boost yourself confidence. And what is even better, some studies suggest that you may only need 5 to 10 minutes of calisthenics every morning or evening to get the job done.

Sounds much better than this:

Exercise is the best way to lose weight, increase self-confidence, and sleep better at night.

Some others:

When you give yourself permission to really dig into these language patterns, you can discover opportunities that you may not have seen before.

You can really begin to realize how much potential you have when you start to truly understand these patterns, and all the things that are possible with them.

The Milton Model set of language patterns may very well be the most persuasive and hypnotic set of language patterns in the English language. Isn't it exciting when you think of what you can really accomplish using them?

Another way to use these is to match whatever "level" the person you are talking to, and then slowly, by using these "model operators" in the "right" order, move them from limitation, to possibility, to expectation.

For example, if your friend says:

"I just can't make money. Everything I try fails."

Notice they are starting from the level of "can't," so you move them gently from the level of "can't" to the level of "must."

Can't, might, may, perhaps, possible, probably, should, ought to, must.

You can say something like this:

"I know it seems you can't make money now, because you haven't really been able to do so in the past. But you might start to feel better when you consider all the experience that those things in the past have given you. And you may start to use that information to try a little bit differently in the future. It's even possible to imagine that each time you try, you are actually getting a little bit better and better. And you probably realize by now that if you keep trying, and improving, it's only a matter of time before you should see some improvement. And you ought to realize that because the only way to really fail is to give up, you must achieve success if you just keep on applying yourself."

You may be starting to realize now, as you read this, how you might be able to apply these patterns today. At the very least you can start to think, now, of all the possibilities that are out there, right now, waiting for you to take advantage of them. Should you allow yourself to experiment with these patterns, you will inevitably get the success that you have always dreamt about.

Nominalizations

A "nominalization," or sometimes referred to under the category of "abstract nouns," is any noun that isn't a physical thing. If you can use it grammatically as a noun, but you'd be hard pressed to paint a picture of it, or pick it up and toss it out the window, then it's a nominalization.

These work because whenever we used words in language, we have to use words that are generally agreed upon by everybody in our society. We can't just go around making up words (unless you happen to be John Lennon, or Shakespeare, who both contributed quite a few new words and phrases to the English language), so you are stuck using words that already exist.

When you use nouns, people will generally do a quick check internally so they know what noun you are talking about. This is incredibly fast, and well below conscious awareness.

When you refer to or use nouns like "red bicycle," or "angry gorilla," or "pink umbrella," people will generally use very little processing time to figure out what you're talking about, and they aren't very hypnotic by nature.

But when you start talking in nominalizations, they brain has to take a lot more time to process them.

The reason is that nominalizations are very vague, and mean different things to most people. For example, your definition of the following words will likely be different than anybody else:

Education

Success

Achievement

Learnings

Realizations

So whenever you drop these into a sentence, your listener or reader will have to spend a little bit of time trying to come up with their own definition. This does two things. One is that it takes more time than normal (although still likely below conscious awareness). The other is that since they are using their own definitions, they are covertly and unwittingly going along with what you are saying, since they are using their own, private definitions of the words you are using.

A way to take this a step further is to use a couple of nominalizations in a cause/effect (X causes Y) or complex equivalent (X means Y) statement. This will require a lot more processing time. If you create statements that most people will find some internal evidence of being true, then you've got a great way of inducing that hypnotic "huh?" in people while they are listening to

16

you.

If you use too many of these in a row, you will start to sound like some new age crazy person talking about the coming reptilian revolution. But when you switch in and out of "hypnotic language" your listener will fall in and out of trance during your conversation, and you can present your ideas, or move their emotions with much less conscious resistance.

For example, if I said:

The learnings you will receive from this seminar will lead to fantastic realizations that can cause you to experience a series of awakenings which will deliver you to a new paradigm of reality engineering.

This is too vague, and too non-sensical, and likely won't be very effective. However, if you take a couple of these nominalization based cause/effect statements, and surround them with normal "everyday" speech devoid of any "hypnotic technology," they'll slip right in, and they will sound much more believable.

For example:

One of our best selling products is a DVD home study course on investing in the stock market. It covers the history of the stock market, the rules and regulations, as well as some basic strategies on how to successfully invest. Some of our clients were a little wary of studying something new, as they hadn't really been to school in a long time. But once they understood that not only education, but repeated education can lead to useful realizations that can cause amazing understandings on how financial markets work, they were able to later apply those understandings and subsequently make some serious money with our products. In fact the education our products provide you is far better and much more applicable than any knowledge you may have received in school, as many of our earlier clients are now happily retired, much earlier than they would have been able to had it not been for our products.

When you think about how you can apply this knowledge, in your daily life, I'm sure you can see now the information here can really be helpful in creating fantastic discoveries.

Some people use these language patterns for sales, some personal development of self and others, and some just for fun. One truth about these language patterns is that their versatility and flexibility allow you a wide range of applications that are limited only by your imagination. And when you think about how applying your imagination can lead to startling and wonderful results, you can really begin to appreciate your potential.

Unspecified Verbs

An unspecified verb is whenever you use a verb, in any tense, where anything about the verb is

left out, or left to be filled in the listener. The doer, or agent, how the action was performed, etc.

For example, if I say:

"Many people have used the Milton Model language patterns with great success,"

There is a lot left out. Which people? How did they use these patterns? What kind of success? How long did it take to achieve success?

Because the sentence itself sounds true enough, you will need to fill in the blanks with your own experience, or your own guesses. And these guesses will naturally be congruent with our experience, and what you want to achieve in life.

Somebody that wants to become the greatest salesman the world has ever seen will naturally imagine somebody using these skills for sales.

Somebody that wants to be known as an irresistible lady-killer will naturally imagine using these language patterns for seduction.

Somebody that has a private counseling practice will imagine people using these skills to help others overcome emotional problems and limitations.

You can even construct even more vague sentences, leaving your listener with more freedom on how they fill in the blanks.

For example:

Many people have found that they already have the resources inside them, and simply by discovering them, they can achieve all they want in life.

How have they found the resources?
What are these resources?
How did they discover them?
How did they achieve what they wanted in life?
Who are these people?

All of these questions will be quickly and unconsciously filled in by the listener, who will find all kinds of examples of how they can make this true in their own life.

When you drop a statement like this in a broader, more general discussion of self-improvement, they will use whatever information you give them to imagine themselves achieving the results that you want.

18

Consider the following:

The Milton Model is a great set of language tools that have helped many people achieve the success they dream about in life. Many have discovered that they already have all the resources they need, and can go on to achieve all they want in life. Financial success, emotional and relationship success, as well as spiritual and personal enlightenment are just some ways people have found this to be true.

So I started off talking about the Milton Model, the I alluded to finding your own resources and successfully applying then I mentioned a few vague examples in case the listener or reader was having trouble coming up with which areas of life they'd like success in.

The underlying, or implied idea, is that by studying and learning the Milton Model, you will unlock your potential and create success in all areas of your life. How you actually do that, and get there, is up to you.

Not bad, huh?

Another way people use these patterns is for some sly marketing. Talk about a vague result many people have received, and then talk about your product without actually mentioning it in a cause-effect relationship. The listener will link two in his or her mind in a way that makes sense to them.

For example:

Many people have discovered that with the right method, they can easily lose the weight they want, and keep it off. We here at ACME diet produce several products that can help you along in your weight loss goals.

I never said that those "many people" used ACME products, nor that ACME products ever produced successful weight loss. But that is certainly implied in the statement above.

Another good way to use this pattern is to use yourself as the cause to the implied effect. Politicians are great at doing this.

Talk to any person at length and get them thinking in positive terms by using a lot of unspecified verbs, and they will start to associated the "how" with you, since you've been standing there talking to them for a few minutes.

Pretty slick, eh?

Since you've read this far, you're likely aware how you can apply this in your daily life to the

benefit of yourself and others. I'm sure you can understand that, right?

Tag Questions

Making tag question is rather simple, and it's something you no doubt already know how to do.

Start with a statement, let's go with:

"The Milton Model is a powerful set of language patterns."

In order to turn that into a question, we need to place a question word at the beginning.

Is the Milton Model a powerful set of language patterns?

Properly said, the ending tonality is rising, sounding like a question. Since it's phrased like and sounds like a question, the listener can either say "yes," "no," or "I don't know."

In order to flip this into a tag question, you take the "is" question word off the front, flip it to its negative and change the tonality.

Now it becomes:

The Milton Model is a powerful set of language patterns, isn't it?

Even though this ends with a question mark, when you say it as though you are making a statement, rather than asking a question. That way you'll almost always get a positive response.

Tag questions can be used a couple of ways, as they are useful for getting a series of "yes'" from your listener.

One way is what they call the "yes set" in sales. You simply ask a bunch of questions (tag questions), get your client saying, "Yes" to you, and slowly lead him or her to the sale.

Another way is to use tag questions to punctuate your otherwise hypnotic language patterns with tag questions, so you're listener will have to respond occasionally, and effectively take part in their own hypnosis.

When you use language that sends your listener deep into their own experience or feelings to make sense of what you are saying, it helps to "bring them up for air," so to speak, eliciting their participation through the use of tag questions.

For example, one could use them as follows:

As you sit there, thinking about some of the successful things you've done in the past, you may begin to see a pattern emerge in your history. Something you've done over and over again that has worked for you. And you like it when things work for you, don't you? Because people have found that when they discover a successful strategy, like I'm sure you have many times, now, you can start to apply that strategy to other areas of your life. And people like to be successful, don't they? Because with success, comes a lot of other unexpected pleasures, as I'm sure you well know. And we all like pleasure, don't we? And that is what we're really after here, now, is finding the easiest way to get to lasting pleasure, and share it with others.

Now that makes sense, doesn't it?

You do, don't you?
It is, isn't' it?
They are, aren't they?
We do, don't we?
They do, don't they?
She is, isn't she?
It isn't, is it?
We can't, can we?
They aren't, are they?
She should, shouldn't she?
They can, can't they?

Lack of Referential Index

The referential index that you are deleting in this pattern is a specific group of people or things. Normally, when refer to a specific group or a specific person, we first name them, and then later refer to them in the conversation with a pronoun.

I saw John, and he said, "Hi."

The "John" is the referential index, and the "he" is the pronoun that refers back to it once the referential index has been identified.

When you use a pronoun without first identifying the referential index, the listener will have to guess or make assumptions about who you are referring to. And whenever somebody guesses or makes assumptions, they are filling in the blanks based on their own experience. And when they do that, they are supporting your ideas with their own imaginations.

Frequently words like "one," and "people," can do the job well.

Some examples:

One can learn these patterns very quickly.
One can become more influential with only a couple of these patterns.
One can easily double their sales revenue by simple application of these patterns.

People can learn new things easily.
People can find ways to improve themselves that they weren't aware of before.

Since I haven't said who "one" is or who "people" are, then you've got to come up with your own imaginations, which means you are tacitly agreeing with these ideas, supported by your own imaginations.

Another way to use these is to actually specific a couple of people, or groups, and then use only one pronoun later. When you do this, your listener will have to figure out which person you are referring to. This takes up brain processing time, as well as allowing them to choose whichever one suits them the best. In order to do that, they've actually got to process all possibilities.

I saw speaking with my cousin Julia yesterday about my niece, Rebecca. We were talking and Rebecca walked into the room, which was strange because she was supposed to be at ballet practice. So anyway, the three of us were standing there, and she said that she wanted to get some ice cream, but she said that the ice cream shop had closed down. Something to do with termites. After that they got into a big argument about which ice cream flavor was best, so I left. I prefer chocolate, and they don't.

In the above example, some of the pronouns are clear, and some aren't. For the ones that aren't you've got to "try them out" with each person to see which one makes the most sense.

This pattern is also responsible for the infamous "they," that seem to know everything.

They say you should always learn more, and practicing these on a daily basis is a great example.

When you use this with "one," or "people," it's a great, quick way to deliver an idea that will likely be accepted by your listener without too much questioning. When use this with simple pronouns that don't clearly refer to any one particular previously mentioned noun, you can create some pretty good hypnotic effects, setting up your listener to receive some pretty good ideas.

Comparative Deletion

A normal comparative sentence or phrase contains three elements. Two "things" that are being

compared somehow, and the word, like bigger, smaller, faster, etc.

My cat is smarter than my hamster.
My Uncle is taller than George Washington
My next-door neighbor can jump higher than a kangaroo.

When you leave out one of the things being compared, your listener or reader will have to fill in the blanks on their own in order for the sentence to make sense.

It is better to study persuasive language patterns to become really successful in sales. (Better? Better than what?)

It is easier to understand these patterns if you write them down in a notebook several times. (Easier? Easier than what other method? Easier for who?)

It's more natural to use these several times during a conversation. (More natural? More natural than what? More natural than who?)

You can easily use these to slip in a couple of ideas.

More people are starting to realize that it is much easier to lose weight with simple daily exercise.

I can't believe how much easier it is to get rich with simple, consistent, dollar cost averaging.

These patterns will definitely improve your life.

Reading this guide every day makes it easier to become extremely successful.

Studying these language patterns is easier for you.

More people have started to discover how much easier it is once they started learning these language patterns in a real way. When they find that they write the patterns out on a daily basis, the patterns are much easier to use in daily conversation, which in turn makes their persuasive efforts so much more natural. And I'm sure you're finding it easier and easier to understand how using what is likely the best set of language patterns out there can help you immensely.

And it is easier, isn't it?

Pacing Current Experience

This simply involves saying things that must be true about the current experience of your

listener.

For example, when I write "As you read this..." I know this absolutely must be true about your current experience. What else do I know about you? You can speak English, as this is in English, you likely have a some kind of device you're reading this with.

So when I write:

There you are, using your device, reading this words, and thinking those thoughts. As you look at your screen, and these words that are on your screen...

It has a very high probability of being true. In and of itself, this pattern won't do much, but it is a great way slowly lead into other patterns that require more of a "leap of faith" on the part of your listener. A great way to follow this is with the "mind reading pattern."

There you are, using your device, it may be a computer, or an iPad, or a Kindle or something, reading this words, and thinking those thoughts. As you look at your screen, and these words that are on your screen, you may be wondering about how you can use the Milton Model to increase your own personal happiness, in a way, that's right, for you. And as you think about that, you may be curious as to how many other people have been able to study and learn these patterns, and how long it took them to make a great deal of improvement simply through the use of these patterns.

You can use this virtually anywhere.

At the beginning of a meeting:

So there you are, waiting for this meeting to start, holding the reports that were handed out earlier...

At the beginning of a sales call:

So here we are, sitting here, looking at these brochures of product X, which you called to ask me about yesterday, and asked if I could come to your home and help you decide whether or not this is a product that can really benefit you...

At the beginning of a conversation at a social gathering:

Wow. Lots of people here. Looks like a few came with a date, and a few came with a group of friends, and this place seems to be big enough to hold everybody, I heard that they close at 2 A.M...

At the beginning of a jury trial (to the jurors, in case you are a defense or prosecuting attorney).

So here we are, in this courtroom. You've come here today instead of doing the things you normally do on a Tuesday. You are sitting in two rows, six in front, and six in back. The Judge has given you strict rules to follow. You have all agreed to follow those rules. My client has been accused of murder. There was enough evidence for the police to arrest him. He is sitting right over there, listening to me speak, had hoping that I can convince you that he is innocent...

A really great way to practice this pattern is to go to Starbucks, or any other place where you can sit comfortably for an hour or so, and just watch people. Pick somebody that is sitting, and give them a good look for about five seconds. (Don't be weird though!) Then just write down in a notebook three or four things that are absolutely true about their experience, and phrase them as if you are starting a conversation with them.

For extra practice, you can follow up with the Mind Reading pattern, and come up with some ideas that they are likely thinking based on the situation.

Double Binds

This basically entails giving your listener two choices, both lead to your outcome. Let's say you are giving a sales presentation to a potential customer, and it's time to ask for the sale.

What do you say?

You could say something like:

"So, what do you think?"

To which they could reply:

"Hmm, Lemme think about it for a while."

Or you could say something like:

"Would you like to buy my product?"

To which they could reply:

"Uh, hmm. I'd like to talk it over with my wife."

Or you could use a double bind, and say:

"Which would you prefer, Option A with XYZ features and benefits, and a six month payment plan, or Option B, with CDE features and benefits and a twelve month payment plan?"

You give them the illusion of choice, both of which lead to your outcome, namely, making the sale.

Salespeople who make in home sales calls know very well that people hate nothing more than a pesky salesperson coming to their house at night, trying to sell them something when all they'd really do is have a couple and watch TV.

They frequently use this pattern in the form of:

"So, you've sent us a response postcard asking for more information. I'd like to come visit you and show you more about our product. Which is better for you, next Thursday at 8 PM, or next Wednesday at 6:30?"

This way you are giving them a choice, but either choice leads to your outcome. Visiting them in their home and getting the opportunity to give a sales presentation.

The more rapport you have, the better this will work. If you try and "close" too soon, it won't be very effective. If you've give a great presentation, and your product really does meet the customers' needs, then choosing between either "A" or "B" will be the logical outcome.

You can use this in a variety of situations. If you want to ask your significant other, or spouse, to go out for dinner, instead of staying home, you could say:

"Do you want to go to that Italian place tonight, or would you rather go to the Mexican place you like so much?"

Or if you have a good idea they'll say, "Yes," to going out to eat, you could say:

"Do you want to go to that Italian place over on 6th, or do you want to go to Luigi's downtown?"

You could even use this to ask somebody out on a date, after you've gotten their phone number:

"Hey, this is George from the other night, would you like to have dinner with me on Friday, or do you want to get together for a cup of coffee on Thursday afternoon?"

Another way to frame this is make on choice, expensive, or difficult, or less likely to be chosen, and make the other choice a lot easier to take (like in the date example above).

Social research indicates when presented with two side by side choices, the "cheaper" choice appears much cheaper when placed next to a more "expensive" product, or choice. In the example above, if the girl wasn't that into you, she might not say "yes," if you asked her to

dinner only, but given a choice between dinner, and a simple coffee date (where you can further impress her) the coffee date doesn't sound all that bad. You'd likely even get a better response that if you'd only asked for the coffee date.

If you were making a request for an in home sales call, you might say:

"Say I'd like to come over to your house to give you some more information you requested on our product. It will take about two hours. Is next Thursday better, at 8 PM (implying you won't finish till 10!), or we could do it on Wednesday at six, but on Wednesday I'm pretty busy so I could only meet for about twenty minutes. Which day is better for you?"

They'll almost always go for Wednesday at six. Just be ready to give a really fantastic sales presentation in twenty minutes, and then use a double bind again when you ask for the sale!

Conversational Postulate

This is very handy, and can be used to ask somebody to do something, without actually putting them on the spot.

Sometimes called a "softener," it basically involves turning a command into a question. For example:

Close the door.

Sounds pretty abrupt. It sounds like you think you are some dictator, and whoever you are speaking to has no choice but to obey your every command. This might work if you are a parent talking to child, but it doesn't do well for rapport if one adult says it to another.

A way to say that makes it "softer" is put "Can you..." in front of it, so it becomes:

Can you close the door?

Like I said, I'm sure you use these all the time. It makes you feel less like a dictator, and it makes your listener feel less like you think they are your personal slave.

The basic pattern is to add, "Can you..." before the command phrase.

Can you pass me the salt?
Can you turn down the radio?
Can you open the window?
Can you help me with my homework?

You can also use this by starting off with "Do you..." and then mention an object plus an action

you'd like them to perform.

If you are in sales:

Do you have a pen to sign this contract with?

Do you have your driver's license with you so that I can start filling out this sales contract?

If you are a boss:

Do you have time to finish this report by six tonight?

Do you have some ideas to bring to the meeting this afternoon on how to increase sales?

If you are at a bar with your friends:

Do you have enough money to buy me a drink?

Do you have a pen to write down your phone number for me?

Do you have your car keys, since you are the designated driver for tonight?

Another way you can use this is to introduce a new idea, starting off with the "Can you..." phrase.

Can you believe how easy it is to make money with dollar cost averaging?

Can you believe how simple it is to lose weight through simple daily exercise?

Can imagine all the cool things you can do once you've made the Milton Model second nature, and are using it in all conversations?

Or you can use the "Do you..." phrase as well:

Do you have any idea how much more money you can make once you really master these language patterns?

Do you believe how much more popular and charismatic you'll be once you learn these language patterns?

Do you realize that despite how powerful these language patterns are, few people know about them, which will give you an incredible advantage?

Do you truly understand the massive success you'll achieve simply by practicing these patterns on a daily basis?

Extended Quotes

If you've ever wanted a great language pattern to captivate an audience, you've come to the right place. This pattern, "Extended Quotes," is great to capture a large portion of your listener's brain.

Basically, it works like this. You start of telling a story, and introduce a person. Not stories like fairy tale stories, but stories that start off with "The other day I was walking my dog and..."

The basic formula is to start a story, introduce a character, (the other day I was walking my dog and I ran into my cousin...) and have the character start to say something. (The other day I was walking my dog and I ran into my cousin, and he was telling me about this new TV that he bought. He said that he went to a really big electronics store downtown, and...).

Then describe the character's story in a little bit of detail.

Then through your characters story (which is a story within your story) you introduce another character, who starts telling his own story, so now you've got a story within a story within a story.

And just keep on going, until you get to a particular story that's roughly on the same theme of the idea you'd like to persuade your listener of.

For example, I'd like to persuade you that exercise is the best way to lose weight:

A couple of weeks ago I was out for my morning walk, when I ran into my neighbor. She seemed to have lost a lot of weight, so I asked her how she did it. She said she joined a gym with her friend, and they would go work out every day together. She introduced her to the personal trainer, whom they both shared trainer, and he was telling them that most people found that the easiest way to lose weight was through simple, daily exercise, which is what she was doing when I saw her. And apparently it works because she looked pretty good.

The "Lack of Referential Index" pattern works fantastic here. You can pepper your extended quotes story with lots of pronouns that your listener will have to do some guessing to figure out who they refer to.

All this, of course, will burn up a lot of your listener's brain processor, so they'll have to pay close attention to what you are saying. It's a great way to grab and hold people's attention for a

long period of time. The more interesting you make your stories and your characters, the better.

Another example.

Idea = dollar cost averaging is the best way to make money in the stock market

Once I knew this guy that was really, really rich. We belonged to the same Toastmasters club that I would go to every Thursday night. It was pretty cool, but it was also pretty scary sometimes, because it was in this big bookshop that was connected to a coffee shop, and the place we gave our speeches was in the area where all the people would sit and drink coffee. We never knew what kind of audience we were going to get.

But I always wanted to ask this guy how he made his millions, and finally I got up the courage to ask him one night. He said when he was a kid he was always very poor, and he had to work a couple of jobs during high school just to help his family out. He vowed to never be poor when he grew up.

It turns out his father lived and struggled through the great depression, and had some pretty limiting beliefs when it came to money, so understandably, it took him a while to shake those off.

One of the things he did that he said really helped him was to study the financial markets until he knew them like the back of his hand. He took seminar after seminar, and he would meet all these guys that had all these ideas on how to make money in the markets.

Once he met this guy that did pretty well, and asked him how he became such a successful operator. He gave him this book, which was printed about a hundred years ago, but it contained some great ideas. One of the things he learned was about dollar cost averaging, which is when you simply buy a stock or an index with the same amount of money every month, regardless of the price.

That's what taught him what he later realized was the simplest way to make a lot of money in the stock market, basic dollar cost averaging, which has turned many people into millionaires over the years, and continues to do so, regardless of the market conditions.

Very long, very convoluted, a lot of pronouns with unclear references, all leading up to the idea of dollar cost averaging being the best way to make money in the stock market.

If you want to have some fun at parties, run a bunch of these patterns by your friends, and watch them slip into a trance right then and there. Even if you don't have a particular outcome in mind, this will keep them entertained and on their feet.

The trick is to stay congruent, and don't pause to give your listeners time to catch up, just keep going, and expect them to follow you. They will.

By the way, I was reading this article in the paper the other day, and the author was saying how when he was a kid he always wanted to be a writer, and he read this book on how to do that, and it recommended that the best way to always improve yourself is to read different things by different people. And when he told his father that, his father mentioned that reading this particular guide on a daily basis is a great way to do just that, so you can learn how to get all those things that you want.

Selection Restriction

Here's a great way to virtually guarantee that people will pay attention to you when you are speaking, as it effectively drowns out any stray thoughts that may crop up in their minds.

Basically what it is a violation of well-formed English, as understood by native speakers. It doesn't break any grammatical rules, so it makes sense, it just sounds strange, even though the underlying meaning is clear. It's an excellent way to sparse up an otherwise dull sentence.

What you do is give something, (or someone) an attribute that is not normally associated with that thing or person, and use that imaginary attribute to get your point across.

For example, what attributes does a chair have? The material it's constructed from, the color, the size, the price, the store where you bought it. Whenever you give a chair an attribute not in that list, people will have to pause briefly and check to make sure they understand what you are saying.

This pausing and checking will only take half a second or less and will be done internally (although you will usually see an interesting look on their face), so it will get rid of all those stray thoughts people usually have while listening to people speak.

So if you break your chair, the normal way to express your anger or frustration is to say, "I'm angry at my chair." Some may say, "I'm angry at my stupid chair." Which is a well-used example, as chairs cannot have intelligence.

Some other ways to say it are:

My chair is upset with me because I broke it.

My chair is angry with me because I abused it.

My chair is depressed, because it failed me, and I have to buy a better one.

This still gets the message across, but will give your listener a bit of a pause to make sure they understand what you are saying.

Some other examples.

Hey, look over there!	->	Hey throw your eyes over there!
I'm hungry.	->	My stomach is lonely.
I'm thirsty.	->	I need to water my throat.
We're late.	->	They clock is telling us to leave.
Think about this.	->	Rest your mind on this.
She's beautiful.	->	Her body/face has hijacked my attention.
I'm hungry.	->	My stomach is lonely.
It was delicious.	->	My mouth was very happy.
I don't know.	->	My brain is on strike.

Another way to use these is use sense words (see, feel, hear, touch, taste, etc.) in ways they aren't normally used.

That idea doesn't smell right.

I need to listen to my thoughts and see if I get any answers.

Let me touch base with my memories and see if I can come up with something.

This sounds delicious (while eating food).

A good way to practice these is to simply listen to other people talk, and while they are talking take some of their statements and reword them using the selection restriction violation to make them sound more interesting and hypnotic. After while you'll be able to think of them yourself while your speaking, and you will become a much more interesting conversationalist than you already are.

Embedded Commands

This is just like the name says. You use a command phrase, and embed it inside of a longer sentence. When done correctly, it will be taken as a direct command by the subconscious of your listener and will have a dramatic influential effect.

First off, what is a command? In terms of English Grammar it is an imperative. The first word must be a verb, and should be followed by no more than three other words.

Some examples:

Eat dinner.
Sit down.
Watch my cat.
Buy my product.
Become interested.
Like me.
Agree with me.
Find this useful.

In order for a command to be said correctly, you should say it with a downward tone. Flat tones are for statements, phrases ending in upward tones are for questions, and phrases ending in downward tones are for commands.

Then you take your command, and put it in a sentence. The great thing about this is that the sentence can be about anything. You can talk about something else, and throw the command in there, like so (the bold part is the command):

*My friend says that when he decides to **sit down** and read the paper, he enjoys eating breakfast at the same time.*

*When you're ready to **eat dinner**, let me know and I'll order a pizza.*

*Some people when they come into this shop, they are so impressed that they decide to **buy my product** right away, others not so fast.*

*The other day I was shopping for a computer just like this, and the salesperson looked me and told me how easy it was to **become interested** in these computers because they have so many useful features.*

Also, it helps to mark them off with something other than simple tonality. You a pause slightly before and after the command phrase, you can tilt your head slightly (as Milton Erickson was known to do) when saying the command phrase. You can keep a certain hand gesture reserved for when you do command phrases.

The key is to be consistent with how you mark out these command phrases. That way the listener's subconscious will see a pattern, and they will be much more effective.

A good strategy for using these commands is to chain them. Think of what the situation will be when you first start talking to somebody, and think of what the eventual outcome you'd like, that is, think of what action you'd like them to take after your conversation. Then build a chain of commands starting with something easy to do, like "sit down," and slowly lead to the final command, like "buy this product," or "subscribe to my video," or "give me your number."

For example (at a sales meeting):

*Please, come in. You can **sit down** in that chair over there, or this one. I know, I have all these different magazines here. Some people need to read them and relax before they **get comfortable**, it gives them an easy way to **relax**, so they can think about what they want to do. I've been in this business a long time, and every potential customer is different. Some people come in here as a first stop, others come in when they are ready to **make a decision**. It's interesting, though, that most people find a way to **become curious** about our products, because they can be used for so many things. And I've found that some people after they **get curious**, they really start to **like our products**. Of course those that were already able to **make a decision** are usually ready to **buy today**. But like I said, every customer is different. If you want to **buy today**, that's great, I just want to make sure you **feel comfortable**, so that you can **make the right decision**, now.*

A great way to practice this is to take any text, newspaper, novel, advertisement, whatever, and underline or highlight all the phrases that are in the command form, and that are four words or less. Then simply read through the text, out loud, and read the command words with the command tonality, and by marking them off somehow.

You'll find that the more you use these, the more effect you'll have, and it will become easier and easier to persuade others.

Embedded Questions

Embedded questions are very similar to embedded commands, in that you take a short, imperative phrase, (e.g. ***Use These Patterns***) and embed them within a larger phrase, marking them off with a change in tonality or gestures.

With embedded questions, you embed them inside a question, rather than a statement like with embedded commands.

This can be more powerful for a couple of reasons. One reason is when you use commands, you can use them any way you like. Quoting other people, telling a story about something that happened to you before, or anything else you can think of. So long as you slip the command in there somewhere, and mark it off correctly, you're good to go.

When you use them that way, you usually need to use quite a few of them to start to get some "movement" in the other persons mind. It is entirely possible to be talking about baseball, and giving commands that are leading the person to lose weight, or something else completely unrelated. When done this way, the commands, and the actions they generate, will usually be a hundred percent unconscious.

In the above example, the person might decide a day or so later to go on a diet, and may think

it has to do with something completely different than your conversation.

However, sometimes you'd like to use these to get quicker and more direct results, with more participation from your listener.

Here's where embedded questions come in.

You simply structure the question so you're asking the person to think or consider or imagine something along the same lines as your theme. Then simply embed the command within the question. That way you are talking to them, on two different levels, conscious and unconscious, about the same general idea.

This can be extremely powerful. Basically you're asking them a question on a conscious level, and giving them the command within the question to help them come up with the answer that you want them to.

Some examples.

*Can you **imagine the possibilities** when you start to use these patterns on a regular basis?*

*Do you **understand the significance** of these patterns?*

*Can you **become curious** about how many different ways you can use these patterns?*

*Do you **appreciate yourself**, and all the potential you really have?*

*Can you **understand the power** that these patterns offer when you **incorporate them** into you daily conversations?*

*Can you **understand** how much easier it is to lose weight with exercise compared to all those nonsense commercials you see on late night TV?*

*Do you **understand the value** of dollar cost averaging to help you get rich in the stock market over time?*

*Are you beginning to understand how you can **use these patterns** every day for fun and profit?*

Remember whenever you say the "command" part, change your tonality so it's slightly different than the rest of the sentence, and also mark it off with gestures, or anything else you can think of.

Now, can you **imagine the fun** you'll have when you **try these patterns** with your friends to make them **feel really good** whenever they're around you?

Covering All Ranges of Possibilities

This pattern is great because it does a couple of things. It gives your listener, or reader a great deal of choice, so it never feels like they are being pressured into anything. The good news for you is that all choices will lead to your outcome, so this pattern can create a true win-win scenario.

Similar to the "Double Bind" pattern, this one gives several choices leading to the same outcome.

Do you want pay in cash?

Not so good

Do you want to pay in cash or credit?

Better, double bind, either choice leads to your outcome.

Well, we have many different ways for you to make this product yours. Some of our customers prefer to pay directly with cash, while others can use credit, either their own, or through our finance department, which has very competitive rates. Others can choose our six or twelve month installment plan, which allows you to take the product home today with only a few dollars deposit. Which one sounds easiest to you?

The idea is that, hopefully, somewhere in all those choices is something your listener will think is easy and automatic. The thing about giving people choices is that everybody has their own background and preferences, so what may seem like an easy choice to one particular person, may not be so easy or acceptable to the next person.

So it pays to think ahead of time how to phrase your ideas so that your listener can have as many things to choose from as possible. One thing people like is choice, and nobody likes having choices or options taken away. The more choices you give your listener, the better.

Another thing to consider is that your listener may really want to believe what you are saying, or take the action that you are suggesting, but perhaps they've never experienced anything like this before, and nothing in their history is giving them any idea of how to proceed. By giving them so many choices, you are helping to make it easy for them.

A few more examples.

You want to persuade your friend to start exercising.

I just read this article in a fitness magazine, and they were saying how exercise really is the most important thing for consistent health and weight loss. And it got me thinking of all the different was you could exercise. I mean, some people get up early in the morning and go for walk, others get up and do some kind of body weight exercises. If you drive around here at lunchtime you'll see lots of people out jogging on their lunch break. Many others go to the gym and squeeze in a workout on their lunch break. I even talked to this one guy who said that instead of taking the elevator up to his office every day, he walks up eight flights of stairs.
Of course you can always do some walking at night, or stop by the gym on the way home.

You want to go to dinner, but you're not sure if your spouse/partner will want to.

When I was driving home from work today, I saw a bunch of people lined up outside that Mexican restaurant over on Fifth Street. I got me thinking how many restaurants and eateries there are where we live. I mean, there's gotta be at least ten Italian places around here, and three or four Mexican restaurants. Not to mention all the Chinese food places and Sushi shops all over the place. They even have those readymade salads at the supermarket that you can eat on those tables they have set up for that. Which place sounds good for dinner tonight?

There's been plenty of research that indicates that the more choices people have (up to a point) the easier it will be to make a decision.

So, now, you can either use this information to help other people to decide, or you can simply use it to increase your sales if you happen to be in sales, or you could even try this online in Internet forums and see how much more persuasive you'd become. You could even use this pattern at parties with your friends, and see how much more charismatic you become when you're using these patterns on a regular basis. It's up to you.

Utilization

The basic structure of the utilization pattern, or strategy, is to take whatever information you can get from your listeners or readers, and simply agree with it, validate it, and use it in your conversation in such a way that it supports your idea or suggested course of action.

One of the reasons it's so powerful it is completely opposite of what traditional persuasion and sales teaches. Old school persuasion and rhetoric teaches to build a strong case on logic, and hammer your listener with so many facts and figures that they have no choice but to agree with you.

Or worse yet is the "hard sell," where you hammer your poor client with so much enthusiasm and veiled threats and insults (are you smart enough to buy this product? Are you rich enough to buy this product? Do you have the courage to buy this product?) That leave you with an "icky" feeling even if you do buy the product.

When you use utilization, you take whatever your listener or potential client is doing or saying, and agree with it completely, and let them know you totally understand and respect where they're coming from, and then fold their statements or actions into your "story" and use it to support your case.

A couple of examples.

You are talking to somebody at a party for the first time, and they are showing all the classic signs of disinterest (turning their body away from you, giving you short answers to your questions, making brief but fleeing eye contact with you).

Most people would get discouraged, but since you are learning the secrets of conversational hypnosis and covert persuasion, you may say something like this:

Yea, I know. You're not that interested in talking to me. That is totally cool. I hate it when you're at parties and some goof comes up and starts talking to you, and you're just have to be polite until they leave. It's like some people just can't take a hint. (You can point at yourself when you say this.) They just can't tell that you're not really interested. It's like when my sister met her husband. He just kept talking to her, and wouldn't leave her alone. At first she didn't really acknowledge him standing there, and finally she figured if she talked to him a little bit he'd go away (you can point to yourself again at this point.) But then when they started talking, she started getting more and more interested in this guy (point to yourself again here), and they started dating, and that was pretty much that. This was about ten years ago, and now they have three kids. Which I have to baby-sit. Little savages. Do you like kids?

Or if you are giving a sales presentation, and you can tell you client is not quite ready to by. You ask what they think of your product, and they say it's too expensive, (which usually means they can't appreciate the value).

Yea, I agree this product is really expensive. It's definitely more expensive than our competitor's product. I've heard lots of people tell me that, and to tell you the truth, if I were in there shoes, I don't know if I'd buy this product either, if I only knew what I'd told you so far. But some of our other clients, when they find out about some more benefits that you really don't notice until you imagine using this product for a year or so, and then they start to really see how this product can really help you. And most of them when they combine that information with all of our extremely flexible payment plans slowly realize that this is valuable far beyond what price you'll pay for it. And several of our customers from years ago who initially thought it was too expensive are some of our biggest fans now, and consistently give us referrals.

You can also use this pattern, or strategy in sales copy. You'll need to figure out what some common objections there are for your particular product or industry, and then pace them,

agree with them, and then turn them around so that they support the idea of purchasing your product.

This can be particularly powerful, and significantly increase your sales, if you place these "utilizations" within your sales copy right about where the objections start to crop up.

One way to do this is through customer testimonies. Simply do a poll of satisfied customers, and ask for specific feedback regarding certain objections. How they think of the product now vs. how they thought of it before they bought it. How the product is performing compared to what their expectations are, etc.

If your readers can see real testimony from real customers that show they had the same concerns before buying, yet are now happy and satisfied customers, that can go a long way toward increasing your sales.

Truisms about Sensations and Time

A "truism" is a vague statement that is true according to almost everybody.

Education is important.

Freedom is necessary.

Positive relationships are beneficial.

When you say things like this, people will quickly agree without needing to think about it too much.

When you make statements about sensations, and time, people will have to check their own experience to make sure it is true for them. And this does a couple of things

First, they will check their own history and make sure that it's true, thereby using their own experience to verify your statements. This will create a great deal of rapport.

Second, simply by checking their memory to verify your statement, they will actually enter that particular state a little bit.

For example, if you said:

Most people can remember being completely and absolutely relaxed.

They will check their history to see if it's true by remembering the last time they were completely and absolutely relaxed. And just by doing this, they will become a little bit more

relaxed. You can also use this for excited, happy, curious, resourceful, or any other positive state you'd like them to access.

Statements of time work the same way. They are trance-like in that they require the listener to "go inside" and verify that they are true for them personally.

Example:

It takes time to learn a new skill thoroughly.

In order to make sure this is true, they will have to go inside and find a time that they learned a new skill, and that it took time. Even if it only took them a few hours, the learning didn't happen instantaneously, so their experience will verify that your statement is true.

They will also remember learning a new skill, and this will put them in a more resourceful state.

A great way to use these patterns is to first use the truism of time or sensation statement, then make it personal to your listener, that is talk about them personally experiencing that truth in a unique way, and then follow that up with either a complex equivalent or a cause/effect pattern to lead them in a new direction.

Example:

Many people can remember what it's like to be extremely curious. It's like a natural human emotion. And I'm sure you have your own memories of being curious yourself. And I don't mean curios for curiosity's sake, I mean a time when you just had to find something out, and you wouldn't rest until you did. Because you can remember that, now, you are likely a lot more prepared than most to get some massive and lasting benefits from our personal learning programs.

Most people have read something they find really, really fascinating and beneficial. And as you read these words now, and remember what that's like, you can imagine how much you can help others by practicing these patterns every day.

Single Binds

This is similar to the "Cause and Effect," or the "Complex Equivalent" patterns, in that in links two ideas. In the single bind, however, the two ideas are linked only to each other.

For example, if I used the cause and effect pattern to say that if you exercise you will lose weight. This implies that exercise isn't the only thing that will cause you to lose weight (e.g. proper diet, stress, smoking, etc.), and weight loss isn't the only thing that results from exercise (e.g. tiredness, injury, etc.)

With a single bind, you link two ideas in such a way that they are only linked to each other. Doing one will necessarily cause the other, and the other is only the cause of the first.

They generally take one of four different forms (X and Y are in the form of present tense verb phrases, like study the Milton model, or realize your power, or understand these concepts):

The more you X, the more you will Y.

The more you X, the less you will Y.

The less you X, the less you will Y.

The less you X, the more you will Y.

You can also use comparative adjectives instead of "the more you X." For example:

The easier you X, the happier you'll feel.

The sooner you X, the quicker you'll Y.

Of course, anytime you are referring to doing less of something, make sure that it's something where doing less of it is a preferable, like standing in line at the post office.

Some examples:

The more you realize your potential the sooner you'll start to discover that you're using these patterns on a daily basis.

The sooner you realize that the Milton Model is the easiest and most powerful way to persuade others, the easier it will be to get the things you want out of life, while helping others as well.

The quicker you start to see opportunities for these patterns around you, the more profitable you'll naturally become.

You can also use this pattern to sneak and idea past your listener's conscious critic, by putting an extremely desirable idea in the "Y" end of the phrase, and then put the idea you'd like to persuade your listener of in the "X" side.

The sooner you realize that mindpersuasion.com is the best website in the world, the easier it will be for you to learn powerful techniques here that will allow you to easily persuade others to happily give you whatever you want.

The more you appreciate your own potential, the quicker you'll find ways to express it in ways you've never thought of before.

I'm Not Going to Tell You

When you say, "I'm not going to tell you," the listener goes into a quick mini trance. Since you say you aren't going to tell them anything, their mind switches off its conscious critic, or judge of what is being said.

Whenever we are listening to somebody speak, unless it's a close friend or family member, we are at least on some level, questioning everything they say to make sure it's valid and not dangerous. This usually happens subconsciously, and when people are violating any imagined safety, we usually get an "icky" feeling when speaking with them.

When you say "I'm not going to tell you," however, the implication is that it is completely up to the listener to accept or reject the next idea, and that takes the pressure off, and the listener switches into a kind of "what if" thinking that allows them to consider other possibilities

Some examples:

I'm not going to tell you to participate in this investment seminar.

I'm not going to tell you to lose weight with exercise.

I'm not going to tell you to practice these patterns on a regular basis with all your friends and watch in amazement at what happens.

You can also follow up your statement with many other language patterns. For example you can talk about some other people that have decided to take your suggested course of action and have had fantastic results.

I'm not going to tell you to exercise to lose weight. Even though many people have found that exercise really is the best way to lose weight, and they've saved a lot of stress and money over goofy diet programs and herbal remedies that don't work, in the end it's your decision to decide whether or not you're going to lose weight.

I'm going to tell you to enroll in our online investment seminar until you are absolutely ready. Most of the tens of thousands of people who have made a considerable amount of money through our systems also needed some time to decide whether or not this is the right investment plan for you.

Compound Suggestions

This pattern is a great way to "sneak" a suggestion past the conscious critic of your listener, so that automatically take it as true without question.

The way to construct it is to make a statement, either by itself or set up with one or more other language patterns, and then follow it up with a statement that is going to be automatically perceived as true.

These true statements can be general truths, specific truths about the listener that you've already verified, or tag questions.

While the listener is unconsciously, (or consciously) pondering the first suggestion, you quickly make the second, obviously true statement. The truth of the second statement will bleed over to the first statement and will make it much easier for the listener to accept as true.

Some examples.

Exercise is the best way to lose weight, and staying healthy is important.

Here, "exercise is the best way to lose weight," is the persuasive message, while "staying healthy is important," is the general truth.

Dollar cost averaging is the best way to make money in the stock market, and having enough money is very important.

So the persuasive idea is "dollar cost averaging is the best way to make money in the stock market," and "having enough money is important," is the generally true statement.

To make this even more powerful, you can dress up your persuasive statements with as many other language patterns as you like, just so long as you finish your statement with something that is true.

Back to the "exercise is the best way to lose weight" example:

Many people have discovered that exercise is the best way to lose weight not only because it's the most effective, but also because you don't have to worry so much about counting calories or any other of that stuff. And being in shape is really important.

Idea = dollar cost averaging is the best way to make money in the stock market.

Expert money manager that have been around for a long time keep coming back again and again to the simple truth that basic, dollar cost averaging is the best and easiest way to make money in the stock market. And having enough money in your future is important, isn't?

Part Two
Linguistic Presuppositions

First of all, what is a presupposition? It's something that's presumed to be true as a starting point. For example, in geometry, they assume that all lines are straight, triangles have three corners, etc. They don't prove this, they just state it as true, and get on with the rest of the fun.

Another popular example from the Declaration of Independence is the idea that "all men are created equal." They don't take any time explaining why, they just assume that it's true, and get on with it.

A linguistic presupposition is similar. Except different. Huh?

Consider the following statement:

I have a parakeet.

Simple enough, right? But suppose I don't have a parakeet? Suppose I'm lying? Suppose I'm trying to con you? The idea of me having a parakeet is easy to disagree with.

But suppose I say, "*My parakeet is blue."*

Now it's a bit harder to argue with. It appears though the main idea of the sentence is my parakeet being blue, not that I have or don't have a parakeet.

Me having, or not having a parakeet is going to be less in the minds of my listener. As I'm describing my parakeet as being blue, the listener will just assume I've got a parakeet.

When I only say, "I have a parakeet," it's easy for them to say, "No, you don't."

I can add on further "stuff" to make the "existence" of my parakeet less and less questionable.

My blue parakeet is 13 years old

My 13 year old parakeet just learned to play the piano.

While my blue, 13 year old parakeet was playing the piano, I got a phone call from my sister.

In that last sentence, there's a lot going on that your mind will focus on besides wondering whether or not I really have a parakeet.

Now, if I was ONLY trying to convince you that I've got a parakeet, that last sentence would probably do it.

It would have a much more likelihood of convincing you that I've got a parakeet than just saying, "I've got a parakeet."

When it comes to linguistic presuppositions, there are about twenty different structures you can use to "hide" your ideas within a sentence, so your listener will just assume they're true.

Can you think of some ideas you'd like to get into the heads of your listeners without any conscious resistance?

I bet you can! OK, let's get started.

Quantifiers

The first pattern is called "Quantifiers." These are simply words like "only, even, except, just." They can be used to create additional support for your idea, and make it much easier to make your subtle suggestion believed as fact by your listener.

These are commonly used (subconsciously) in a negative form. I remember once long ago, I sold insurance. I was in a sales meeting in a woman's home, and I asked her occupation. She replied "housewife," and I responded back (as I was hopefully filling out an order form) "Oh, just a housewife?" My attempted implication was that she seemed smart and professional, so I assumed she had some kind of a career.

I didn't consider that saying "just a housewife" also implied that being housewife was not a noble vocation in and of itself. As if there was something more to life than being a housewife.

This, of course, offended her, and I didn't make the sale. Whenever people use the word "just" or "only," we frequently are covertly passing judgment on that which is on the other side of "only."

Oh, so you are "only" dating?

Oh, so you "only" want a non-alcoholic drink?

Oh, so you "just" have a two year degree?

Oh, so you "just" want coffee, no cake for dessert?

The key to using these in a positive and persuasive way is to "minimize" things that are limiting. Limit the limitations, so to speak. Instead of using these words to "minimize" other people's decision and accomplishments, use them to "minimize" the limitations on the benefits of your suggestions. This requires the use of a negative, e.g. "not only," "not just," "not, merely," etc.

Examples:

Exercise is not only about losing weight, it can also give you better posture, help you sleep at night, and drastically improve your self-esteem.

Dollar cost averaging is not only a means to increase your wealth over time in the stock market, it is a way to put your investments on auto pilot, so you have more time to enjoy the things you really like.

Presuppositions are not only helpful in selling and persuading, understanding can help you to understand the real intentions beneath the words use by others, which can dramatically improve the communication in your relationships.

Or you can use these to minimize the efforts they need to put in to get the favorable results based on your suggestion.

Except for a few minutes in the morning, you won't have to do anything to reap the benefits of exercise, as your body's metabolism will start to do the work for you.

Except for a few minutes a week, dollar cost averaging is a virtual automatic investment strategy that will make you money on autopilot, even while you sleep.

And presuppositions are not just for giving you powerfully persuasive language skills, they are about opening up true communication with the people you truly care about, allowing you to communicate on a level more intimate that you may have thought possible.

Generic Noun Phrases

These won't do you much good on its own, but it's usually a good idea to take it slow when learning something new, to make sure you get the fundamentals down, so later on you can use more complex patterns much easier and more natural.

OK, let's see some examples:

Leading doctors agree that exercise is good for health.

Top Financial Advisors recommend investing the same amount of money in the stock market every month to achieve the best long-term results.

Great companies have always known that continually developing new products is key to consistent profits.

In the above examples, "leading doctors," "top financial advisors," and "great companies," are all examples of a generic noun phrase.

Of course you could say "convicted felons," "successful dictators," or "top rated snipers," but that might give your listeners or readers the wrong impression about your message, unless you were trying to persuade somebody NOT to do something.

Convicted felons know that once you successfully commit your first crime, it's almost impossible to stop until you end up in jail. You might say this to a group of high-risk kids, for example.

Usually, however, you are trying to persuade somebody to do something, rather than not do something. In this case, it's best to choose a class that sounds somewhat authoritative on whatever topic it is you are persuading, to give your ideas some kind of "social proof," or "authority."

Later, when we get into more advanced, complex presuppositions, you'll see how this one technique can be a powerful "anchor" on which to hang other techniques in your speech or copywriting that can greatly enhance your persuasive efforts.

So the pattern for generic noun phrases is:

(Adjective) + (group of authoritative sounding people)

Top scientists

Leading financial advisors

Highly regarded personal trainers

Weight loss specialists

Leading dieticians

Relative Clauses

The next pattern is Relative Clauses. A relative clause is a complex noun phrase, followed by the words "which," "who," or "that," then followed by another statement. There are a couple of ways to use these as standalone patterns to convince your listener or reader of the validity of an idea or statement.

First, choose a group of people, or experts. Then assign them something they've done or understood as a subgroup, something related to your persuasive idea. Then appropriate that persuasive idea to the group you've chosen.

(Group) who have (performance or revelation) know that (your intended message)

Sounds complicated, so let's look at some examples

Idea: Exercise is good for weight loss
Group of experts: Physicians
Thing they've done: Performed research on weight loss.

Here's how it looks like conversationally:

Leading physicians who have studied weight loss methods extensively have come to realize that the best way to lose weight is through a simple exercise plan.

Here's another one.

Idea: Dollar cost averaging is a good, safe way to invest
Experts: Financial Planners
Thing they've done: studied various ways to increase wealth

Result:

Leading financial planners who have really looked at several ways of increasing wealth have found that dollar cost averaging is a great, safe way for beginners to invest in the stock market.

Notice in the above two examples, it is very hard to disagree with the intended message (exercise is good for weight loss, and dollar cost averaging for stock market wealth).

Unless you construct a completely "out there" message, your listener will accept as true pretty much whatever you give him.

People that have researched various ways to happiness are unanimous that giving me a million

dollars is the fastest way to life-long bliss.

In this case, the action I'm trying to persuade you to do, give me a million dollars, is so far out there that the whole statement is seen as an attempt at humor, and none of it is taken seriously.

Otherwise, statements that are even somewhat believable, when put together correctly, will be taken as truth.

Here's another way to use this pattern.

(Group) who have (done your intention) have realized (generally accepted good thing).

Where "group" is any expert or authority on a subject related to your intention, and the "generally accepted good thing" is something that is universally desirable, like self-confidence, health, sex appeal, money, etc.

Some examples.

Group = people in general
Your Intention = exercise to lose weight
Good thing = attention from the opposite sex

People who have lost weight through exercise have noticed a profoundly increased level of attention from the opposite sex.

Group: people in general
Your intention: dollar cost averaging
Good thing: easy money

People who have started a consistent dollar cost averaging program have realized how easily their wealth builds up over a period of time.

Group: people in general
Your intention: reduce carbon footprint
Good thing: feel good about yourself

People who have made a serious effort to reduce their carbon footprint have discovered that it greatly improves their self-image, because they know it's really important to take care of the environment.

People that have improved the lives of those around them have come to really appreciate how wonderful personal relationships can become once you master these patterns.

Subordinate Clause of Time

A subordinate clause is when one idea in a sentence is linked to, or dependent on another idea in the same sentence. A subordinate clause of time links when temporally, or according to time. When one thing happens, another thing will automatically happen. Commonly used time words are, when, after, as soon as, once, before, prior, while, yet, etc.

Consider the difference between the following two sentences:

If I go to the store tonight, I'll buy some apples.

And

When I go to the store tonight, I'll buy some apples

In the first sentence, the "buying apples" part is dependent upon "going to the store," but the "going to the store" part is not a done deal. Maybe I'll go, maybe I won't. Maybe it's dependent upon something else that I haven't mentioned.

On the other hand, the second sentence, going to the store is assumed to happen, no matter what. It has already been decided. And buying apples, which is dependent on going to the store, is already decided as well.

The best way to use this pattern is to use the thing, or idea, you are intending to persuade your audience to think or do, in the place of "going to the store," in the above example, and then put something that most people would generally desire, in the place of "buying apples" in the above example.

Let's look at a couple of examples:

Persuasive idea = dollar cost averaging is a good investment strategy

Generally desired outcome = make money

Linking words = (as soon as, after, once, since)

As soon as you realize that dollar cost averaging is really the best investment strategy out there, you'll understand how easy it is to consistently make money.

Persuasive Idea = presuppositions are powerful

Desired outcome = able to easily persuade others conversationally

Linking words = after, as soon as, once

After you really appreciate how powerful presuppositions are, you'll find that persuading people through regular conversation can become second nature.

Persuasive Idea = exercise is the best way to lose weight

Desired outcome = increased attention from the opposite sex

Linking words = as soon as, once, after

Once you understand that the easiest way to consistently lose weight is with a few minutes of exercise every day, you'll be surprised to notice all the additional attention you'll be getting from (men/women/boys/girls).

You can also flip it around, and use before, prior and other words, and simply reverse the sentence.

(Before/Prior) + (desired outcome) + (intended persuasive message)

Before he started getting all kinds of massive attention from girls at school, he understood that exercise is the best way to lose weight.

Prior to making so much money in the stock market on a regular basis, he read a book explaining why dollar cost averaging is the best investment method there is.

Before he became the best salesperson at his company, he really took the time to master linguistic presuppositions, so that he could easily skyrocket his sales.

Now, I don't know what it is you'd like persuade others to do, maybe you're in sales, maybe you'd like to increase your social skills, or maybe you'd just like to feel more powerful and in control of the conversations you find yourself in. Whatever the reasons are, once you really take the time to learn and practice these presuppositions on a regular basis, you'll really see an improvement not only in that particular area of your life you'd like to improve, but in many other areas as well.

Cleft Sentences

Today's pattern is cleft sentences. Cleft sentences are sentences that start with either "It is..." or "it was..." that can be used in various ways; here I will go over two powerful methods.

The first is to insert a commentary adjective (interesting, wonderful, fantastic, surprising, etc.) after the "It is..." and then insert the idea you want to persuade your listener or reader.

Some examples:

Idea = Exercise is best for weight loss
Adjective = interesting

It's (it is) interesting that exercise is one of the best ways to lose weight.

Idea = dollar cost investing is the best way to make money
Adjective = surprising

It's surprising that dollar cost averaging is such a great way to make money. I had always thought that you needed to have inside information, or be an expert.

Idea = presuppositions are powerful persuasive tools
Adjective = amazing

It's amazing how much you can increase your persuasive ability by studying presuppositions.

Another way to use this pattern is to use a reference, and then put them in the past tense. Then phrase the sentence as if the outcome has already been accomplished. Just find somebody who has already exhibited the idea you want to persuade your audience.

Some examples:

Idea: dollar cost averaging is a great way to make money
Reference: friend (or somebody you read about) who already made money through dollar cost averaging.

I was talking to (reading about, etc.) this rich guy the other day. It was his consistent application of dollar cost averaging that allowed him to amass so much wealth in the stock market.

Idea = exercise is the best way to lose weight.
Reference = friend of yours who lost a lot of weight

I have this friend who looks great. I asked her how she did it, and she said she tried all kinds of different weight loss methods, but in the end, it was consistent daily exercise that made it easy to lose the weight.

Idea = presuppositions can skyrocket your persuasion skills
Reference = a friend (or somebody you read about) that is the top salesperson in their company

I was reading this article about this guy who always comes in first in his company's annual sales competition. He said that it was his relentless study of presuppositions that gave him such powerful sales and persuasion skills.

One thing that never ceases to amaze me is how wonderful it is that there are these language patterns that can give you incredible power in your social life as well as your business, whatever it may be.

Indeed, most of the most successful people you'll meet will tell you that it was their continued desire to learn more information and techniques that gave them their edge.

I don't know if it's your desire to increase your success that makes you optimistic about the future, or your capacity for continued improvement in all areas of life that drives you to continue to learn and improve yourself, but one thing is for certain: It is presuppositions that can give you a powerful edge that most people aren't even aware of.

Complex Adjectives

These are adjectives that are based on time, and they are very useful for conversationally future pacing somebody.

Future pacing is a very useful technique that it used therapeutically. For example, if you want to quit smoking, and you go to see a hypnotist, he may persuade you to not want to smoke for the time being. That's fine in his or her office, but what happens when you get to the bar, or get that after dinner craving?

When you future pace, you go into the future and imagine various situations where the "problem" may come back, and then practice being in that situation and not feeling any desire to smoke.

But if you are trying to sell somebody a car, for example, you can't very well say:

"Ok, I know you don't want to buy the car, but if you could relax, and close your eyes, and imagine yourself in a time in the future when you are really enjoying the car. How does that feel?"

You might come across as a bit goofy, to say the least.

But with complex adjectives, you can conversationally move them back in forth throughout time while make it sound like a normal, everyday conversation.

The commonly used words are: new, old, former, previous, and current.

You use these to describe situations, or states.

For example, to persuade somebody that exercising to lose weight is a good idea, you may say:

With your new body, that you got from simple every day exercise, it will be cool when you get all that attention from the opposite sex.

Or you can put another idea regarding weight loss in their past, and describe how much easier it is now:

That old idea about going on all those restrictive diets seems silly now that you've discovered how simple daily exercises the best way to lose weight.

Or say you want to persuade somebody that dollar cost averaging is a great way to invest in the stock market:

Your new bank account will make it much easier to retire now that you've figured out that dollar cost averaging is really the best way to invest.

Or put something different than your intended message in the past:

Those old ideas that you somehow needed to spend hours a week learning all kinds of complex investment strategies seem a bit silly in light of the fact that dollar cost averaging is hands down the best way to consistently build wealth.

Or how about the power of presuppositions?

Your new sales skills that you're developing learning about these simple presuppositions will skyrocket your income to fantastic levels. So much so you'll only need to work about six months out of the year.

Or turn it the other way around:

Those old school ideas about how you need to be some high intensity salesperson, always aggressive and confrontational, like a used car salesmen, seem really crazy, since it's the relaxed used of these presuppositions that will get you not only the sale, but so many lucrative referrals as well.

When you can imagine how your new skills will serve you once you've decided to come back and read this blog every day, you'll be surprised with how creatively you'll be able to use them, both for social and financial benefit.

Ordinal Numbers

These are first, second, third, etc., as well as words like next, or another. They are used to create a sequential list, either of things, or of events in time.

Logically, they work similar to the subordinate clause of time presuppositions. In the sentence, "When I go to dinner, I will eat chicken," the "going to dinner" is presupposed, and the focus is on what you will do (e.g. "eat chicken") when you get there. It is structured so "going to dinner" is not questioned.

When ordinal numbers are used, they create the same effect.

The basic structure is to create something in the future that will be the result of whatever it is you want to persuade your listener or reader to accept.

For example, if I want to persuade someone to exercise in order to lose weight, I can say the following:

The first thing you'll notice when you start to exercise to lose weight is now much better you'll sleep at night.

The focus seems to be on getting a good night sleep, but in order to imagine getting a good night's sleep, the listener (or reader) will have to first presuppose exercising to lose weight.

Another example. Dollar cost averaging will make you money in the stock market.

The first thing you'll notice when you start making money through dollar cost averaging is how little time it really takes. Most people only spend about 20 minutes a week or so, and notice their wealth consistently increase over time.

Again, in order to imagine increasing wealth, the listener has to presuppose that dollar cost averaging is going to get them there.

One more:

The first thing you'll appreciate once you start practicing presuppositions in your daily life is how incredibly powerful they are to persuade with. Another thing you'll notice is that nobody will ever have any idea what you are doing.

Here I've put two things out in the future, one is persuading with presuppositions, and another is that people won't notice you using them. In order to imagine either of those, you have to accept the presupposition that you will actually use them in daily life.

If you really want to have some fun, you can start off with "second" and then use "another."

The second thing you'll become aware of when you begin using presuppositions on a daily basis is the fascinating fact that most people will think they thought of the idea themselves, when in reality it was you persuaded them to think that. Another great thing about presuppositions is by knowing how to create them, you'll notice when others are using them to try and manipulate you. After that it will be extremely difficult for anybody to manipulate you into anything.

Here I put three things in the future, starting with "second," then "another," and then "after that."

Because I started with "second" you may have started to wonder about the "first" thing, but if this were a real conversation, and not a step by step blog post, by the time I got to the third presupposed "benefit" you would have forgotten about the missing "first," as well as any resistance to accepting the idea that presuppositions are incredibly powerful.

Hopefully by now, you're starting to realize the incredible power of presuppositions. The first thing that most people, like you, usually realize when they discover these powerful patterns is that when you begin to combine them, them become nearly impossible to detect, as well as resist. And the more you practice them, the more influential you'll become in all areas of your life.

Comparative As

The structure of a "Comparative As" is as follows: Take two things, and find something about them that is similar. I am as tall as my brother. It is as cold in Alaska as it is in Hokkaido. It is as hot in Arizona as it is in Okinawa.

There are a couple of powerful ways to use this pattern for persuasion. The first is to turn into a question. Let's say you want to persuade somebody that exercise is the best way to lose weight. You ask the question:

Do you know of any method that is as effective as daily exercise to lose weight?

If they answer "no," then they admit that exercise is the best way to lose weight. If they answer "yes," then they admit that exercise and something else are equally good for losing weight. In effect they are admitting they exercise, and something else, are tied for first place when it comes to the best way to lose weight.

Let's look at some more examples.

Idea = dollar cost averaging is the best way to consistently make money in the stock market.

Do you know of any way that is as effective as dollar cost averaging to make money consistently in the stock market?

Again, if they answer "no," they are tacitly agreeing to your idea. If they answer "yes," they are admitting that whatever other method they are thinking of, it is only as good as dollar cost averaging, not better.

Another way to use this pattern, is make it a statement of a question that you asked yourself:

I don't know of any method that is as effective as exercise to lose weight.

I can't think of any investing strategy that is as effective as dollar cost averaging that will consistently build wealth in the stock market.

If you have any kind of credentials, or client, you can quote them.

I've been a personal trainer for many years, and I haven't found any method that is as effective as simple daily exercise for weight loss.

I've been an investment advisor for two decades, and none of my clients have found a method that is as effective as dollar cost averaging to consistently make money in the stock market.

You can also quote a group of experts.

Leading nutritionists who have been studying various ways of weight loss over the years haven't found anything as effective and long lasting as consistent, daily exercise.

Financial experts who have consistently outperformed the markets have never really found anything as effective as simple dollar cost averaging for generating a huge amount of wealth over time.

Leading salespeople who have consistently been at the top of their field have never found any other method that is as effective as linguistic presuppositions to easily persuade their clients to buy their products.

Now I don't know about you, and how advanced you are in your persuasion skills, but if you ever find any other method that is as effective, as easy to learn, and as covert as linguistic presuppositions, I'd sure like to know about them!

Comparatives

The next pattern is the comparative structure. This is a powerful pattern that you can use in many different ways. I will cover two of the basic ways.

First, a little bit about comparatives. These are simply adjectives with the –er suffix attached to them. Higher, taller, fatter, bigger, longer, etc. Or with irregular adjectives (e.g. adjectives with more than two syllables) you simple put "more" in front of them. More beautiful, more expensive, more exciting, etc.

You can also join two actions using "the more...the more..." or "the more....the (comparative)," as follows:

The more I eat, the fatter I get.

The more I study, the smarter I get.

The more I type, the more tired my fingers become.

A good way to use the first comparative is to think of something you want to persuade your listener of, and then ask a question of they know anything that is (better, easier, faster) than your idea.

Examples.

Idea = exercise is the best way to lose weight.

Sentence:

Do you know of any way that is more effective than consistent daily exercise to lose weight?

If they answer no, (either out loud or in their head) then they admit that exercise is the best way to lose weight. If you are a personal trainer, then you're in a great position to sell them some of your services.

Even if they answer yes, (either out loud or in their head) they must accept that exercise is a great way to lose weight, otherwise the sentence wouldn't make any sense, as they would have anything to compare their "other" method to.

Idea = dollar cost averaging is a great way to make money in the stock market.

Do you know of anything simpler than dollar cost averaging to consistently make money in the

stock market over the long term?

Again, no matter if they say yes or no, they will implicitly accept the idea that dollar cost averaging is a great way to make money in the stock market.

To use "the more...the more..." pattern, you set it up so that the idea you are trying to convince them of naturally leads to a desirable outcome. Or you can use "the more...the less..." to set it up so that when they accept your idea, something that is undesirable will decrease.

Idea = exercise is a great way to lose weight

The more my clients realize that exercise is the best way to lose weight, the less they have to worry about fad diets, or how many calories they eat with every meal.

Or you can even use this to set up increasing social proof for your message:

More and more people are starting to discover that exercise is the best way to lose weight.

Idea = dollar cost averaging is a great way to make money in the stock market.

The more our clients understand the power of dollar cost averaging, the more they are starting to really look forward to their retirement.

The more our customers start to see the wealth generating capacity of simple dollar cost averaging, the less they are worried about their future.

More and more of our clients are using simple dollar cost averaging to make their financial future brighter and brighter.

Now I'm sure you're starting to realize that there aren't many methods out there that are more powerful and elegant than linguistic presuppositions to covertly persuade somebody to your way of thinking.

More and more salespeople are starting to realize that the more they study these simple patterns on a daily basis, the brighter their future becomes, as more and more opportunities seem to start showing up out of nowhere.

And I can't think of anything more exciting than gaining such incredible persuasive power, both socially and professionally, through studying some simple language patterns.

And the more you start to realize that, the more you'll understand how much potential is all around you, just waiting for you to leverage it to your benefit.

Change of Time

The next pattern makes use of "Change of Time Verbs and Adverbs." These are very powerful because they can be used to conversationally invoke the power of time distortion. This is a powerful hypnotic technique.

To get how powerful this is, think of something you've purchased, something that you are very happy with, but were a bit reluctant to plot down your credit card or sign the contract. But then something happened when you took whatever it was into your possession. You started thinking about all the cool ways you could enjoy whatever it was you just bought. There was a quick mental shift from worry to excitement.

When you use time distortion, you can create this mental shift rather easily. If you've ever undergone hypnosis for some personal change work, they sometimes do something called "future pacing." You imagine yourself out in the future, with your problem solved, and imagine how much better life is. You can then take those positive feelings from a hallucinated future and bring them back in the present to help create the change your after.

Kind of like the "Planet of the Apes" series of movies. The talking apes came back to the present from the future, left a talking ape baby, who started the whole race of talking apes. There was no future without the present, but there was no present with the visit from the future.

When you use time distortion, you bring back good feelings from the future, on the other side of whatever obstacle you are facing, back into the present to create the future that you just imagined.

You can use this conversationally with words like "Begin, Stop, End, Continue, Start, Proceed, Already, Yet, Still..." etc.

For example, when I want to convince somebody that exercise is the best way to lose weight, I can say something like the following:

Once you realize that exercise is the best way to lose weight, you will continue to enjoy many other benefits such as better sleep, higher self-esteem, and even better posture.

Many people have already discovered that exercise is the best way to lose weight, and they are continuing to reap the benefits.

When you start to exercise on a daily basis, you will continue to be surprised at just what an effective method it is to lose weight.

Similarly, with dollar cost averaging being a good way to make money in the stock market:

When you start a dollar cost averaging program with our firm, you'll begin to understand, as so many others have already done, that this is without question the best way to consistently make money in the stock market.

Despite the many people that have already grown their accounts through simple dollar cost averaging, there are still people who haven't yet discovered this powerful investment strategy.

Now, I'm not sure what your exact plans are for persuasion. Maybe you've already decided how you are going to use these powerful patterns, or maybe you are beginning to understand that this is just the tip of the iceberg as far as how versatile and powerful these patterns can become for you.

Whatever you do decide to use these for, you will continue to amaze yourself with just how skillfully you already know how to use them. In fact, you've perhaps already begun to notice yourself using these patterns in more and more amazing ways.

Change of State

Very similar to change of time and place verbs (and adverbs) these trigger an unconscious time distortion, as changing state is linked to changing time. It takes time to move from hungry to sated, from happy to sad, and from being in utter and hopeless poverty to being filthy rich.

When you elicit feelings of these states and state changes in the minds of your listener through conversationally delivered linguistic presuppositions, they will necessarily go through time distortion as they imagine themselves in the before and after states.

Change of state words include:

Change, transform, turn into, become, etc.

One way to use them is by setting up your phrase so that your idea that you are persuading your listener to believe will lead to a positive state change.

Idea: Exercise is the best way to lose weight.

When you transform your body through simple weight loss, you will also sleep better, gain incredible self-esteem and self-confidence, as well as attract increased attention from the opposite sex.

What is likely the simplest way to change your body is by doing simple exercises on a daily basis.

People that have started even the simplest exercise program have already noticed after only a

short time how dramatically it is transforming not only their bodies, but their self-esteem and self-confidence as well.

Idea = dollar cost averaging is a great way to make money in the stock market.

More and more people are transforming their once barren bank accounts into comfortable nest eggs through the simple process of dollar cost averaging.

You will easily become convinced how simple dollar cost averaging works when you start to see how quickly your account builds wealth on a regular basis.

Idea = presuppositions are a fantastic way to covertly persuade others

Many people have transformed themselves into leading salespeople virtually overnight with the simple application of linguistic presuppositions.

An interesting side benefit of learning these language patterns is that you will become somebody that is not only a great persuader, but somebody who is impossible to manipulate, as you will see these patterns being used both for altruistic and selfish purposes.

When you think of the future, having used these patterns for social, economic and personal benefit, in how many unexpected ways have you become powerfully transformed?

Many have naturally turned into powerfully effective communicators, and have noticed opportunities where none previously existed.

Factive Verbs and Adjectives

These are called factive verbs and adverbs simply because the way these verbs are used presuppose the factual existence of their objects.

Before we dive into that, a little grammar. A well-formed sentence in English must contain a verb. Verbs are either transitive, meaning they require an object, or a thing, or they are intransitive, meaning they don't require an object, or a thing.

Many verbs can be both, that is they can be used with or without a noun. Like the sentence "I'm eating," is fine by without a noun. But you can also say "I'm eating a sandwich."

Factive verbs that require a noun, presuppose the existence of that noun in a very powerful way. These are verbs like know, realize, understand, regret, and believe.

I believe in goodness, for example presupposes something called "goodness," exists. I regret not waking up early this morning, presupposes that I slept late.

To use these to persuade, let's look at some examples.

Idea = exercise is the best way to lose weight.

I regret not realizing that exercise is the best way to lose weight because I sent so much money on fad diets.

When you understand that exercise is the best way to lose weight, you'll be happy to know that you can sleep better at night as well.

Many people have known for a long time that exercise is the best way to lose weight, so why don't you give it a try?

Idea = dollar cost averaging is the best way to make money in the stock market

Once I realized that dollar cost averaging was the best way to make money in the stock market I was able to sit back and relax as I watched my account grow all by itself, since everything was completely automated.

After I understood the power of dollar cost averaging to make money consistently in the stock market, I actually saved money by canceling my subscription to all those market advice newsletters.

It is very hard to defend against these patterns, as the mind is usually busy focusing on the positive outcomes of the situation, and the story of how the speaker got there, rather than the "thing" that they realized.

The little "thing' that they realized, or understood, seems to be incidental to the "story" when in reality the "thing" is the idea that the speaker or writer is persuading the listener or reader to believe.

This is a great, verbal sleight of hand, but be careful. This is so powerful that you can easily use it to get people to believe things that aren't true.

For example, notice how this very pattern was used by then President Bush in the State of the Union Address:

British Intelligence has learned that Saddam Hussein has begun seeking weapons of mass destruction.

(Third party authority) + (Factive verb (learned)) + (change of state verb (begun) + (idea)

The idea, that Saddam Hussein was seeking weapons of mass destruction, slipped right on through.

When you begin to realize that these patterns are powerful for not only persuading others to believe more empowering life enhancing thoughts, but that they will also help you to recognize the attempted deceptions and manipulations of others, you can start to imagine and discover for yourself all the wonderful things you can do with them to vastly improve your life and all of your social relationships.

Repetitive Cue Words

These are words like "too," "again," "back," "also," and "either." As they are single words, and not a grammatical pattern like many of the other presuppositions, they are highly flexible and can be used a number of ways.

In general, when you use these words, you are "revisiting" an idea in a sentence, either an idea you've explicitly stated, or one that has been implicitly thought of by either you or another person, and you are simply referring to it again.

For example, for the idea of, "exercise is the best way to lose weight":

I heard that exercise is the best way to lose weight, and no matter how many diets and methods I've tried, I keep coming back to that simple truth.

In this case, the idea has been expressed once, and then come "back" to by the speaker, effectively repeating it as a "rediscovered truth," something that would be difficult to disagree with.

Another example, using the same idea:

Most leading dieticians, while agreeing that what you eat is important, always come back to the basic principle that daily exercise is the best way to lose weight.

In this case the first instance of the idea is only implied, and is only actually mentioned when it is "come back" to. This implies that these dieticians (whoever they are) knew this at the beginning, and keep coming "back" to it.

For the idea of "dollar cost averaging is the best way to make money in the stock market," consider the word "again."

Again and again, people consistently realize that dollar cost averaging is the best way to make money in the stock market.

In this case, combining "again and again" with "people" implies that many people, over the course of some vague period of time, are independently realizing the power of dollar cost averaging. As stated above, it is hard to argue with.

How about this one:

Investment bankers also realize the wealth building of power of dollar cost averaging.

Here a group of people is implied. Investment bankers realize the power of dollar cost averaging, in addition to some other unnamed group. The reader or listener will generally assume this "group" to be of the same expertise, from a financial perspective, as investment bankers. This is very powerful, as it implies social proof from whatever group of people the listener or reader cares to imagine.

How about the power of presuppositions?

Sales people that consistently outperform their peers again and again understand the power of simple linguistic presuppositions to give them an incredible edge.

Top closers in any company also understand the subtle power of presuppositions to give them incredibly lucrative skills in sales.

Despite the many years of training and seminars, top sales people come back again and again to the simple power of presuppositions, which can be learned in their entirety by reading this blog on a daily basis.

You can either continue to try method after method, or you too, like many others, can come back to the simple strategy of combining subtly powerful presuppositions which will lead you again and again to increasing sales and personal income.

Contrary to Expectation

This next pattern is quite simple, and if it were a magic trick, it would rely heavily on mental misdirection.

The pattern is called "Contrary To Expectation" and basically involves use the word "should."

They kind of put the listener or reader into a mental bind, and force them to implicitly agree with your message or idea, as they will be focusing on the logic of the statement. By themselves, these aren't all the powerful, but can be peppered throughout your message here and there to drop your idea, or variations of it several times throughout the conversation.

For example, with the idea of "exercise is the best way to lose weight," there are several ways

to use this.

Should you not understand why exercise is the best way to lose weight, I'd be happy to explain it to you.

If you say the above, and they don't respond, they've tacitly agreed with the idea. If they actually ask for an explanation, the implication is that once you explain why, they will accept the idea.

If you should decide you'd like to lose weight in the easiest way possible, then I'll show you a simple exercise program.

This one mentally binds them up so they have no real choice but to accept the idea.

Idea = dollar cost averaging is the best way to make money in the stock market.

If you should not understand why dollar cost averaging is so incredibly lucrative, then I can explain it to you if you'd like to make an appointment.

If you should decide you'd like to find the easiest, safest, and simplest way to make money in the stock market, I can explain dollar cost averaging to you.

If you should wonder why so many people have found it so easy to grow wealth consistently, and with no real effort, I'd be happy to explain the concept of dollar cost averaging to you.

Idea = presuppositions are the easiest way to conversationally influence others

If you should wonder how useful these patterns can be, just imagine a future where you could easily persuade others with only a few minutes of conversation.

If you should think that linguistic presuppositions are only for easy and effective conversational persuasion, just think of how well you'll be able to deflect manipulation once you learn these powerful strategies.

If you should think that these presuppositions are only useful one at a time, wait until you read further blog posts where I'll show you how to combine them in ways that will make virtually any message or idea you have irresistibly attractive to your listeners.

Selection Restriction

This particular pattern has a wide variety of applications, both good and bad. Anytime you take a group of things (ideas, time periods, people, etc.) and categorize them into sub groups, and assign one "sub group" a characteristic, you are implying that the other subgroups do not have

this characteristic.

Lawyers make excellent politicians.

Although according to the rules of logic, this statement says nothing about people who aren't lawyers and their ability to be politicians, the listener will assume that is the meaning of the statement, that lawyers are the best politicians.

Women have excellent communication skills and can talk about many subjects at once.

While not stated explicitly, this implies that men don't have excellent communication skills, and can't talk about more than one subject. (I'll leave the actual truth of that for you to decide. Wait, what was I talking about...?)

He's the guy I see walking every morning.

While "that guy" you see walking every morning may do a variety of things during the day, he is only "the walking guy" in your mind, as described in that statement above.

Anytime you give somebody, something, some event any sort of "label" you are effectively defining it only in those terms, and are using this pattern, for better or for worse.

So how to use this persuasively, in a positive way?

Simple.

Separate out groups of "pretend" people into two groups. Attribute some genuinely desirable characteristic to one group, and phrase it so they achieved that "desirable" trait by doing whatever it is you are persuading your listener to do. Be careful not to put the "other" group into any sort of "bad" light, as that will diminish your persuasive power, according to the laws of Karma.

Some examples:

Idea = exercise is the best way to lose weight.

Plenty of people have tried plenty different weight loss techniques, and those that have had the most success have discovered that the best way to lose weight is through simple daily exercise.

So here you have a group within a group. The first group is people in general. The second, sub group, is people who have tried to lose weight. The group within that group are the ones that have successfully lost weight. And they lost weight because they exercised.

Idea = dollar cost averaging is a great way to make money.

Many people have tried many different investment strategies over time, but the people that are now happily retired will tell you that the easiest way to get there is through simple, dollar cost averaging.

The selected group is happily retired people (which presumes a group of unhappily retired people), and they got there through dollar cost averaging.

Now, I don't know exactly where you are in your sales career, or your particular skill level when it comes to persuasion. Some people like to study persuasion and persuasion techniques as a hobby, while others use it on daily basis to make a significant amount of income.

Those that do are either naturals, meaning they were born to sell, and have been persuading people as long as they could walk, or those that learned the techniques consciously, and perfected the art of persuasion over a period of time.

Those that have learned to become masters of persuasion through the study of specific techniques and language patterns will tell you, hands down, that presuppositions are likely the most powerful, most effective, and most useful set of language patterns to use conversationally that exist.

No other set of patterns will allow you to carefully lead the mind and emotions of your listener to better and more empowering places, so that everybody benefits.

Questions

This one is rather simple, and can be used very well along with other presuppositions, or by itself if phrased correctly, and with enough rapport.

The pattern is "Questions." In English, we almost always begin an interrogative sentence with a "question word," like "who, how, do, did, will, won't, where, which, etc."

Whenever we hear these as listeners, we unconsciously switch into "listen and answer mode" where we make ourselves open for information, in order to respond with an intelligent answer.

By sliding your idea within the question, no matter how they answer, they have to accept the idea as true.

Idea = exercise is the best way to lose weight.

Do you know how incredibly easy it is to lose weight with only exercise?

Do you know how many people have lost weight simply by adding ten minutes of moderate cardio every morning?

Are you aware of how many people are losing weight with simple exercise?

Can you think of anything more powerful than simple exercise to lose weight?

Whether you answer "yes," or "no," you will accept the underlying idea, often even without knowing that you are being persuaded.

Idea = dollar cost averaging is the best way to make money in the stock market.

Do you know how quickly you can build up your retirement through simple dollar cost averaging?

Do you know how many people have become wealthy through simple dollar cost averaging?

Have you heard about dollar cost averaging, and how you can use it to make a lot of money almost on autopilot?

Do you realize how powerful these patterns are, not only for conversationally persuading others, but to detect unhelpful persuasion from those that would otherwise manipulate you?

Are you aware how much money salespeople have made using these patterns alone? Are you beginning to see how you can easily use these patterns in all aspects of your life?

Negative Questions

This next pattern is the "Negative Question," and is very similar to simple questions. For simple questions, remember, when you phrase the question so simply by answering "yes," or "no," your listener or reader will have to accept the underlying idea.

When you make a negative question, it works basically the same way. A negative question is simply phrasing the question with a negative contraction at the beginning.

Don't you want to go to the beach?

Aren't you hungry?

Haven't you had dinner yet?

Don't you want to see that movie one more time?

When used incorrectly, these can sound a bit confrontational, as it is obvious the speaker is "forcing" the listener to acquiesce.

If you're boss walks up to you at the end of the day and says (with a disapproving look):

Don't you want to work overtime tonight?

You know you're trouble.

It sounds a lot less confrontational if she said "Do you want to work over time tonight?"

When using these conversationally for persuasion, make sure you aren't "forcing" your listener or reader to feel any sort of pressure. That never works well in the long run.

Idea = exercise is the best way to lose weight

Aren't you aware that in order to lose weight, all you really need to do is exercise, and that you don't need to spend any money on diet pills or mail order diet plans?

Keep in mind that if you say this before your listener has expressed an interest in losing weight, or if you aren't already talking about ways to lose weight, it will sound terribly rude.

Don't you realize that all you need to do is simple exercise, only five minutes day, in order to lose weight?

Make sure when you say this, to genuinely believe that you are helping your listener to achieve his or her goals, and not tricking them into losing weight for your sake.

Idea = dollar cost averaging is the best way to make money in the stock market

Aren't you aware of all the people that have generated huge nest eggs through simple dollar cost averaging?

Aren't you ready to start an investment plan based on dollar cost averaging that will surely grow your nest egg and provide you with an easy and relaxing retirement?

Aren't you aware of the power of presuppositions to help you to easily persuade others, and to help you protect yourself against manipulation?

Haven't you discovered yet just how you can use these patterns in your daily conversations to covertly convince others of their great potential?

Aren't you aware that the great persuaders and orators of all time have been using these very

patterns for centuries?

Isn't it time you started to really practice them yourself so that you can powerfully enrich the lives of all those around you?

Rhetorical Questions

Rhetorical Questions are questions, which don't require, nor expect, an answer from your listener. They are designed to express and opinion through a supposed answer to the rhetorical question.

For example, if I say in exasperation, "Who cares what we do?" I'm not really asking for a list of people who are concerned with our actions, I'm expressing a supposed truth that nobody cares.

In order to use these in persuasion, it's helpful to phrase the rhetorical question to minimize any past situation or condition that is contrary to the idea that you are intending to convey, and then follow it with a statement containing your idea, and the positive benefits that will follow if the listener or reader decides to accept your idea.

Idea = exercise is the best way to lose weight.

Does it really matter that you've been trying to lose weight for years, and nothing works? What's really important is that you realize that exercise is really all you need, and consistent, daily exercise will allow you to gradually and permanently lose the weight you want.

Who cares if you've spent two years on that mail order diet plan, without any real success? What's really important is that you are starting a daily exercise program, which has allowed thousands, if not millions to consistently not only lose weight, but keep it off as well.

Idea = dollar cost averaging is the best way to make money in the stock market

Does it really matter that all the pundits on TV are saying that the stock market is in the worst shape ever? What's really important is that with consistent, dollar cost averaging, you will be setting yourself up for a nice, comfortable retirement, and you will be able to do all the things you've dreamed of.

Who cares if your next-door neighbor got lucky with that IPO and made billions overnight? What's really important is you and your future, and how dollar cost averaging will generate a nice healthy nest egg that will be waiting for you when you're ready to retire.

Does it really matter that you are just now starting to realize the amazing power of presuppositions? What's really important is how you plan on using them in the future, both for your benefit, and the benefit of all those around you.

Are you really worried about how you are going to use these powerful language patterns conversationally? Because once you start to see how powerful and useful they are to increase good feelings and potential, you'll really be wondering how you ever got along without them.

Part Three
Putting It All Together

The best way to think of learning these, or any other language pattern, is to treat them like a sport, or a foreign language. The only real way to become proficient is to drill them like you would any new martial arts move.

The best way to drill all of these patterns is to write them out, longhand. The best way to do that is to take an idea that you would like to focus on, and for each of the Milton Model patterns and presuppositions, write at least ten or twenty sentences involving that particular language pattern, and your chosen idea.

This will take some time, so give yourself a few weeks to really practice these so you can become proficient. It may seem like a lot of work, but the opportunities that will present themselves once you master these patterns will more than make up for it.

What I usually do is to get an empty notebook, head on over to Starbucks, and sit and write for an hour or so on the weekends, or thirty minutes here or there whenever I have time.

You'll find a couple of interesting things happening. Firstly, you'll start using these in your conversations and writings without really thinking about them.

Second, you'll notice other people's communication takes on a whole new depth of meaning. You'll be able to listen to a couple having a conversation and know exactly what is going on below the surface.

You'll develop a kind of X-ray communication, where you'll be able to see below the surface structure of the communication of others and read their intentions like never before.

Even if you never plan on using these for persuasion, by writing them out and training your ears to hear them in the words and communications of others is well worth the effort. You'll literally be able to read others like a book, and will find yourself with a whole new level of social communication skills.

A great way to have some fun with these patterns is to go online into any of the millions of forums out there and use these patterns to argue your point, whatever that may be.

If you really want to develop some mental flexibility, argue both sides of an issue, either on different forums, or with different user names. By arguing both sides of an issue you'll really

develop the intellectual elasticity that will be unbeatable when it comes to persuasion.

Of course, if you have any questions or comments, please drop me a comment and I'll be happy to help any way I can.

http://mindpersuasion.com

Email