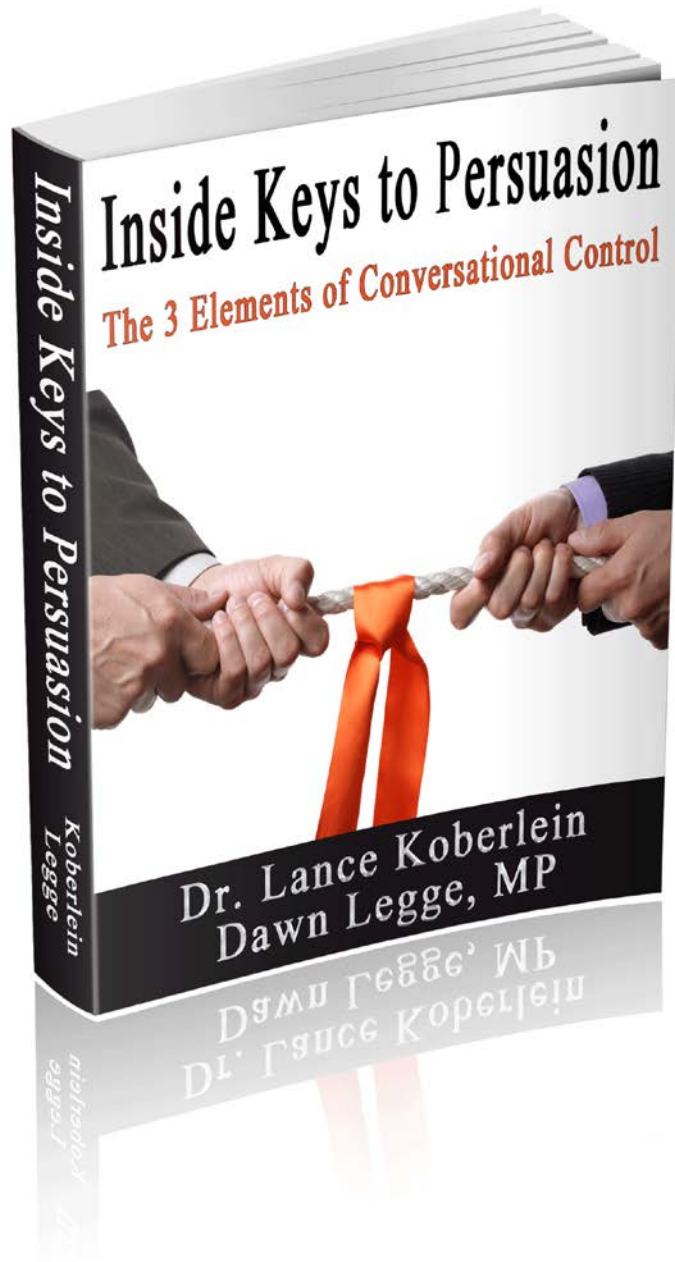


Inside Keys to Persuasion



Inside Keys to Persuasion

Inside Keys to Persuasion

The 3 Elements of Conversational Control



Presented by:

High Performance YOUiversity



Inside Keys to Persuasion

Contents

Introduction	4
Beyond Manipulation.....	5
About this e-book.....	5
Steering the Conversation	7
The First Element: Self Control.....	8
Listening: The key to conversational self-control	10
Are you a good listener yet?.....	12
Self-Control Exercise 1:	12
Self-Control Exercise 2:	12
The Second Element: Context Control.....	13
Choose Your Weapons?.....	16
Examples.....	17
The Third Element: Emotional Control	19
Emotional Control	20
Which questions are best?	22
Using the 3 Elements Together	24
The Keys to Persuasion.....	25
Conclusion	26
The Fourth Element: Metaphors.....	27
Your body thinks.....	28
A Window to the Unconscious.....	30
Opening the Window	31
Developing Expertise... An Invitation.....	32

Inside Keys to Persuasion

Introduction

“The Inside workings of the mind offers insight into the inside workings of life”

Dr. Lance Koberlein

“We get what we want when we refine and align our inner game”

Dawn Legge, MP

Negotiations, Persuasion and Communication are happening all around us, every moment of every day. Most people use persuasion as an attempt to: Talk someone into something, ask someone for something or convince someone of something. What we are suggesting here today is that persuasion shows up everywhere and when used purposely; it can be used in daily interactions with people.

We are persuading people all the time.

- Have you ever wanted to ask your boss for a pay raise?
- Have you ever asked someone out on a date?
- Have you ever had to ask for a modification to a meal in a restaurant?
- Have you ever wanted to sell someone a product or service?
- Ever persuaded your office to order lunch from your favorite restaurant?
- Have you ever wanted someone to see your point of view?

Lance and Dawn have both spent their lifetime in sales, in communication and in Neuro Linguistic Programming (NLP). They have seen and heard all the latest and greatest sales trainings and negotiating trainings and have spent a combined 50 years collecting tools for successful negotiating and persuading. Lance and Dawn have combined the most powerful tools we have learned and put them together this introductory e-book.

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Beyond Manipulation

Armed with an understanding of The Keys to Persuasion, we have been able to take control of conversations and steer them in a new - and much more effective - way.

We spent years persuading the old way, trying to talk people into our product or service. The old way is most certainly the hard way. We both spent years struggling to get ahead and losing the communication battle.

In sales and in therapy, understanding how people communicate and understanding tools to be more effective have been the key to our success. Understanding that we could influence other people's behavior in a different kind of way, in a better way made it feel like we could influence them *from the inside out*.

About this e-book

In this e-book we will share The Keys to Persuasion with you, so that you can put it to work. It's up to you to decide what to do with this insight. It is powerful.

What difference could an increased power to persuade, to influence - even to manipulate - make to you, to your life, and the lives of the people around you? We are trusting you to use this information ethically: to increase the sum of human happiness while protecting our fragile world. Don't let us down.

This e-book is in two parts.

First, we will take you briefly through the **3 Elements of Conversational Control**.

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These principles are critical to the way in which real manipulation, real influence, actually works.

This information is well understood by leading influencers worldwide - but for various reasons, it is rarely talked about. It's "hidden in plain view".

You may already know about the 3 Elements - but you may not realize that you know. And that means you may not yet be steering your conversations effectively. That's important. Because when you control your conversations, you control the direction of your life.

Your understanding and awareness of the 3 Elements of Conversational Control is essential for you to grasp the value of what follows: **The Keys to Persuasion**.

That's the key to influencing other people's behavior *from the inside out*.

This is genuinely new information, which only a handful of people worldwide have yet grasped. Once you "get it", your understanding of real manipulation shifts to a whole new level.

It will change the way you work - as long as you work with *people* at least some of the time. It will change your personal relationships. It might even change the way you think about how people think. PLUS we have also included a bonus chapter, designed to take your understanding to an even higher level. Read on to find out more.

Inside Keys to Persuasion

Steering the Conversation

When you are trying to persuade somebody of something, whether you are asking for a date or a discount, helping a friend to solve a problem or making a commercial sale, who is in the driving seat?



Are you a stereotypical fast-talking sales rep?
Have you got the sales patter nailed down?

Opening... pain... benefits... features... trial close... deal with objections... close... and like magic the sale is in the bag!

Or, perhaps not. These days an increasingly demanding marketplace with comparison sites, social media, economic downturn and all the rest are making life tough for the old school.

Or are you the “quiet type”, stumbling over your words, overwhelmed with nerves about “selling”? Don’t even mention “cold calling”!

Scenarios spiral inside your mind. “Remember what happened last time? ... What should I say next? And after that? ... What if they ask me about *that*? ... And what if I fail!” I ask again. When you are trying to persuade somebody of something, who is in the driving seat?

When you are talking, are you actually in control of the conversation?

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You may be filling the air with noise, but are you steering, or are you even aware of, what the other person is **thinking**? Their thoughts could be *anywhere*. And the chances are, their thoughts won't be entirely about you, or what you are saying!

If you're busy worrying, are you steering the conversation? Are you really focused? Or are you handing over the control to the other party?

Here's the thing. When you are skilled in steering the conversation, then persuasion happens naturally. Your life becomes easier, because you - and the people around you - get more of what you want, less of what you don't want.

Because you've become capable of *influencing people from the inside out*.

The First Element: Self Control

There are at least two people in every conversation, open to being persuaded... Influenced... and manipulated. Let's begin with the person who's closest: yourself.

Sometimes self-control may not feel easy! If you're busy beating yourself up for saying the wrong thing *yet again*, or feeling overwhelmed with anxiety, taking control of yourself can seem like the hardest thing to do.

But it is important. When you are not in control of yourself, you are at the mercy of other forces. Mostly, you'll drift along, blown wherever you're blown by your own mood or by the actions of others.

If, like Alice, you don't care where you go, it doesn't matter what route you take.

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On the other hand, if there things that you *do* want in life, you will be missing out. And you will be leaving yourself exposed to other people's persuasion techniques.

When you take control of yourself, you move into the driving seat. You can decide what you would like to have happen in the conversation, and take steps to move towards that.



"Would you tell me, please, which way I ought to go from here?"

"That depends a good deal on where you want to get to," said the Cat.

"I don't much care where--" said Alice.

"Then it doesn't matter which way you go," said the Cat.

"--so long as I get SOMEWHERE," Alice added as an explanation.

"Oh, you're sure to do that," said the Cat, "if you only walk long enough."

Lewis Carroll, Alice's Adventures in Wonderland

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Listening: The key to conversational self-control

As James Borg says in his bestseller *Persuasion: The Art of Influencing People*, “Powerful persuasion begins with the ability to hear what others are saying.”

He adds, “When people are accused of being poor listeners, it is usually done behind their backs. So they remain unaware of this major failing, which can lose them friends, work colleagues and business clients.”

When was the last time someone *really* listened to you, with their full and undivided attention? How do you feel about them? And when was the last time you *really* listened to another person?

According to Borg, the average person speaks at 120 – 150 words per minute, but thinks at 600 – 800 words per minute. So the listener is always ahead of the person doing the talking. The listener's mind has time to wander, to make new connections... and to start planning what they will say next.

So if you're doing the talking, and you're expecting the other person to be listening to you, prepare to be disappointed! When you are talking, you have no idea where their attention is going.

And for the same reason listening - really listening - is a challenge for most people. When it comes to self-control, it's a challenge you need to rise to.

We would like to share a specific technique for improving your listening that has worked for us and for many other people, including our clients and students worldwide.

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STOP focusing on yourself,
what you want,
and what you want to say.
Instead, put your attention fully
onto the *other person*.

When you do this, something rather magical often happens. You relax. Your breathing slows. The “chatterbox” inside your head starts to quiet. Your anxiety disappears. And more to the point, the other person has the chance to get a word in edgeways. And the ability to hear what others are saying begins with this shift of attention away from yourself and towards the other person.

“Courage is what it takes to stand up and speak; courage is also what it takes to sit down and listen. “

Winston Churchill

“Seek first to understand, then to be understood.”

Stephen R. Covey

When you listen fully to another person, you get to find out what they want - so that you can check whether it's what you can provide.

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Are you a good listener yet?



Self-Control Exercise 1:

Ask a friend to speak to you for two minutes about something important to them. Your job is simply to listen, without speaking, until the time is up, perhaps encouraging your friend with nods or “uh-huh” sounds. Even if your friend stops speaking, continue listening until the time is up.

At the end of the time, ask your friend how the experience was for her, and listen fully to her answer, before you comment on your own experience. Then swap roles and repeat the experiment, so you have the experience of being fully listened to.

Self-Control Exercise 2:

Repeat the experiment above, perhaps with a different friend or after a short break. This time, you *can* speak to encourage your friend to continue – but only briefly, and using *only words that they have used*. Otherwise, proceed as above.

Finally, pay attention to the difference between the two activities, for both listener and the speaker. What did you learn?

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The Second Element: Context Control

Controlling yourself is powerful. Once you are able to shift your attention to the other person, and truly listen to what they are saying, you will have a huge advantage whenever you seek to persuade.

And there's another elegantly simple way to get the upper hand which is perhaps even more effective: **control the context in which the conversation takes place.**

When you control the context, it's possible to arrange things so that persuasion happens automatically. There's no need for you to present complex arguments or handle objections. Instead, the process moves seamlessly from initial contact to final contract.

Have you ever been to a large store and left with things you don't actually need?

That's the power of context control

How can context control work? Because 95% of our mental processing that takes place is out of our awareness. It's the unconscious processing which largely drives our behavior (including buying behavior). And the "unconscious mind" doesn't base its decisions on logic alone.

There's now a wealth of evidence to support the idea that people's decisions are not entirely rational. In his bestseller *Predictably Irrational*, Dan Ariely puts it like this:

"We are pawns in a game whose forces we largely fail to comprehend. We usually think of ourselves as sitting in the driver's seat, with ultimate control over the decisions we make and the direction our life takes; but, alas, this perception has more to do with our desires - and how we want to view ourselves - than with reality."

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Those forces are increasingly being understood. Robert Cialdini, author of the well-known *Influence: Science and Practice*, talks about “Weapons of Influence”:

- Reciprocation / Obligation
- Scarcity / Competition
- Authority / Credibility
- Consistency / Commitment
- Liking / Friendship
- Social Proof / Consensus

In fact, these “weapons” are probably better understood as being natural forces, like gravity. Every persuader needs to learn to work with them, rather than against them.

Reciprocation / Obligation: Individuals give back to you the kind of treatment that they’ve received from you. If you do something first by giving something of value—be it more information or a positive attitude—it will all come back to you. Sense of future obligation makes it possible to develop continuing relationships, transactions, and exchanges in society.

Scarcity / Competition: Individuals assign more value to opportunities when they are less available—if there are fewer resources and less time to get them, we want it more. There are two reasons this works: Things that are difficult to attain are typically more valuable – availability of item can serve as a shortcut heuristic cue to its quality. And as things become less accessible, we lose freedoms – respond to loss of freedoms by wanting to have them more than before. People will try to seize those opportunities that you offer them that are rare or dwindling in availability. This is an important reminder that we need to differentiate what we have to offer that is different from our rivals and competitors. That way, we can tell people honestly “You can only get this aspect or this feature by moving in our direction.”

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Authority / Credibility: Individuals will be most persuaded by you when they see you as having knowledge and credibility on the topic. You'd be surprised how many fail to properly inform their audience of their genuine credentials before launching into an influence attempt. That's a big mistake. Experiments show that certain authority symbols effectively promote compliance: Titles, Clothing (expensive suits, uniforms, authority symbols, medals, hats, etc.), Authority Location and Props (office, country club, fancy stationary).

Consistency / Commitment: Individuals desire to look consistent within their words, beliefs, attitudes, and deeds because it is highly valued by society and affords a valuable shortcut through complex decision-making (being consistent with earlier decisions reduces need to process relevant information in future decisions). Individuals will certainly want to abide by your request if they see that it's constant with what they've publicly committed themselves to in your presence. The effect there is to ask individuals to mention their true priorities, commitments and features of the scenario that they think are crucial. At that point align your requests or propositions with those points. The rule for consistency will certainly cause them to want to say yes to exactly what they've previously told you they value.

Liking / Friendship: Individuals prefer to say yes to your request to the degree that they know and like you. No surprise there but a simple way to make that happen is to uncover genuine similarities or parallels that exist between you and the person you want to influence. That person is going to like you more and be more willing to move in your direction. Repeated contact with a person or thing normally facilitates liking. Compliments generally enhance liking and compliance; although can backfire if used excessively and transparently. We like people who are like us; we more willing to say "yes" to them, often in an unthinking manner, this is where rapport comes in.

Social Proof / Consensus: Individuals will be likely to say yes to your request if you give them evidence that people just like them have been saying yes to it too. Provides

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us with a shortcut for determining how to behave – while at the same time, makes one vulnerable to persuasion experts. Most influential under two conditions: Uncertainty – situation is ambiguous; become more likely to attend to the actions of others and accept those actions as more correct. And Similarity – people are inclined to follow the lead of similar others. A recent study showed if a restaurant owner puts on the menu “This is our most popular item” then it immediately becomes more popular.

Choose Your Weapons?

Like many great persuaders, Cialdini uses metaphors extensively. And he uses a slightly surprising metaphor to introduce the “weapons of influence”.

He says: “A woman employing the Japanese martial art form called jujitsu would use her own strength only minimally against an opponent. Instead, she would exploit the power inherent in such naturally present principles as gravity, leverage, momentum, and inertia. If she knows where to engage the action of these principles she can easily defeat a physically stronger rival. And so it is for the exploiters of the weapons of automatic influence that exist naturally around us. The profiteers can commission the power of these weapons against their targets while exerting little personal force. This last feature of the process gives the profiteers the ability to manipulate without the appearance of manipulation. Even the victims themselves tend to see their compliance as a result of the action of natural forces rather than the designs of the person who profits from that compliance.”

If these weapons are not in fact weapons, but actually natural principles, natural forces. What happens when someone decides *not* to “exploit” them? The natural forces of influence will carry on regardless.

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The truth is that we can't *not* influence, any more than we can turn off gravity

And the easiest and most effective way to use these natural principles to influence people is to control the context of the conversation.

Examples

To get you started, here are a few simple examples of things you probably already do which make use of Context Control.

- Have friends nearby when approaching a potential date (Social Proof / Consensus)
- Offer drinks or a meal when out with someone you would like to persuade (Reciprocation / Obligation)
- Give someone a compliment, they will be compelled to say something nice to you back (Reciprocation / Obligation).
- Set up a process in your marketing which starts with a free gift (Reciprocation / Obligation) but leads, step-by-step, to the prospect buying something (Consistency / Commitment).
- Have the meeting at your office (Authority / Credibility).

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- Create some scarcity in your schedule. Making yourself look busy and in high demand creates a feeling of wanting to be included (Scarcity / Competition).
- Create scarcity in your product. You can always use “limited time only” or “limited space available” in your content. Letting people know that this opportunity is somewhat limited creates a stronger call to action (Scarcity / Competition).
- Name dropping is a great tool for building credibility. Have you worked with one of their leading competitors? Have you worked with people of influence in their industry? This is a great way to establish yourself as an expert in that field (Authority / Credibility).
- A simple example of being consistent is to under promise and over deliver. People will remember what you told them and do have pre-set expectations about what they are going to receive. If you tell someone you are going to do something, then do it (Consistency / Commitment).
- Remember important details about what is important to them. It is absolutely amazing the recognition that comes from remembering someone’s child’s name and asking how they are. Or asking about a vacation that they previously told you about. This shows that you really do care about them as a person and are not just interested in what’s in their wallet (Liking / Friendship).
- Bring a work colleague with you to an important sales meeting. Have this person nod their head in agreement as you speak. This communicates the message to the other person that they agree with what you are saying (Social Proof / Consensus).
- Well-produced brochures, professional presentations, impressive offices, and smart clothing can lend authority (Authority / Credibility).

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The Third Element: Emotional Control

So, you're in control of yourself. You're listening. You understand the importance of controlling the context, and you've begun to find ways to adjust the context so that you can expect improved results.

The third dimension is vitally important. It can give your conversations "depth" - like the difference between an ordinary movie and one in 3D. The principles of emotional control are straightforward, but often overlooked. Simple, but not easy.

In order to really control the conversation, you need to control one other important element - the *other person's attention*. This is where the *real* manipulation happens. Because when you control the other person's attention, you can *control their emotions*.

You can make them happy. You can make them sad. You can make them angry. You can make them feel beautiful... fascinating... sexy...

And when you can control their emotions, you can *control what they actually do*.

The thing is, as we've mentioned, people don't always behave in a rational way. They'd like to think they do - but extensive research has shown that when it comes down to it, logic is often pushed aside by emotion.

Gerald Zaltman in *How Customers Think* says that reason and emotion are like partners who occasionally disagree but depend on one another for success. But it's the emotional system - the older of the two in terms of evolution - which typically exerts the

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primary force on thinking and behavior. We “feel and then act” more readily than we “think and then act”.

Research shows that under the influence of strong emotion, people make choices they would never consider when in a calm, rational state.

Dan Ariely reports, for example, on a rather amusing experiment which demonstrated that under the influence of a strong emotion (sexual arousal), people were significantly more likely to decide to engage in risky behavior (not using a condom).

Clearly, emotions are important. And of course different emotions will produce different responses. Certain emotions will make a girl/guy more likely to go out with you: different ones will make you buy a particular brand of shampoo. It all depends on the context. The skill of influencing emotions applies across all forms of conversation.

Emotional Control

So, how can you direct a person’s attention in order to influence their emotions?

The Magic Button is to Ask Questions!



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Questions are spectacularly effective at capturing and directing people's attention, which ultimately begins the process of manipulating their emotions.

What happens when somebody asks you a question? Do you "go inside" and look for your answer? For most people, most of the time, that's what happens.

Questions have an almost Hypnotic Effect



When someone is asked a question, they can't *not* think about their answer - even if they don't reply out loud.

And there are bonus effects, too. Questions, combined with listening to the answers, can also be used to deepen rapport and trust.

And at the same time, questions are very effective tools for gathering information.

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“A good listener is not only popular everywhere, but after a while he gets to know something.”

What kind of questions should you ask in order to manipulate emotions? The key is to use questions which keep the person's attention focused on themselves, on their thoughts, opinions, experiences... and on the emotions that accompany those experiences.

For example, if the person had a bad day at work, asking them questions about how it was bad is likely to make them feel bad.

If a person is telling you about their fabulous holiday and how relaxed they felt, asking them questions about it will probably make them feel relaxed.

Pay Attention! Only by listening and watching carefully will you know what effect your questions are having on the person.

Which questions are best?

Many different questions can be used to direct attention, and so control emotion. Even the much-derided TV journalists standby,

“How do you feel about _____?” is surprisingly effective.

Some of our favorites are:

- What kind of X (is that X)?

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- Is there anything else about that/X?
- X for what purpose?
- What specifically about X?

The “X” represents a slot into which you put one or more of the other person’s words. That means that in order to use these questions, you *have* to listen carefully.

In this short e-book, space doesn’t allow us to give a full explanation of how or why these questions work, or how best to use them to direct attention with pinpoint accuracy.

When you use the first 2 questions you use the person’s own words. As you may have noticed when you experienced the second self-control exercise, people’s words are important to them. By using their words exactly, what we like to call - “parrot-phrasing” - you demonstrate that you’ve really been listening. When you use their words exactly, they feel respected and acknowledged. It seems to them that you truly understand them. You are using their exact labels to their map of their inner world.

And using people’s own words back to them can be profitable! In a recent piece of research, it was found that a waitress increased her tips by 70 per cent simply by repeating the customer’s order back to them, in their words, rather than saying “okay” or “coming right up”.

When would be your next opportunity to experiment with asking these questions?

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Using the 3 Elements Together

You can control people's emotions. I hope those words rang alarm bells in your head.

The fact you've read this far means that you are probably comfortable with the idea of persuasion, influence and/or manipulation, at least in principle. Perhaps you believe that persuasion, influence or manipulation is appropriate in certain circumstances.

Perhaps you agree with me that we cannot *not* influence the people around us, and that taking conscious control of that process - what I sometimes refer to as *manipulation* – is actually more ethical, more honorable, than pretending we are not influencing others.

Used together, the **3 Elements of Conversational Control** can be very powerful. Even putting your attention on just one of them will make a big difference. I hope it goes without saying that these techniques should be used with awareness of the possible consequences, and of the moral context. To borrow a phrase from Google,

“Don't be Evil”!

When you take control, you take responsibility. That means that as you ask questions which direct attention, and which therefore control people's emotions, you have a responsibility to stay alert.

It is your job to maintain your own state, to keep your attention on the other person, to take note of what they are doing and saying, and to respond accordingly.

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As you explore the **3 Elements of Conversational Control**, you'll soon become aware that you can't accurately predict how people will respond to your questions. Every person is an individual, and will respond to you as an individual.

Once you start to probe beneath every day, conventional exchanges, you may discover that still waters run very deep. So pay attention! Be prepared to change course as necessary. When we train people in these techniques, we show them specific questions which they can use to switch people's emotional state in a moment. We teach them to direct questions with pinpoint accuracy, to specific aspects of a situation, or to how it relates to the person's whole life. We teach them "rules" about which questions to ask, and when, in order to get more of the results they want.

The Keys to Persuasion

The leading experts in persuasion all agree that the most effective way to influence somebody is not to "try to influence" them by talking at them.

The Keys to Persuasion is as simple - and as complex - as that.

When you *try to influence* by talking, you will fail. The more you try *not to influence*, the more influential you will become.

When you push people, they push back. But when you stop pushing... things shift. How can you apply this insight?

What difference will it make to the way you relate to other people? If you're a fast-talking salesman... slow down and *listen*. At a stroke, you'll raise your pay grade.

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Instead of selling only fast-moving, low-value items, you can move into high-value consultative sales, becoming a trusted advisor to your clients.

If you're a coach, teacher, counselor, or other people-helper, an awareness of The Keys to Persuasion will make your life easier! Instead of needing to know all the answers, you can draw the wisdom from your clients. Change happens more easily, because solutions come from within.

And if you *have* to sell but it's been a struggle up to now, this could be the most liberating idea you'll ever read. You *don't have to sell*. You have to listen - until you find the people who want what you have to offer. Take a moment now to consider some of the situations in which you might apply these ideas. Make a note of two or three. Now, which of those would provide a low-risk environment to try out something new... ideally today?

Conclusion

In this e-book we shared some of the key building blocks of *real* manipulation.

The **3 Elements of Conversational Control**:

- Self Control
- Context Control
- Emotional Control

We revealed **The Keys to Persuasion**: the more you try *not* to influence, the more influential you will become. You have the essential pieces - and you're probably already putting them together for yourself in your mind's eye.

Inside Keys to Persuasion

However, there is more to know - and considerably more to do. It's not just about having the information. It's not enough to think about it. It's about doing something with it. What needs to happen for you to take action? If you want to hear more about these ideas and how they can be applied in the real world, then be sure to sign up for our e-newsletter and take advantage of our bi-monthly teleseminars. If you want faster results, work with one of our trained professionals one-on-one. You can sign up for a complimentary sessions from our website.

<http://www.HighPerformanceYouUniversity.com>

The key thing is to take practical action. Because until you *use* these ideas in real life, you're not in control of the conversation.

SPECIAL BONUS CHAPTER

The Fourth Element: Metaphors

Space had three dimensions... until it was realized that there was a fourth dimension, time. It's of a slightly different type to length, width and depth - but it makes sense of the observed universe. When it comes to Conversational Control, there is also a fourth element.

The fourth element of Conversational Control is metaphor.

Understanding the use of metaphor takes everything we have mentioned in this e-book to the next level. You can use metaphor to control, and to understand, yourself. You can use metaphor to control the context of a conversation. And you can use metaphor to

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direct people's attention, directing and controlling their emotions at a very profound level.

What is a metaphor? It's a figure of speech - and a feature of cognition - in which one kind of thing is compared to another kind of thing. When someone is described as a "big thinker", for example, it usually doesn't mean that they literally have a big head, or indeed that their thoughts are large. Do thoughts literally have size? We are comparing the person and his thoughts to something large, probably to emphasize importance. You probably know that since the great time of Aristotle and beyond, great teachers, statesmen, artists and religious leaders have used metaphors to capture our hearts, while great salesmen, marketers and gizmo-makers use them as a fast-track to our wallets.

It's well known that a great metaphor will bring a piece of writing, or a presentation, or an advertisement, to life, engaging people's emotions.

What's increasingly being recognized is that metaphors are not just an embellishment added to spice up a piece of writing or to make a presentation more interesting, as the Victorians believed and as you may have learned in school.

The truth is, *we think in metaphor.* Our bodies and our unconscious minds are constantly comparing one kind of thing to another kind of thing, without even being aware of it.

Your body thinks

Yes, it's true. Human beings actually do a lot of their unconscious "thinking" using their bodies. Certain factors in the environment will affect their thinking and their behavior in very specific ways, without them being even slightly aware of it.

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For example:

- Holding a warm drink will make someone feel “warmer” towards a new person they meet.
- Being asked to hold a heavy book or clipboard will make them think of the owner as important and serious (heavy)
- People working in small, low-ceilinged rooms are more effective at detailed planning, people outdoors do more “blue sky” thinking.

A colleague of ours recently used this information to improve the results achieved by a large City investment firm. The meeting room in which important negotiations took place had a large window with a view of the sky on one side, a blank wall on the other.

Through thoughtless habit (and perhaps because of the position of the door), clients were always seated so that they faced the blank wall. Our colleague suggested that when the company met with people in circumstances where “blue sky thinking” and opening up to possibilities would be advantageous, they should be seated facing the window. The effects were striking, with many more deals being done.

Context control of this kind works because our bodies “think” in metaphor - by comparing one kind of thing to another kind of thing - and uses these metaphors, at an unconscious level, to guide our behavior.

As James Geary says in his 2011 book *I Is An Other*,

“Metaphorical thinking - our instinct not just for describing but also *comprehending* one thing in terms of another, for equating I with an other - shapes our view of the world, and is essential to how we communicate, learn, discover and invent.”

“Metaphor is a way of thought long before it is a way with words... Its influence is profound but takes place mostly outside our conscious awareness.”

Inside Keys to Persuasion

A Window to the Unconscious

The metaphors in our thinking spill out in our language. As a result, everyday language is awash with metaphors – something like six per minute, depending what you include.

It can take training and practice to notice these spontaneous metaphors as they emerge - but take a second glance at any piece of text, such as this e-book, and you'll soon notice many more instances of “one thing described in terms of another”.

Everyday language is awash with metaphors for the same reason that metaphors have an emotional impact, because *metaphor is the native language of the subconscious mind.*

Scientists across a range of disciplines are increasingly becoming aware of this, and are excitedly exploring this discovery and its implications. Who would have thought that we feel “warmer” towards others after holding a hot drink, or take things more seriously when holding a “weighty” clipboard? Or that when we hear someone talk about having a “rough day”, it's the parts of our brains that handle sensory information which light up, rather than the areas which specialize in language?

Here is a further insight that came to us as we studied linguistics in parallel with influence, persuasion and manipulation techniques. It's an insight which few, if any, of the researchers have yet grasped.

- The metaphors people use in their unconscious “thinking” are unique to each individual - as unique as their fingerprints

Inside Keys to Persuasion

- Because the metaphors people use in their unconscious thinking spill out in their words, paying attention to the metaphors in people's words can provide a window into the unconscious mind
- Through that window, you can direct attention to a person's most powerful emotions to control their behavior *from inside them*.

All metaphors can be persuasive. But the most persuasive metaphors of all are a person's own, unique, and largely unconscious metaphors. Get your hands on them and... did we mention that we are trusting to use this information ethically?

Opening the Window

So, how is it possible to open that window, and gain access to the individual metaphors which are subconsciously driving a person's thinking, their emotions, and their behavior? By choosing word and using language patterns that are used by the person we are communicating with.

For Example: If we took 5 people and asked them to define "Success", we would get 5 different answers. If we are working with someone and they use the word, "accomplish" or "achieve", we would use those words back to them. Success might be our label for "accomplish" or "achieve" but it is not theirs.

Learning to listen to what other people are saying, and to use the words they are comfortable with offers you huge amounts of leverage in communicating. Learning this information and practicing it means you, your family, your colleagues, your clients and potential clients, in fact all the people you come into contact with, are missing out. Most of us have to make a living - and would love to make our living from doing what we love.

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To achieve that aim, we need to bring other people along with us. We need to be effective at *really* manipulating people: guiding their attention in such a way that we find a win-win solution, overcome both conscious and unconscious barriers, and so *actually move forwards* towards it.

Which is why we have written this e-book to share these ideas with you - and why we want to help you to develop real expertise in these skills.

Developing Expertise... An Invitation

Our dream is to support people who want more, who want to make a positive difference in the world. We have designed seminars, teleseminars, blogs and one-on-one coaching to support people in accomplishing their dreams. Be sure to sign up for our e-newsletter to stay tuned in to additional information. You'll learn how to become a better and more effective communicator. If you're a coach, consultant, teacher, trainer, or in sales... if you work with people in any part of your job role, you'll become better at what you do. You'll deliver better results, more consistently.

And when you're better at what you do... and you deliver better results more consistently... you'll improve your status, your income... and your relationships.