

Corner Stone Consultant
Presents

Persuasion Tactics of Bill Clinton, Robert Kiyosaki, & Anthony Robbins

That can at least double or triple your income and enhance your love life!

By
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Disclaimer:

This report is merely a commentary on the persuasion tactics that have been applied by the said individuals. Mr. Kong personally believes that the advices given by them are sound and valid.

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Remember the monthly follow up session at the Coffee Beans across from PJ Hilton every **FIRST** Wednesday night at 8pm. Dates may subject to change, call Ong 012-330-2783 for confirmation. Please go to <http://groups.yahoo.com/group/nlp-mindpower/> to subscribe to our on-line discussion email group.

Have you ever been hypnotized?

What is hypnosis?

Hypnosis is a word that has strange reputation. Some believed it to be a hoax, and other thought it is only good for making people sitting on you like a bench. But nonetheless it has existed in different forms for centuries. Most NLP practitioners would argue that all communication is some form of hypnosis.

Lets consider the following questions. Can you still remember the first time you tasted a lemon? Maybe you were a kid and someone gave you a nice little lemon. You looked at it and even smelled it. And then you took a knife and sliced it into halves. And the juices just sprayed in the air. You can smell the scent of lemon. And then you took one piece of the lemon and put it in your mouth and you take a bite of that juicy lemon. The juice touches your tongue and it tasted so sour. I bet that your mouth waters as you are reading this. Most probably I have altered your state of consciousness so that you can experience some representation of what I have just described. If your mouth waters, then I have used the same patterns of communication that are used by successful hypnotist as well as successful story tellers, salesmen, politicians and religious leaders. If you think of hypnosis as capturing someone's attention and inducing a particular response like salivating or sleeping, then any effective communication is hypnosis.

How are you hypnotized?

People can be hypnotized directly or indirectly. Most of the time, clinical or stage hypnotist uses the direct approach such as "You are becoming sleepier and sleepier." About 20% of the populations are very suggestible under the "direct" approach. The remaining are more suggestible under the "indirect" approach. Researchers have also discovered that when people are relatively more alert, they respond much better with "indirect" suggestion. But as you go deeper into a trance, you respond better with the "direct" approach.

Difference between Direct & Indirect Hypnosis

Lets take a moment to define "direct" and "indirect" suggestion. With direct suggestion, only one narrow statement is being presented. For example, "You are falling in love with me." There is only one option. Namely, either you are or you are not. But with "indirect" suggestion, more choices and possibilities are being provided, leaving it open for interpretation but nonetheless presupposes a desired outcome.

For example, a standard indirect suggestion, which we use in sales, is: “I don’t know how you will decide to sign up now. But, when you do sign up today, maybe it is because that you noticed something wonderful about this product, maybe you believed that this product can solve some of your problems, or maybe you have other important reasons. Whatever it is, when you discover those reasons, will you let me know why you made this your choice.” That’s indirect suggestion because the listener is choosing which reason to sign up. In essence, I am giving different selections which all presuppose the same thing: *you are going to sign up today*.

Bill Clinton’s Bag of Persuasion Tactics

Speaking of hypnotic suggestion, do you realize that television is one of the best “mass hypnotist”? Most of the TV ads utilize some form of direct and indirect hypnosis. They often utilize indirect suggestion first, to create an optimum mental state, then at the end of the commercial, introduce a direct command. When Bill Clinton ran for presidency, some of his ads began with old clips of John F. Kennedy and Martin Luther King. They created a desired mental state, patriotism, with old footage (one even used John Kennedy Junior saluting at his father’s funeral) which stirred up the viewers’ emotion. Then they finished with a direct command: “Vote for Clinton.” They used indirect suggestion to generate feelings of patriotism and to capture the viewers’ attention (hypnosis), and then they gave a direct suggestion to vote for Clinton. If the viewers accepted the patriotic feelings, then the “Vote for Clinton” message went right into their subconscious without any resistance. It also created the association between “Patriotism” and “Vote for Clinton.” Which in normal sense, do not have any direct relation at all. That’s a very powerful and elegant use of hypnosis in everyday life. And by the way, this is also a technique that the great guru of motivation, Mr. Anthony Robbins use in his stage-selling.

Another good example is that some chocolate commercials in USA were being aired strategically right before dinner time. Since we have our biggest meal of the day at dinner, we naturally felt more hungry. Imagine that you and your children are watching chocolate commercials every time you feel hungry. What sort of association is being created here? That’s right! The next time you see a chocolate bar, you will feel hungry.

Well, first of all, both Bill Clinton and Al Gore are trained in NLP, as well as a lot of others politicians in the states. I myself have trained one Chinese minister in Malaysia. So it shouldn’t be a surprise.

During another incident where Bill Clinton is debating in a presidential election, he successfully associated himself with all the good things in the country to him. He walked on to the stage and begin to utter a list of facts about the country. The lists

include how the economy is really going up, how unemployment is really low at that time and there's no war.

After he listed all those wonderful facts, he said something like "I can't take all the credit for all the good things that have happened." Of course, as he said the last comment, he gestured to himself in order to associate good feelings to him. And Clinton, being the great communicator, proceeded to gesture towards his opponent whenever he mentioned any negative comment about the kind of problems that the country still has. Now Anthony Robbins is also a great practitioner of this tactic. I will reveal more later.

Last year (2002) at the September 11, Bill Clinton appeared on the David Letterman show. There 2 times when he mentioned "Political influence" and he gestured to himself simultaneously.

Even Al Gore, albeit lose the presidential election, at his last debate session with Bush, did a very smart thing to associate good feelings to himself. He kept showing his right palm forward with a raised hand as he spoke. Why? You may ask. Well, that is how a president is being sworn in when he is elected. So he deliberately tried to put the images of him as the president into the voters mind. Though he lost, but their votes were really close wasn't it. Sneaky trick!

Robert Kiyosaki's persuasion tactics

Another great persuader that I have encountered was the money guru, Robert Kiyosaki. He came to K.L. 2002 and gave a fantastic presentation at the Mount Kiara Stadium. He used quite a few tactics, but I will tell you his frequently used tactic. This tactic in NLP is called "Parts dissociation" plus "Propulsion mechanism" In lay terms, "Creating mild schizophrenia".

Just a side note, for those who may want to become a public speaker. When Mr. Kiyosaki speaks, he has a lot of ums, ers, and uhs. And he is still a great presenter. Part of it may be that he really believes in what he says.

He began the session by telling us that in each and everyone of us, there's a rich-you and there's a poor-you. He was using quotes from his rich dad to do this. This is called "parts dissociation" in which he immediately created a split in your consciousness. Anytime your consciousness is split, by someone else or yourself, you would begin to go into a mild hypnotic state. People do this all the time, for example when your friend told you, "It seemed that one part of you really wants to go out and work hard to earn a

lot of money, but another part of you wants to spend time with your love ones .” Feeling a little bit schizophrenic? Keep reading.

So the initial split of consciousness, was created by naming the parts in you. Further dissociation and split was created by more sensory rich description of these 2 parts of you. And he is really good at this. Some of the description he used were damned funny and right to the point. Remember one of the laws of giving universal statements; always state the positive as well as the negative. That way your listener will have no choice but to agree.

If you have some level of money challenges in your past, and you want to be rich. Which pretty much means every damn person I know. You would have no choice but to buy in Robert's description of reality.

After he had repeatedly going back and forth between these 2 parts, that's like more than 1 hour. He began to link not taking risk [the implication was not taking risk to invest in his thousand-dollars seminar], saying that you have not enough money, don't listen to expert [the implication was that he is the expert] are all the "poor-you" talking to you and trying to nag you out of being rich.

He then link all the opposites, like taking risk, use your money on expert like him etc to being able to listen to the part of you that is called the "rich-you" And he kept doing that for the rest of the seminar.

By describing parts he achieved many outcomes:

- First, he will be able to pace you and get you to agree with him
- Secondly, by making you mildly schizophrenic, he is bringing you into a hypnotic state without you knowing it.
- Thirdly, by linking all the good feelings into the rich part, all the bad feelings into the poor part. So you really want to get rid of the poor part and get on with the rich part. This is simple pleasure and pain principle, the carrot and the stick.
- Fourthly, as the finishing touch, he linked indecision, not taking risk to sign up for his thousand-dollars seminar to the pain-poor-part. And he linked good decision, taking risks to the pleasure-rich-part. So that if you don't take the class, he hoped you would feel bad, and when you take his class, you will feel good

He is one sneaky son of a gun. Of course I don't think that he is well trained in NLP, because he repeatedly said "We are not pressuring you to enroll...." "This is not a hard sell....". These are simple mistakes that most NLP trained people will not make. Guess what? I have listened to a couple of attendees saying that he was hard selling too much.

For the record, this is a report on his persuasion tactic, not on the validity of his teachings. I personally believe he knows what he's talking about and he's definitely richer than me at this point.

The Great Guru of Fire Walkers' Secrets of Persuasion

For those who want to know what Tony Robbins taught in the seminar, read his Unlimited Power and Awaken The Giant Within. They will get you prepared for his rally type seminar. You may also want to do some readings on NLP before hand. Even though he and his disciples said Tony don't teach NLP anymore, that's bullsheep. He did minor modifications on some of the basic NLP techniques and called them a different name.

My fire walking experience

Well first the fire walk. Yes, I did it, as well as others. They chose the night to do it because without day light, the red glow can be visible. Of course he didn't mention that if the coals are burning YELLOW, don't walk! Ask any science student, and they will tell you that yellow coals are many times hotter than red coals. If they do it during the day, it will not have the 'fear' effect and they may not be able to have a visual calibration of how hot the coals are. Tony did a good job building the excitement. I got really excited about the thing. And THEN.....

As I walked towards the coals, and my coal lane has Tony himself stood there giving you the last minute encouragement. My state was excited until my turn to walk. Before I walk on coal, there was a small puddle of water before the coal. So there and then, I know for a fact, at least in my perception, that I will not be burnt. Not because of Tony's inspiration and my state that protected me from the burn. He gave some lame explanation that your body emits an aura bla bla bla.

He said that we must look up to dissociate from feelings. I looked down at the coal. He asked us to chant "Cool moss" as we walk on coal, I didn't. It took you about 3-4 steps to cross the coals. Average contact time for your feet with coals for every step is probably less than 0.5 second. After the walk, someone will spray water on your feet.

That being said, there was a lady that looked like she got burnt. Probably she was paralyzed a bit by the fear and walk a little bit slow.

The bulk of my commentary will be on his persuasion tactics.

Tension-Release Cycle

If you intend to go to the Unleash The Power Within seminar, be prepare to do jumping jacks every 45-60 minutes. The surface explanation given by Tony is that if you learn actively, you retain more information. The purpose, in the opinion of hypnotist, is to activate the tension-release cycle. So there's a cycle you will go through in his class. You are pumped up, and then relaxed, then pumped up etc. By alternating you through this cycle, you will become more suggestible. Which is a good way to help you learn, and also a great window of opportunity for Tony to do his selling on stage. In fact the army use the same way to train their troopers, and get them to obey command while they are on a mission. The CIA's tactic of "Good Cop Vs. Bad Cop" to elicit confession was designed based on the tension-release cycle theory.

Tony's Anchoring Strategies

Tony is one of the best storytellers I ever encountered, he can get you into any intense emotional states, and he is very funny too. Every time he made people feeling inspired, cried, laugh so hard, or said some really intelligent quote, he will anchor it by doing a, "Mmm, YESSS!" gesture and 20 spotlights would be lit at the same time. So the synchronized "YESSS!" and flashing spotlights become the visual anchor for extremely good feelings. Over the period of 3 days, he must have reinforced the anchor over hundred times. So even I knew what he was trying to do, at the 3rd day, when ever they lit up the spotlight, I couldn't help but felt a little bit high at the same time.

On the 3rd day, there was a session where he helped us destroy our limited belief about ourselves. This was a really moving session. He will pick some people from the audiences to reveal their limited beliefs and he would do a therapy session by just having a conversation with the person. He used a technique that we called "Reframing" in NLP circle. And he is a master at using that technique. Essentially, in a short time, he helped the person to redefine the meaning of their so called problem and the person will have a brand new perspective on them selves. These new perspective were deep insights for them.

Anytime you have a deep insight, you are in a hypnotic state. And at that moment when those people were experiencing the deep insight, he triggered the "YESSS!" and

spotlight anchor. The effects of bringing back all those good feelings were tremendous. So, if you have a problem and Tony talked to you, you will go through the following states of mind:

- Feeling stuck → Aware of feeling stuck → Deep insight and change of perspective → A sudden flood of enormous good feelings washing over you.

Not only this was very moving for the person, it was also very moving for us who were watching all the time. We were so moved every time he managed to change their perspective, and at the same time he triggered the anchor. That anchor not only helped the person to change, it also served as a reinforcement of the anchor. So, the anchor became even more moving the next time he triggered it. Can he trigger that anchor when he was doing his selling on stage? You bet!

Tony Robbins' Compliance Selling Tactic

Anytime Tony had a session on stage that is very moving or inspiring, you can safely predict that for the next few minutes he would do some direct or indirect selling. And all these selling sessions were very brief, and that was why people didn't mind. Since you were made feeling so good and you were emotionally moved, you were opened to suggestions. Remembered I told you that an intense emotional state IS a hypnotic state. This was what Clinton did in his ads campaign. At the same time, you would be associating good feelings to Tony's sales-pitch.

One more very important element of this technique of selling is that it trains the audiences to slowly get use to being sold. If in a presentation, out of nowhere you begin to sell, it will look strange. But when people are feeling good, it's OK. And if you try to sell in a long pitch, they will feel that you are hard selling. [Side note: This is where most MLM people did wrong. Once they open the laptop or presentation kit. They launched into a really long presentation. It is quite torturous. I felt like being harassed for 3 hours at times.]

But did Tony do a long sales-presentation? He did... at the end. For the first 3 days, every time you are moved, he did a little selling. You are moved again, he did a little selling again. By the 3rd day, you have already gotten used to the selling. Then, at the end of 3rd day, he did a 2-hour selling for his other more expensive seminars, and he went into a lot of details, but nobody was complaining, because everyone got used to it already.

You may ask how is it possible for me to detect what he was doing. Well, the truth is I used the same tactics myself all my life. Now when I am doing my sales-presentation. I don't make people feel inspired or moved. Instead, I am selling skills. I would reveal certain fascinating skills about NLP or Mind Power. When the audiences are amazed by it, and at the same moment I noticed that they are in a good mental state, I would do a little bit of selling. For a better understanding of how this works, go to one of Tony Robbins' seminar or go to one of my preview sessions again. You will notice at the end of my preview session, I could go into my longer sales-pitch smoothly.

I have gone to a speaker who's trained by a famous Taiwanese speaker who's trained by Tony Robbins. He was doing a preview, and he was great getting people to feel good. At the end, when he tried to sell, there was a huge change of mood in the audiences. He noticed it too, and he also noticed that he himself had a huge shift too. The reason, I speculate, is that not only this incremental compliance selling is crucial for the prospect. It is also very crucial that it get the salesperson used to selling, so that you won't have a huge gear shift when you are doing a much more in depth selling. [Side note to MLM people: Pay attention to the above.]

Serial Selling Strategy: Getting Your Prospects to Repeatedly Thinking About Closing The Deal

I'll give you a little tip, most good salespeople do a series of small selling or trial closing along the way, before they go in for the kill.

That means during your interaction with your clients, every now and then you must do some form of selling. If possible, do it just after you make your clients feel good, or intrigued. That would be the best strategy. If not, every now and then, just mention sentences like, "... after you have get this product. ... ", "... when you have signed this..." or "... when you are bringing this home..." etc. All presupposing deal is being closed.

Make sure you drop in short presupposed-deal-being-closed phrases. Not long ones, or else you could sound like hard selling. But usually people can accept short ones very easily.

By doing this regularly over your interaction with your clients, you are in fact helping your clients to

rehearse in their mind the eventual closing. So that, at least at the end, when you are doing your big closing at the end, they have already felt very familiar about it. You, will have a better chance of closing them.

Now, the good thing about doing this whenever they feel good is; you are linking good feelings to selling. So, guess how they feel when you are doing closing at the end??

How To Enhance Your Love Life

In the context of getting your prospective love interest to respond to you. You will need to talk to them and make them feel good, laugh or moved. And when they are experiencing that, you drop in a flirt or you touch them. Then you go back to normal conversation. Keep repeating that and slowly prolong the flirt/ hint/touch etc. You get the idea, right? You are actually killing 2 birds with one stone, not that I have anything against birds. You are in fact training your prospect to getting use to being intimate with you, and at the same time they are being anchored to you. Of course, when you come to our NLP workshop, you will see a much more in depth and powerful way of doing this

A message from your NLP specialist.

What is NLP?

In the early 70's, NLP is being created by two American geniuses, John Grinder and Richard Bandler. It was created for counseling and therapy, and it used to have a very controversial reputation. In those days, doctors and psychologists were treating a lot of mental patients for years, and having zero or mediocre results. But a lot of those who received NLP treatment were cured in the first session. My NLP mentor, Mr. Derek Balmer, was a therapist as well. When he brought John Grinder into Canada for the first time, he referred one of his patients who has a severe phobia of getting into an elevator to John Grinder. And that patient was totally cured in 5 minutes!!!

Due to the fact that NLP can change any deep-rooted limiting mindset in the shortest possible time, it is now vastly being applied in negotiation, persuasion, influence and human relation.

The Effects of Rapport and Indirect Suggestion

One of the people who had the most profound and deepest influence on the founders of NLP was Dr. Milton Erickson. Dr. Milton Erickson is being described as the greatest hypnotist in this century. And he is also being considered as the father of Indirect Hypnosis. A lot of very difficult mental patients that were being declared hopeless by psychologists, would be referred to Dr. Milton Erickson. His success rate in curing his patients has a staggering height of 95%. But the real surprised was that Dr. Milton Erickson can cured them by having a seemingly normal conversation with them. He became known as the master of indirect hypnosis, a man who could induce a profound trance and change people's behaviors by just telling stories.

Dr. Milton Erickson was using a form of structured language patterns that can directly influence someone's subconscious mind. These language patterns were designed to by-pass the resistance of the conscious mind's critical thinking. And directly restructuring the subconscious mind for productive changes.

In my NLP workshop, I will systematically teach you how to use Dr. Milton Erickson's language patterns (Milton Model), in your line of work , as well as in your day to day situations.

Why must you learn The Art of Instant Rapport & Indirect Suggestion?

The truth is, from the day that we begun to use language, we have been constantly *using the Milton language model* in any communication. The only problem is that we are using it randomly. We are not conscious of how we are using it. That's why sometimes we were very successful in our communication. And sometimes with no result at all. At other times it was total failure!

There were times when you could convince someone by only telling him a few sentences. And then there were times when you failed to convince someone even though you have all the experiences, facts and evidences. In both cases, you were *using*

the Milton language model. I don't know whether you can *feel how obsolete you are* when don't know NLP. And I don't know whether or not you can realize the immense benefits you will have when *you learn the art of Instant Rapport & Indirect Suggestion*, but do aware of the equally immense disadvantages of disregarding it.

In fact, I am not teaching you something new. I am only teaching you how to deliberately and effectively use a language model that you have been using all your life. By virtue of *you deciding to learn NLP*, now there will be no more unlucky mistake in your communication, and you will be handling your communicational obstacles much more triumphantly.

Frequently Asked Questions

Does this really work?

We get this question a lot. The real question behind this asking is, "Can you give me a 100% guarantee that this will work for me?" My answer is NO! Unless you guarantee to yourself that you will take the time and energy to learn it, use it and willing to fail it for the first few times. If you can do that, I will guarantee your success.

Will this work on smart people? Strong will people? Etc?

It will work on anyone as long as they have a mind and they understand the language you are using.

Is this ethical?

Absolutely yes. As long as you engage your prospect in a win/win situation. The fact is, you are using these skills in a totally random way. People who are charismatic and successful just happen use it unconsciously. What's stopping you from learning to do it more consciously? Now, unless you don't believe in your own products or services, then even you are selling it the conventional way is still unethical.

Does this works for people who are not good at talking?

When we first started to talk when we're children, none of us were good at it. The most important skills in our lives are learned; not born with.

Does this requires the students to change into someone that's doesn't fit their personal value system?

NO. They don't need to change their value system. What they do need to change is their way of communication. The beauty of these skills is that they are very covert in nature.

What will we learn in your NLP Persuasion Workshop?

These are only some of the things that we cover in our Basic & Advanced NLP Persuasion Workshops:

- What Anthony Robbins or Bill Clinton did to make you think that he is your savior or guru that you adore and worship. And once you know how they did that, you can use this tactic too.
- How to get people to see you as someone who they can trust almost completely even though you just met
- How to read people's mind more accurately through observing their subtle responses. Some of those responses you will not be able to notice until you are trained. No amount of book reading can give you this experiential learning.
- How to speak "hypnotically" in any situation in a way that will bypass people's critical thinking and appeal to their subconscious hopes, needs, and desires.
- How to get people to reveal the "access codes" to their minds so that whatever you say will become exactly what they want to hear to be convinced.
- How to create rapport with anyone, including strangers, in less than 10 minutes. Even without talking to them.
- How to project confidence, when you most need it, through the "Confident Stare". Even though you may not be confident at all.
- How to project really powerful stare that lets people absolutely feel your impact and authority.
- Confrontational stare that lets people know that you can dominate them, and they'll think twice before they lie to you.
- How to convey genuine sincerity using the "sincere stare" so that people believe that you truly care about them.
- The 3 specific eye-contact techniques that you can use, when communicating to the opposite sex. So that you can convey the kind of sincerity, genuine interest and seductiveness that melts them.
- How to rapidly link whatever good experience people have to you, your products or services subliminally without them knowing it. Advertisers have been using it all the time, and now you can use it in your day-to-day business or social conversation.
- Make your prospects or clients forget to think of your competitors by using simple combinations of words and gestures that even a school kid can execute. I've personally used

this skill to help a friend who requested assistance to forget about her abusive boyfriend. I immediately apply this skill without her knowledge while having a normal conversation. And 3 days later, she broke off with the guy.

- How to get people to perceive you as the kind of person you want them to perceive, by putting yourself inside their minds' prioritized VIP section.
- Learn to speak in such a way that your listeners will have no choice but keep on agreeing with you. And eventually get them to agree that whatever you tell them to do IS part of their reality.
- 5 different "Stealth Verbal Technologies" that can direct people's mind in the direction you want. You achieve this by indirectly implanting thoughts into their minds, so that when they are convinced, they don't think that you persuaded them. But instead, you merely confirmed what they wanted all along. These will be your unfair advantages for declaring war against the 3 major powers (Money, Sex, Status).
- Most people are very inflexible when it comes to their own voice tones. We specifically designed a training methodology that not only allows you to become aware of your voice tones, (most people don't), you can also learn to take control of your voice tones at the same time. You'll be able to turn up the "hypnotic" quality of your conversations.
- How to influence a decision without being pushy and hard-selling
- How to ask questions in a way that your listener will feel so understood that they will spill their beans in the first meeting.
- For those of you who think that you seldom put what you learned into practice, that was another way of saying that you are lazy, we will help you install a trigger that will enhance your habit of practicing what you learn.

Appendix

Mental Exercise to Enhance Your Learning Ability

1. Imagine that you are holding a sphere of golden-light in your left palm.
2. Imagine something or someone that represents intelligence or wisdom to you, appears in front of you.
3. Think about what this thing or person represents, it's qualities etc.

4. Imagine this thing or person turn into golden-light. Use your right hand to grab this golden light and press it into the golden sphere in your left palm, making the sphere on your left palm glows 10 times brighter and stronger.
5. Repeat step 2)~4) as many times as you want. Each time making the sphere on your left palm glows even stronger and brighter then the last time.
6. Take that sphere on your left palm and press it into your head, transforming you.

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Presents

Essential Persuasion

A crash course on how to persuade anyone to do anything...

By
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Please go to <http://groups.yahoo.com/group/nlp-mindpower/> to subscribe to our on-line discussion email group.

Visual Thinkers

- Prefers to see images or watch demonstration.
- Very sensitive to visual environment and a person's appearance.
- When thinking, tend to look up. When listening to someone, needs to look at the speaker.
- Gestures a lot
- Speaks faster in a higher pitch and uses a lot of words to describe visual elements
- Memorizes visual surroundings and images better

Auditory Thinkers

- Prefers to hear, speak or engage in discussion
- Sensitive to sounds and voice qualities, a person's name.
- When silent, tends to make own sound.
- When thinking, tend to look left or right in the direction of their ears. Can listen to the speakers without looking at them.
- Speaks in a medium tone and uses a lot of words to describe auditory elements
- Memorizes sound, music, and dialogue better.

Kinesthetic Thinkers

- Prefers touching and movement
- Sensitive to feelings, physical sensation and movement
- When thinking, tends to look down
- Speaks slower in a lower tone and uses a lot of words to describe kinesthetic elements
- Memorizes action, movements or events tied to feelings better.

The Impact of Your Communication

7% Words
38% Tonality
55% Physiology (non-verbal, facial, postural, movements, body language etc)

When you need to build rapport with anyone, make sure you match his or her words, tonalities and physiology as much as possible without arousing any suspicion. You can achieve this by delaying the matching.

EMBEDDED COMMAND

Embedding a sub message within a larger message by using tonalities to draw attention to them unconsciously. The larger message is to distract the conscious-rational mind. The consistent tonality change will:

- Bypass a person's defensive critical thinking.
- Subliminally influence another person's action
- Implanting thoughts and ideas into people's subconscious mind so that they begin to seed and grow.

Embedded command acts like a magician's sleight of hands techniques, which rely on a lot of misdirection. For the audience, it is not a matter of how fast can you see the trick. Instead, it is where you put your attention that determines whether you see through the trick.

For example: "I honestly don't know what exactly that makes people **BUY FROM US.** And I don't think that even the most senior sales person knows why people **LOVE OUR PRODUCTS.** We only have more than 2,000 satisfied customers to substantiate our claim."

The whole sentence is designed to misdirect your conscious mind. The parts where they are underlined are designed to be smuggled into your subconscious mind.

ANCHORING

It is the deliberate or random association of a response with a particular trigger. With repeated association, that particular trigger will activate the linked response.

A trigger could be Visual, Auditory, Kinesthetic, Olfactory or Gustatory, or any of the above combination.

Once an anchor is set, a persuasion expert will intend to strategically link that particular response to wherever he or she wants to. For example he could link that to the benefits of his products or services. Or he could link a negative anchor to his competitors' products or services.

Public Workshops Offered by Kong

- 1. NLP Basic Persuasion**
- 2. NLP Advanced Persuasion**
- 3. Subconscious Mind Power Mastery**
- 4. Tactical Influence**

For more information, please call Ong at 012 330 2783 or email Mr. Kong at kkyung@pd.jaring.my