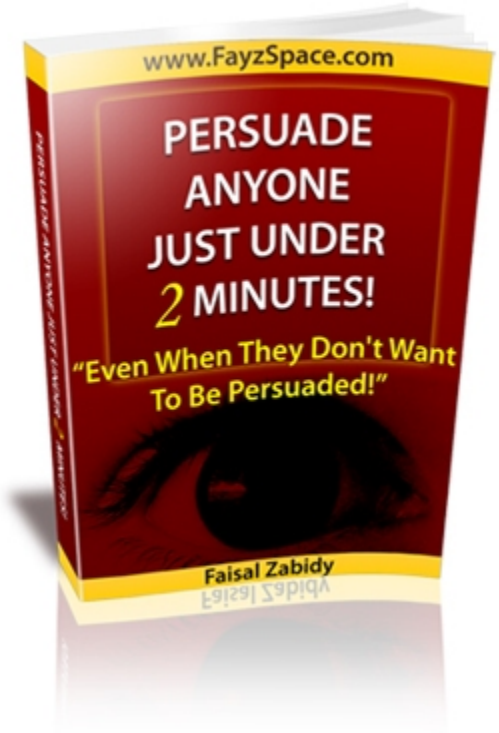
Being Rejected, Bullied or Pushed Around?

‘How to Use the Spectacular Power of PERSUASION to get anyone to do anything that you want under 2 minutes FLAT!’

Even when they don’t want to be persuaded!

By FayZ at http://www.fayzspace.com

SPECIAL REPORT



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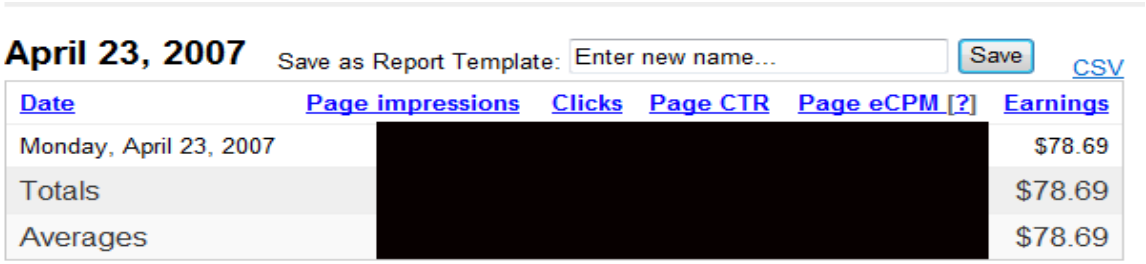
Who The Heck Is Faisal Zabidy a.k.a. FayZ?

Before I begin anything, I would first like to thank you for downloading this FREE report that I have dedicatedly compiled and I hope this report will be of great value to you. Even though this report is free, I promise that the information that are available in this report is definitely worth at least US$47, and if used correctly, will allow you to have that stunning persuasion power in less than 2 minutes. The key word is to practice the tips and tricks mentioned in this valuable report over and over again. Believe the NLP guru's make money out of these concepts. If you are able to master these, you can easily understand their tricks and on your way to getting the better end of any bargain or negotiation. Good luck.

But right now, you must be wondering who in the world is FayZ and why you should be reading this report? Well I'm a 32 year-old guy living Malaysia. I have been dabbling in the Internet Business for more than 2 years. I have significant experience in internet marketing and has achieved notable success in many of my income generating endeavors. This includes a record income of **USD78.69** per day with Google Adsense during its high time in 2007, before google started implementing certain measures that watered down the value per click.



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Date	Page impressions	Clicks	Page CTR	Page eCPM [?]	Earnings
Monday, April 23, 2007	[redacted]				$78.69
Totals					$78.69
Averages					$78.69

Although I continue to generate significant google adsense income month after month till today, I have expanded into other areas of internet marketing and published a physical book that has come out as a best seller in Malaysia. This is to ensure I have more revenue streams to add to my bottomline. On my way to achieve financial independence, I have been struck by the greatest need to stay motivated and keep focused. I have found solace in books written by Wallace D Wattles (Science of Getting Rich), Napoleon Hill (Think and Grow Rich) and Adam Khoo (The Secrets of Self-Made Millionaires). This is also how I have gotten myself involved with some of the famous names in Malaysia. To steal their ideas and apply them in my life and also to get into their circle of friends. This has developed my business knowledge and skills tremendously beyond internet marketing. I also have come to know that in business you also need to have a good influencing or persuasion skills. Sometimes this skill can determine whether you make or break on a deal. Tough? I know. I have been through it a

couple of times. From negotiating with the biggest television network in Malaysia for online rights for one of its programmes to haggling with a tenant from Beijing, China who would like to rent out my place. Throughout my journey of finding myself in the area of persuasion, I have also found Adam Khoo and its Neurolinguistic Programming system. Although I have known about NLP from Anthony Robbins back in high school, but I have never been able to make sense any of it until Adam Khoo. Well, this free report is an expression of my experience and sharing of what you should know to influence/persuade anyone under just 2 minutes.

Feel free to distribute this report to all your friends who might be interested in the art of persuasion or have trouble convincing his/her boss on his/her ideas. You might just be the one to change your friends' life forever!

How to Persuade Anyone Under 2 minutes!

Would you like to have the ability to persuade people to do anything that you want and the way you want them to do them? How do you feel if you have this great power? Life will be better. Business will grow to the level you never imagine possible.

We often encounter situations where we have to persuade people in our daily lives. Be it your spouse, mom, dad or kids. The situation gets worse when you are in the office where you have to persuade your boss to agree on your proposal or even your staff to carry out their duties as instructed. Getting them motivated is one thing but persuade them to do things that will drain their mental and physical resources is doubly hard. What I am going to share with you in my little ebook involves no such thing as brutish coercion such as using strong arms to twist the other's or loud voice. It's something that have been practiced by many speakers, salesmen, world leaders around the world. Wouldn't you want to know their secrets?

Persuasion is the key to accomplishment, not only for politicians or stockbrokers, but for everyone of us. In a job interview, you have to persuade your interviewers why they should hire you and not the other candidates. In a classroom presentation, you have to convince your classmates and professor to believe that what you are talking about is worth listening to, and your hard work deserves a good grade. In a workplace, you need to be able to pitch your ideas persuasively in order to prosper in your career. If you look at highly successful people, you will see that they are not only hard workers and creative thinkers, but also great persuaders. Just look at Barrack Obama. Since his win as the American President, everybody has jumped in on the glory by writing about him. Amongst the first is the book called "Say it Like Obama – The Power of Speaking With Purpose and Vision" by Shelly Leanne. This proves how important it is to speak and persuade in the same tone.

To ensure that you have the habit or skills of being persuasive, start practicing right after you finish reading this book and start role-modeling those who are already skilful in these areas.

I always get calls from salesmen trying to sell credit cards, personal loans, insurance and vacation club products. Often times, I can sense that the patterns in their sales pitch are all the same. Some of the patterns that they use come from what I want to share with you in this ebook. So hang on tight as we set off on a journey that can change your life forever!

What does it take to persuade?
To be able to persuade anyone, first and foremost, you need to be able to tap into their emotions and dreams and link them to whatever you want them to do i.e. connecting to their subconscious mind. Once there is a solid connection, it's an easy sell.

Aristotle once said that for persuasion to be truly effective, three elements must be present:

1. trust
2. logic; and
3. emotions.

"In modern terms that means that to be persuasive, you need to make good first impression by establishing trust through attitude (body language, voice tone) and personal packaging; you have to present your case with indisputable logic; and you have to give a tug to the emotions".

But I would like to add **one more factor** to it. It's called identifying and understanding the real needs of the person you want to be persuaded. Try expressing your needs that are in line with the values that he has. It's very difficult to change a person or his value. So the best that you can do is to make as if your needs/requirements help to fulfil his/her end of objective/thinking. If you can do this, persuasion can just take less than 30 seconds. Trust me!

METHODS OF PERSUASION

1. **Reframing**. An event has no meaning on it's own. It just it. People give it meaning according to their beliefs, values, preoccupations, like and dislikes. Reframing is changing the way you perceive an event and so changing the meaning. When the meaning changes, the response and behavior also changes. Reframing is frequently used by skillful politicians. It seems no matter what happens, they can put a positive spin on it for themselves or a negative spin for their opponents. For instance, politicians on both sides of the abortion debate cite their positions as "pro-life or pro-choice" because "pro" has better connotations than "anti." Framing subtly uses emotionally charged words to shift people towards your point of view.

   Some notable reframes:

   - A father brought his head-strong daughter to see Milton Erickson - the famous hypnotherapist. He said to Erickson, "My daughter doesn't listen to me or her mother. She is always expressing her own opinion." After the father finished describing his daughter's

problem, Erickson replied, “Now isn’t it good that she will be able to stand on her own two feet when she is ready to leave home?” The father sat in stunned silence. That was the extent of the therapy -- the father now saw his daughter’s behaviour as a useful resource later in her life.

- During the 1984 campaign, there was considerable concern about Ronald Reagan’s age. Speaking during the presidential debate with Walter Mondale, Reagan said “I will not make age an issue of this campaign. I am not going to exploit, for political purposes, my opponent's youth and inexperience.” This has persuaded significant voters in America which had resulted historical landslide victory for Reagan.

To frame a persuasive argument, select words that conjure images (positive, negative or neutral) in the minds of your audience. Even with other words nearby, a single framing word can still be effective. Another example is illustrated by the difference between saying "Having a cell phone will keep me out of trouble" and "Having a cell phone will keep me safe". Ponder which word is more effective for your message: "trouble" or "safe".

Tips for Reframing Practice: *Remember that in NLP,* ***“Every behaviour has a positive intention”****, so start looking at the positive side of everything to persuade anyone to follow you or to defend your action.*

There are two types of reframing:

- Context reframing
- Content reframing

<u>Context reframing</u>

Question to ask yourself to change people perspective:
In what **context** would this behavior have value?

Example:
My partner is too stubborn.
Reframe: I bet he has the tenacity to stand by you in tough times.

My partner works all time.
Reframe: I bet you will be thanking him when you get your dream home or at least he does not have time to fool around with another girl.

Content reframing

Questions to ask yourself to change people perspective:

- What else could this mean?
- In what way, could this be positive or a resource?

Example:
My husband is too lazy.
Reframe: That means that he is pretty laid back and easy going. Imagine living with a ruthless hard-headed character!

My husband is ruthless and hard-headed.
Reframe: That means that he has ambition and drive. He can be very persistent to success. Many women would love that in a man!

2. **Mirroring**.

   Mirroring is the practice of mimicking the movements and body language of the person you are trying to persuade. This is part of rapport building efforts under NLP. You can build strong, instant rapport with a person's mind by deliberately matching his language patterns, mental models, tone of voice and body language! However, you need to do it at the subconscious level.

   By acting as the he does, you create a sense of empathy. But you need to be subtle about it and delay 2-4 seconds between the other person's movement and your mirroring as otherwise they will pick up your behaviour as trying make fun of what they are doing. Research has shown that people create instant rapport with each other when they naturally match each other's mental and language patterns. If you were to notice a group of very close friends who are having a conversation, you will notice that they will use very similar lingo, tonalities and body language! They will also be speaking on similar topics where they share very similar experiences and beliefs! Your mind and behaviour must be flexible enough to do this. Rapport is instantly build when you say things that matches your client's mental models and values i.e. things they are familiar with and that they agree with. Make them see whatever you want to persuade him/her to do is aligned with their values.

3. **Telling a Story**

   Metaphors and analogies can be used to pass on messages to the unconscious mind. Telling someone a story with a hidden meaning, is a very

powerful way of conveying the meaning without the person realising. I know, it may sound sneaky but it is good way to get around person who is difficult to accept someone's advice. Telling a story in which the person has to imagine or use their memory to follow the plot, will put them in a trance. And once in a trance you can dramatically **influence their behaviour**. Sometimes, it pays to bring the story into reality, that is if you have the time. I know someone who brings his son to a jail to see people who get caned just to teach the implication of being having no direction in life and get caught with the wrong crowd. Of course this will take more than 2 minutes, but it is enough to really immerse the person in your story get him/her to follow you.

4. **Scarcity**. Scarcity is frequently used by advertisers to make opportunities seem more appealing because they have limited availability. Quite ofthen scarcity is being used to scare and influence people to buy sooner with statements line, "*If you don't buy now, I am afraid I have to give it to the next person who is already pushing me to sell this product to him since this morning*" or "*We only have 2 units left in our stock".*

   People **want what they think they can't have** and social psychology would indicate that loss is a more powerful emotion than gain. So, a person who loses $100 is estimated to lose around twice as much satisfaction as another person will gain from a $100 windfall. Imagine eBay. There are many occasions when buyers on eBay or any auction will compete for an apparently scarce item and this will drive the price up. Even a $5 mousepad can fetch up to $70 due to the bidding. If the product is not unique, bidding is destined to be a complete failure!

   Although products may be scarce, if you are in the information business, you are not selling or offering anything scarce. In fact what you have is definitely replicatable infinitely at virtually no cost. Nevertheless you are still able to create scarcity. There are several basic ways to do this:

   - Offer products, services or deals that are only good until a certain deadline. Make sure that you are totally ethical, by sticking to the deadlines.

   - Offer products, services or deals to a limited number of people. Perhaps you may want to say, "This offer is good only for the first 100 to buy it" or "I only have five of these available."

   - Create a sense of urgency with the language you use. "Buy now and get this bonus not offered anywhere else or buy now and get amazing 50% discount!". I've seen often on the web, "My friends think I'm crazy for offering this package at this price, but I want to experiment

for a short time and see how it works." Or Out of stock, add to your wish list, or offer ends in 2h 20mins 10 seconds (using countdown timer).

In professional life, you can always get things done faster and change the approach of your subordinates by telling them that they only have one day instead of a week to complete his assignment. This will change the way the subordinate look at the issue and avoid focusing too much on non-material issues. This will get the best out of the person.

5. **Reciprocation**. When someone does something for us, we feel compelled to return the favor. So, if you want someone to do something nice for you, why not do something nice for them first? In a business setting, maybe you pass them a lead. At home, you might offer to lend your lawnmower to a neighbor. It doesn't matter where or when you do it, the key is to complement the relationship.

6. **Liking** - People are easily influenced by what they like or say yes to the person that he or she likes. Research has shown that there are many things you can like about someone (e.g. physical attractiveness, compliments and cooperative efforts). However, one factor really stands out. And it's the most powerful and easiest to implement: **Similarity**
   Generally, we like people who are similar to us (in as many ways as possible). You generally trust a person more if that person is similar to you. Talk the same way and think the same way. Find something that is **genuinely in common** between you and the other party. It really has to be genuine or the other party can see through it immediately. This works both ways. You will not only find that the other person likes you more, you will also come to like that person because you found something that's similar. Isn't it amazing? Try practicing on a friend that you are not close to and see the difference. For all you know she may start inviting you to her parties. What a subtle way to influence!

7. **Timing**. People are more likely to be agreeable and submissive when they're mentally fatigued. Before you ask someone for something they might not readily agree to, consider waiting until they've just done something mentally taxing. This could be at the end of the work day when you catch a co-worker on their way out the door. Whatever you ask, a likely response is, "I'll take care of it tomorrow."

8. **Congruence**. We all try, subconsciously, to be consistent with previous actions. A technique used by salespeople is to shake your hand as he is negotiating with you. In most people's minds, a handshake equates to a

closed deal, and by doing this before the deal actually closed, the salesperson is more likely to actually close it. A good way to use this yourself is to get people acting before they make up their minds. For example, if you were out and about with a friend and you wanted to go see a movie but the friend was undecided, you could start walking in the direction of the theater while they are considering it. Your friend is more likely to agree to go once he or she is walking in the direction you set.

9. **Social Proof** or **Herd behavior.** We constantly look to those around us to determine our actions; we have the need for acceptance. We are far more likely to follow or be persuaded by someone we like or by someone who we see as an authority. Studies have shown that laugh tracks on TV comedies make people think what they are watching is funnier than if there is no laugh track--in spite of the fact that everyone universally agrees that laugh tracks are fake and obnoxious. An effective way to use this to your advantage is to be seen as a leader -- even if you don't have the official title. Be charming and confident and people will place greater weight on your opinion. If you're dealing with someone who isn't likely to see you as an authority (such as a superior in the workplace, or your significant other's parent) you can still take advantage of herd behavior. Casually praise a leader who that person admires. By triggering positive thoughts in that person's mind about a person they look up to, they'll be more likely to associate those qualities with you.

   In his book Science of Persuasion, Robert Cialdini notes that a crowd may watch someone being attacked and do nothing because everyone else is doing nothing, whereas the same people individually would be much more likely to act. To use this to your advantage:
   - Point out how many people are already doing what you want the "new" people to do--i.e., they're customers, subscribers, members etc.
   - Create events where large numbers of people show up. Mix existing customers or members with new prospects.
   - If you're really up to it, put on a conference or program where people can learn from you in a group setting and really bond with you!
   - Asking people to make testimonies at these group events strengthens the social proof. E.g., "What this organization means to me" or "Why I tithe."

   Communicate like you are talking to a friend. Speak about "I" and "you" and not "he," "her" or "it."
   - Be a personality. Be seen. Mingle with people.
   - Encourage visitors or prospects to contact you by phone or email and answer them cordially.
   - Demonstrate in all your dealings that you are a person of integrity, that you care about other people and can be trusted, and not that you are just after their money. The other points of persuasion will help with this.

Call people by name. Even though you're using a computer program to do this, people feel that you are addressing them more personally when you use their name in your emails or letters to them.

10. **Commitment and Consistency** -- Once people commit to something, they tend to continue behaving in ways that are consistent with that commitment. Researchers created a test where one person left a portable radio on a beach blanket close to a randomly chosen subject, walked down the beach, and a second person came along and "stole" it. They found that if the first person said nothing to the unsuspecting subject, in most cases they would ignore the theft. But if the first person asked the subject to "watch my things", 19 out of 20 subjects would chase down the thief. What this means for promoting your organization is:
    - Ask each customer or prospect for a small commitment early on. If they commit in writing, signing their name, even better.
    - Thereafter relate to that person with consistency. Follow up with them repeatedly to reinforce the commitment and strengthen the ties. If you're consistent with them, they are more likely to remain committed to your cause or relationship.
    - Over time you can ask for other signs of commitment. When you do, subtly remind them of their previous consistency, as in, "You have been a regular donor to our campaign for five years now. This year we ask that you increase your giving by 10% because of the increased demand for our services." (Heard that before? :-)

11. **Authority** -- It is indeed amazing what people will do when instructed by authority. Experiments have shown that ordinary people are willing to inflict punishment such as "electric shocks" to an actor pretending to be a victim when they are instructed to do so by an authority figure such as a psychologist in a lab coat. Of course we learn as children to obey parents, teachers and authority figures, although as teens or young adults we may rebel. The early learning still sticks. To use this to your advantage:

    - Cite your expertise when offering information or advice to others - not blatantly of course, but be sure the evidence is somewhere it can be seen.
    - Cite the authority of other experts, just like I'm doing in this newsletter, to build your credibility.
    - Create an archive of information on your website or other resource which proves you have extensive knowledge on your topic.
    - Share valuable new information as you learn about it to demonstrate you are an "insider."
    - Invite an authority to speak at your social-proof event to vouch for your cause.

12. **Ask First** - Before you ask a customer or other person to do, act, buy etc., and try to understand their present needs, wants, perceptions and satisfactions. This is why experienced marketers ALWAYS conduct some type of survey by telephone, mail or focus group before attempting to market to any group. Once you know what people want and perceive, you can develop a program to authentically meet their needs in "their own language." This is probably the most powerful persuasion strategy of all.

13. **Because** -- Another researcher (sorry I don't remember who) found that people are much more like to acquiesce to your requests if you begin with "Because." One test she conducted involved trying to move ahead of people in a line waiting to use a copier. When she said, "I need to get these copier" she did not get many people to gladly let her go first. When she said "Because I have a deadline, I need to make these copies right away" or almost any other sentence using "because," people would much more often let her move ahead. I wonder if this is linked to our childhood habit of asking, "Why, Mommy?" for anything we wanted to understand, and when Mommy said, "Because I said so" or "Because you'll hurt yourself" or whatever, we took that "Because" phrase to mean "Mommy loves me."

To learn more about persuasion, you may want to check out:
http://www.fayzspace.com/wizard

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