

**The Art
of
Persuasion**

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By Oliver Swanson,

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How To Persuade Anyone By Asking for More

>>>IMPORTANT: Are there any proven persuasion techniques to get someone to do what you want, even if you have that feeling that you're asking too much? Fortunately, there is..... so pay close attention!

It's called "**asking for more.**" Ironic as it may sound, this is one of the most potent persuasion tactics you may use.

Here's how it works. Let's say you want your friend to donate \$10 to a charitable cause you're involved with. For him, \$10 might already be a big amount. Instead of asking for less, you asked him for \$25 because you imply that's what most people are giving. If he doesn't want to give you the \$25, tell him, "In that case, we'll just have to be contented with \$10." He'll feel so relieved to save \$15 and will gladly give the \$10 to you.

You won't believe how often kids apply this technique. They simply want to go to a movie, but they ask their parents to take them to expensive vacation spots. When their parents say that such trips are too expensive, their children would ask, "Could we just go to a movie then?" The kids get what they want, while the parents feel that the pressure has been taken off them.

The power of this persuasion method comes from the feeling of obligation to reciprocate the concession you initially gave.

People will be more receptive to grant your true (and smaller) request after they declined the first (and bigger) one. They will feel embarrassed to turn down the second favor, especially if it's much easier to comply than the first request.

The second request gives them the freedom of choice. It's like they're given an escape route. They will feel like a special favor has been given to them because they're given room to negotiate and reject the first offer.

Using this powerful persuasion technique, they will feel a sense of contentment and at the same time, a sense of responsibility to fulfill the secondary (and even other future) requests.

Remember that **people feel a sense of guilt if they refuse** your request. If your second favor is something they can afford to do, then they'll grab the opportunity to make it up to you.

The great thing about this is that they might even give you the larger request. This is one of the most effective persuasion techniques because you give them the chance to negotiate, and at the same time you make them feel that they got the better end of the deal because you "gave in".

By Oliver Swanson, **Thanks for reading, here is a special Gift**

The Magic Button to Influence People and Yourself

Want to know a powerful covert influence tool that allows you to get anything you want through your own acts or by subconsciously commanding others to render it to you?

It does not take a magician or hypnotist to do it. Even an ordinary individual has the capacity to achieve this covert influence technique through constant practice.

Imagine the power if you could just do a simple act and you'll instantly be able to change your mood or energy level. Just imagine the power of having others do whatever you want them to do without them being consciously aware of it.

When I mention the word oranges, your mind processes the image, your mouth may begin to water, and you may even remember the times when you and your special someone were enjoying and eating the oranges together.

Here's another example of this covert influence application. Have you watched a movie that was so touching it made you cry? In one of the movie's most moving scenes, there was sad background music.

Two months later, you're listening to the radio. You heard the same sad song from that movie. You suddenly remembered the scene, the actors, the emotions, even the person seated next to you who was also crying two months ago.

You felt the sensation all over again. You recollected the sentimental mood because of that same music. This covert influence tactic is known as **anchoring**.

What is an anchor? An anchor is a compelling and influential connection of something seen, heard, touched, smelled, or tasted with a specific memory or representation.

You associate something experienced in the past with a state correlating to the present.

How To Use An Anchor

Reflect on a time when you had a totally exciting, fun, or happy experience. Engage yourself thoroughly on that wonderful feeling. See, hear, taste, smell, and feel everything around you.

Then create an anchor. Clench your fist in excitement, listen to a lively song, squeeze your thumb and middle finger together, or just do anything you can think of, as long as it's something that creates intensity within you when it brings you back to that moment. After about 1 to 3 minutes, let go of the anchor while still engrossed in that state. Wait for a few seconds, then break out of that state.

The more intense and passionate the experience, the better anchor you will create. If you're going to visualize and reminisce the times you went hiking in the mountains, enhance the sensations before assigning an anchor. Feel the refreshing atmosphere, see the lush green flora, smell the fresh mountain air, smell the barbecue, play with the fireflies.

It would be so much better if you were actually hiking in the mountains. The actual experience is much more conducive to creating an anchor. Let's say the anchor you've created is a large snapshot of your entire team, with the invigorating view of the mountains as the background.

Then next time you feel blue or stressed out, just look at that picture and you'll feel calm and relaxed. It's as if you were brought back to the mountains. You'll feel stimulated and energized.

Covert Influence Application Of Anchors To People

Let's say whenever your friend pats you on the back, you whistle a happy tune. You did this every time. Next time when you want him to pat you on the back, all you've got to do is whistle that same happy tune. He won't even be aware that you've programmed him to do it every time he hears that tune.

This covert influence tactic takes a little more practice though; but once you've accomplished it, you're in big business. ***Be forewarned! Never intentionally apply anchors to manipulate other people.*** Create an anchor in low-risk situations. Put anchors to good use.

A manager of a company would always say in a loud enthusiastic voice "Fantastic Job!" to anyone who has performed beyond his expectations. Due to his encouragement, that manager's department is the most satisfied and motivated in the whole company.

Every time they hear the manager say "Fantastic Job!" to anyone in the office, they would remember the happy and fulfilled feeling when they were the ones being congratulated.

That would then motivate the staff to do their very best. Using anchors can be an extremely effective covert influence method. Use it wisely.

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